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**ВЫПУСКНАЯ КВАЛИФИКАЦИОННАЯ РАБОТА**

**(МАГИСТЕРСКАЯ ДИССЕРТАЦИЯ)**

**АНАЛИЗ ИСПОЛЬЗОВАНИЯ ОФИЦИАЛЬНЫХ ВЕБ-САЙТОВ КАК ИНСТРУМЕНТА ПРОДВИЖЕНИЯ НАЦИОНАЛЬНОГО ТУРИСТИЧЕСКОГО ПРОДУКТА ИНДОНЕЗИИ**

42.04.01 Реклама и связи с общественностью

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Направление 42.04.01. Реклама и связи с общественностью
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УТВЕРЖДАЮ
Зав. кафедрой интегрированных маркетинговых коммуникаций и брендинга

___*Савчук* _____          Г.А. Савчук
   ( подпись)                         (Ф.И.О.)

«6» апреля 2023 г.

**ЗАДАНИЕ**
на выполнение выпускной квалификационной работы (магистерской диссертации)

**студента _Марини Виджая Франсиска_ группы ЭУМ-223812
(фамилия, имя, отчество)

**1 Тема ВКР Analysis of the using the official websites as a tool for promoting national tourism product of Indonesia / **Анализ использования официальных веб-сайтов как инструмента продвижения национального туристического продукта Индонезии**
Утверждена распоряжением по институту от «6» апреля  2023 г. №33.01-05/2/047
 **Руководитель _Банных Галина Алексеевна, канд. соц.наук, доцент_
(Ф.И.О., должность, ученое звание, ученая степень)

**3 Исходные данные к работе: книги, монографии, статьи зарубежных ученых, информация с Интернет-ресурсов (аккаунты в социальных сетях и веб-сайты исследуемых организаций).
– 4 Содержание пояснительной записки (перечень подлежащих разработке вопросов)  изучить инструменты и методы продвижения национального туристического продукта в цифровую эпоху:
– Рассмотреть Официальный сайт как инструмент продвижения национальной туристической продукции
– Разработать методологию исследования и провести сравнительный анализ официальных веб-сайтов Индонезии и Таиланда
– Оценить восприятие индонезийского официального веб-сайта как инструмента пропаганды национального туристического продукта российскими туристами
– Провести глубинные интервью с экспертами индустрии туризма, исследователями и представителями маркетинга и рекламы
– Выделить результаты эмпирических исследований
– Разработать Проект по продвижению официального сайта Индонезии среди российских туристов

5 Перечень демонстрационных материалов _ таблицы, схемы, рисунки,изображения
6 Консультанты по проекту (работе) с указанием относящихся к ним разделов проекта*

| Раздел | Консультант | Подпись, дата |
|---|---|---|

| | | задание выдал | задание принял |
|---|---|---|---|
| Нормоконтроль | Ульянова Е.В. | *Ульянова* | *Ульянова* |

7 Календарный план

| Наименование этапов выполнения работы | Срок выполнения этапов работы | Отметка о выполнении |
|---|---|---|
| Написание первой главы магистерской диссертации | 08 декабря 2023 г. | Выполнено |
| Написание второй главы магистерской диссертации | 04 апреля 2024 г. | Выполнено |
| Написание чистового варианта диссертации | 10 мая 2024 г. | Выполнено |

**Руководитель _____*Банных*                              _____Г.А.Банных__
                            (подпись)                                                          Ф.И.О.
**Задание принял к исполнению _____*Марини Виджая Франсиска_____*
                                                        (подпись)

8 Выпускная квалификационная работа (магистерская диссертация) закончена
 «__5__» ___*июня*_____ 2024   г.

Пояснительная записка и все материалы просмотрены
Оценка консультантов:* а) *Ульянова*_____

**Считаю возможным допустить ___ Марини Виджая Франсиска
к защите его выпускной квалификационной работы (магистерской диссертации) в экзаменационной комиссии.

                                        Руководитель _____ *Банных* ___

**9 Допустить _____ Марини Виджая Франсиска __ к защите выпускной квалификационной работы (магистерской диссертации) в экзаменационной комиссии (протокол заседания кафедры № _6____ от «5» июня_ 2024   г.)


Зав. кафедрой____*Савчук*_____          _____Г.А. Савчук_____
                            (подпись)                                                  Ф.И.О.

# РЕФЕРАТ

Цель исследования: изучить роль официального туристического сайта в продвижении туристического национального продукта, его основные коммуникационные особенности и рекламные стратегии, направленные на привлечение туристов, а также разработать проект коммуникационного продвижения туристического продукта Индонезии для российских туристов.

Объект исследования – инструменты продвижения национального туристического продукта. Предметом данного исследования является использование официальных веб-сайтов как инструментов продвижения национального туристического продукта Индонезии для российской аудитории.

Результаты показали, что российские туристы ценят подробную и практическую туристическую информацию, рекламные стимулы и привлечение социальных медиа. Это должно лечь в основу разработки маркетинговых стратегий, которые будут востребованы российскими туристами и будут отвечать их конкретным потребностям.

Предложенный проект представляет собой дорожную карту для повышения эффективности индонезийского туристического сайта в привлечении российских туристов. Следует изменить формат веб-сайта, включив в него более локализованный контент для русского языка, например, подробную практическую и учитывающую культурные особенности информацию о поездках, расширенную языковую поддержку и интерактивные функции. Индонезийские туристические власти должны продвигать веб-сайт через социальные сети, партнерские отношения с российскими туристическими агентствами и влиятельными лицами, оптимизацию SEO и целевую интернет-рекламу для лучшего охвата и привлечения российских туристов.

*Ключевые слова: Сайт, Продвижение туристического продукта, Цифровая платформа, Информационные ресурсы, Туристическая идентичность, Национальное брендинг, Игры, Повествование, Российский рынок, Понимание туристического продукта*

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Higher Education
"Ural Federal University
named after the First President of Russia B. N. Yeltsin"
Institute of Economics and Management
School of Public Administration and Entrepreneurship
Department of Integrated Marketing Communications and Branding

**FINAL QUALIFICATION WORK (MASTER'S THESIS)**

**ANALYSIS OF THE USING THE OFFICIAL WEBSITES AS A TOOL FOR PROMOTING NATIONAL TOURISM PRODUCT OF INDONESIA**

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2024

# ABSTRACT

The purpose of the study: to study the role of the official tourist site in promoting the tourist national product, its main communication features and advertising strategies aimed at attracting tourists, and also to develop a communication project to promote the tourist product of Indonesia for Russian tourists.

The object of the study is tools for promoting the national tourism product. The subject of this study is the use of official websites as tools for promoting the national tourism product of Indonesia to the Russian audience.

The results showed that Russian tourists value detailed and practical travel information, promotional incentives and social media engagement. This should form the basis for developing marketing strategies that will be in demand by Russian tourists and will meet their specific needs.

The proposed project provides a roadmap for improving the effectiveness of the Indonesian tourism website in attracting Russian tourists.

The website should be changed to include more localized content for Russian, such as detailed practical and culturally relevant travel information, enhanced language support, and interactive features. Indonesian tourism authorities should promote the website through social media, partnerships with Russian travel agencies and influencers, SEO optimization, and targeted online advertising to better reach and engage Russian tourists.

*Keywords: Website, Tourism product promotion, Digital platform, Information resources, Tourism identity, Nation-Branding, Games, Storytelling, Russian market, Tourism product understanding*

# CONTENTS

# INTRODUCTION

In the context of globalization, tourism is emerging as a very important economic driver, especially in countries like Indonesia because tourism makes a significant contribution to foreign exchange earnings and overall economic growth. The importance of tourism lies in its role as a source of state income, and tourist visits are the main key to economic prosperity. This statement, as highlighted by Sari (2018), underscores the symbiotic relationship between tourism and economic progress, where the absence of an influx of tourists will hamper the trajectory of major economic growth. Indeed, tourist influx is a cornerstone of economic progress. Without a steady flow of visitors, major economic growth will be stunted, highlighting the importance of tourism in shaping the national economy (Maturbongs, E. E., & Lekatompessy, R. L., 2020).

The Internet is a widely used source of information around the world. Then Internet is now widely used in the life of our society and in all spheres. Today, the role of the Internet in the development of tourism is invaluable. Organizations operating in all areas of tourism use the Internet directly. In addition to advertising their organizations through the Internet, they are delivering travel products to tourists online. The Internet allows tourism organizations to provide information about their organizations to partner organizations over long distances (Irgashevich, Odilovich, Mamadaliyevich, 2022).

Tourism promotion is undergoing a process of transformation. It has evolved from controlled mass communication, focused on the asymmetrical and one-way promotion of popular tourist destinations, to a new era of web-based multimedia information. It is important to have sophisticated and advanced technology to attain an exponential growth in travel industry to manage the quality and increasing volume of traffic in tourism. The evolution of innovative tourism services and products along with an exponential increase in tourism demand, has helped businesses adopt IT at a wide-scale and internet as an electronic intermediary. In simple words, the Internet medium acts as a new

communication and distribution medium for travelers and providers of travel services and products. Advent of the technology of internet has enabled tourism and travel businesses to further improve their efficiency, competitiveness, productivity, and performance (Goyal, Sharma, 2013).

This study focuses on how countries promote and improve their national tourism products using official tourism website. Websites have become consolidated as an essential platform for tourism promotion and advertising, but these platforms need to be adapted to the changing needs and behaviors of the tourist in the era of 4.0, using resources and tools that make the tourism offer more attractive and through the creation spaces of interaction that allow users to participate and obtain direct advice on the web (Túñez, Altamirano, Valarezo, 2016).

People use technology and information as a means of supporting messages, searching for data and information, and even solutions to problems (Sugiono, 2020). This development cannot be separated from the results of the industrial revolution 4.0, namely the maximum use of digital technology (Schweb, 2016) giving rise to a new concept in the form of 5.0 society developed by the Japanese government (Fukuyama, 2018). 5.0 society is the concept that technology will coexist with humans to improve a good quality of life. Tourism is one sector that can benefit from the 5.0 era of society (Yaldi, D., & Mareta, Y, 2022).

In the era of Society 5.0 and Industry 4.0, characterized by advanced digital integration and automation, researching the position of official tourism websites for promoting national tourism products in Indonesia is increasingly urgent. Society 5.0 emphasizes human-centered innovation, making it crucial to personalize and enhance user experiences on tourism websites. Industry 4.0, with its focus on technologies like AI and big data, offers tools to create interactive and engaging online platforms. Different countries have different experiences and challenges.

As tourism continues to grow, it is important to recognize its broader impacts beyond economic considerations. Tourism also functions as a catalyst for socio-cultural

exchange, fostering understanding and appreciation between nations (Hermawan, 2016). In addition, the emergence of specialized tourism markets, such as ecotourism and cultural tourism, presents challenges and opportunities for tourism promotion efforts. Official tourism websites play an important role in serving this niche market, providing specialized information and tailored experiences to meet the diverse needs of tourists.

In an era where digital platforms play a critical role in shaping consumer perceptions and behavior, understanding website effectiveness is critical to optimizing promotional strategies. This dissertation aims to analyze the utilization of official websites as a tool for promoting the national tourism product of Indonesia, with a specific focus on attracting Russian tourists. By examining best practices and common pitfalls, this research seeks to provide actionable insights for enhancing Indonesia's online presence in the competitive global tourism market.

The purpose of the study: to study the role of the official tourist site in promoting the tourist national product, its main communication features and advertising strategies aimed at attracting tourists, and also to develop a communication project to promote the tourist product of Indonesia for Russian tourists.

The object of the study - tools to promote the national tourist product. The subject of this study is the use of official websites as tools to promote the national tourist product of Indonesia for the Russian audience.

The primary objective is to determine the position of official tourism websites as a source of information by Russian tourists and to investigate the effectiveness of the official Indonesian tourism website in influencing Russian tourists' decisions and preferences when seeking information about traveling to Indonesia. To achieve this, the study employs a mixed-methods approach, involving in-depth interviews with experts and a questionnaire survey targeting Russian individuals. Additionally, this research also contains a comparative analysis of promotional technologies used by the official tourism websites in Indonesia and Thailand.

The research program delves into the promotion complex for Indonesia's national tourism product, specifically focusing on the pivotal role played by official websites in this context. The primary aim is to foster the development of a robust national identity, instill pride in the nation through tourism activities, and bolster the economy by attracting a greater number of tourists. A key emphasis lies on achieving these objectives sustainably by preserving and safeguarding the natural environment.

The subject of this study revolves around the efficacy of official websites as instrumental tools for promoting Indonesia's national tourism product. The purpose is multifaceted: to scrutinize promotional strategies aimed at attracting and influencing Russian tourists, enhance communication channels through the official tourism website, and establish a proficient communication framework. Ultimately, this research endeavor aims to serve as a valuable reference for the enhancement and refinement of Indonesian tourism websites.

Several hypotheses are put forth, including explores the position of official tourism sites which are not the primary information source for Russian tourists to obtain information about traveling to Indonesia. Additionally, this research also assumes that official and accurate information from national tourism websites, one of which is regarding certain entry points to Indonesia, is an important and interesting element on official tourism websites to attract Russian tourists.

The research objectives encompass a thorough analysis of decision-making processes and choice logic among Russian tourists when selecting tourist destinations, identification of crucial and engaging elements on the official tourism website for attracting Russian tourists.

Expected outcomes from this research effort include the formulation of a comprehensive model designed to promote Indonesian tourism effectively to Russian audiences, utilizing the official tourism website as a tool, the primary information source. The main tasks involve conducting a systematic literature review, exploring the relationship between websites and tourism product promotion, collecting firsthand

information through interviews and surveys, analyzing promotion strategies in Russia, and devising a project plan tailored to enhance Indonesian tourism promotion in the Russian market.

*Methodologically, a combination of qualitative and quantitative approaches* is adopted, encompassing direct observation of the official Indonesian tourism website, descriptive statistics, and data collection methods such as interviews, surveys, comparative case of Indonesia and Thailand official tourism website and literature searches.

*The scientific and practical significance* of this study is underscored by its potential to aid government entities and stakeholders in assessing the efficacy of websites as promotional tools for tourism products, thereby facilitating informed decision-making processes concerning investments in tourism-related activities. The empirical base for this research includes direct observations on the official Indonesian tourism website, data collection from interviews and surveys, and subsequent analysis utilizing descriptive statistics analysis.

In terms of data collection procedures, the main methods include the content analysis of official tourism website, in-depth interviews with 14 resource persons, and questionnaires administered to 202 individuals meeting specific criteria, including being Russian citizens aged between 18-80 years with prior international travel experiences. Additionally, expert interviews are conducted to glean valuable insights during the in-depth interview phase.

# 1 Theoretical foundations for research into the promotion of national tourism products through a website

## 1.1 Promotion of National Tourism Products in The Digital Era: Tools and Methods

Tourism is an activity that has multidimensionality as part of a series of development processes concerning socio-cultural, economic, and political aspects (Hikmah & Nurdin, 2021). The various urgencies offered by the tourism sector emphasize the importance of planned, sustainable, and synergistic tourism development. This is very crucial because the progress of a region is related to the role of its tourism sector (Hadi, 2023).

Promotion is a way to communicate a product or service. The previous research, defines promotion as a form of coordination of various parties in order to build information channels that aim to sell goods and services or introduce ideas (Mahardika & Gilang, 2018). Thus, the definition of tourism promotion is an effort to introduce a tour with the intention of providing information and influencing tourists to visit the tour (Venata & Aji 2023).

Promotion of tourism products has more complex challenges compared to promotion of other goods or services. Because promotion of tourism products related to the fulfillment of community welfare, socio-cultural sustainability and environmental sustainability. Tourism destinations as a product also have unique characteristics so that a holistic understanding is needed and must be studied comprehensively because of its multi-dimensional, multi-sectoral and multi-stakeholder nature. Tourism destination promotion is a very dynamic concept in line with changes in the tourism industry

environment which are getting faster, harder to predict and increasingly uncertain (Hidayah, 2021).

Tourism marketing in the digital era encourages tourism resources to be able to utilize technology optimally. Changes in tourist behavior reflected in the travel planning stage, travel decision making, to experiences during the trip have an influence on tourism industry managers to prepare an effective platform to access as many tourists as possible (Muliawanti & Susanti, 2020; Srisusilawati et al., 2022).

The advent of the Internet and the development of information and communication technologies have revolutionized the economy of the information society and led to the digital economy, which required a major transformation of the tourism industry by creating new business models and redesigning all processes. The development of tourism through digital programs in the era of globalization shows significant and very rapid growth. The understanding of tourism without boundaries has created a narrower distance, bilateral relations between countries have become easier and faster (Isdarmanto, 2020).

In the digital age, tourism has been and remains a booming economic sector. This applies to both domestic and international tourism, and encompasses the main tourist destinations around the world. According to recent research, it is expected that people travelling abroad (which account for 700 million today) will become 1.8 million by 2030 (World Trade Organization, 2016). These data are the result of a set of favourable factors that are able to balance and overcome the unfavourable actors (particularly terrorism and economic crisis).

The Internet is a widely used source of information around the world. The Internet is now widely used in the life of our society and in all spheres. Today, the role of the Internet in the development of tourism is invaluable. Organizations operating in all areas of tourism use the Internet directly. In addition to advertising their organizations through the Internet, they are delivering travel products to tourists online. The Internet allows tourism organizations to provide information about their organizations to partner organizations over long distances.

According to Irgashevich et al (2022), Internet has recently become an essential part of media planning. It can be concluded that modern Internet technologies help organizations in creating a unique identity, increasing efficiency, and developing value added services. A very large percentage of people around the world have made tourism an integral part of their lives in order to satisfy their travel needs and desires, both for recreational purposes and to learn about unknown destinations, conditions of life and cultures, customs, and attitudes.

Throughout this growth in tourism flows, the progress of information technology has played, and will continue to play, a fundamental role. This process has been progressively enriched by the creation and development of social networks, and by the increasing use of mobile telephones as multifunctional tools. These factors have expanded the level of knowledge about tourist destinations, with relative offers, and have enabled the masses ready access to the tools and information to select from a variety of choices. The multiple factors interplaying in this sector and the overlapping perspective between demand and offer have rendered the evolution of tourism more dynamic and unpredictable. In particular, some factors occupy a central position within the evolutionary scheme of tourism, including the increasing amount of information, the variability in demand and the hyper-competition of the offer (Coshall, 2009; Michopoulou and Buhalis, 2008).

However, while the increasing amount of information has widened the knowledge of potential tourists, it has also increased the complexity of the choices, and caused increased difficulty in performing a systematic information search. The methods and tools used to acquire information have impressively changed over time, and the main decisions and evaluations appear to be influenced much more by word of mouth or clicks within social networks, as expressions of the tourist experience (Coshall, 2009). Within the evolution of the tourism sector has been widely covered by digitalization (now labelled as Industry 4.0) (Chiarini and Vagnoni, 2017), this has also changed the approaches to promoting tourist destinations.

The development of science and technology has accelerated the development of Internet technology, which has prompted the traditional tourism industry to attach importance to e-commerce and actively approach it, and fundamentally shaken the competitive pattern of the tourism market. The marketing channels of tourism enterprises have broken through the geographical restrictions. The traditional tourism enterprises rely on direct sales of personnel and entity networks, which has created numerous possibilities based on the Internet. More and more diversified sales channels have changed the dominant phenomenon of travel agencies in the past, while new B2B platforms, B2C platforms and B2B2C platforms have become the main distribution channels. This series of changes have a great impact on all aspects of the current tourism industry, mainly reflected in the service and operation mode. Traditional tourism enterprises and tourism industry chain enterprises are under great pressure to construct their own e-commerce framework from all aspects. At the same time, many Internet companies have begun to actively explore new tourism business models and achieved succes.

Marketing is a factor in the ultimate success of a tourism destination (Prideaux & Cooper, 2003). Marketing is an integral part of conducting business in tourism, with the Internet becoming an essential part of media planning. The Internet provides readily available information to potential customers from around the world and it represents an important 'marketing and communication channel' that can effectively connect the subjects of offer and demand in contemporary tourism. The increasing competitiveness in the global tourism market demands of the organization's exceptional efforts and investments in promotion, resources, knowledge, and quality in order to achieve satisfactory growth. Therefore, it is extremely important for each organization to follow new technological trends and to have the knowledge required to effectively respond to challenges of global competition.

Destination promotion refers to entire set of marketing communications in the process of marketing the destination with its products and experiences to make the potential visitor aware, attract, and induce to visit the destination, in preference over

others. Tourism promotion aims principally at the extensive dissemination of crucial information about a destination and its attractions (Seetanah & Sannassee, 2015).

Nowadays, information and communications technology (ICT) is not only important for travel purchases, but also because of the influence of online information and reviews (Buhalis and Law, 2008) on the 'planning process, including pre-, during-, and post-trips' (Simeon et al., 2017). The growing complexity of tourists' choices and the process of purchase (how the decision-making process is developed) seriously influence the management of tourist destinations and tourist firms.

Tourism presents new characteristics such as intelligence, wireless and networking in the contemporary era. Internet or mobile client and tourists have reached a win-win relationship. Internet or mobile clients provide a better platform and services, reducing unnecessary losses and troubles in unknown areas. For tourists, marketing is reflected in all aspects of tourism. The existence of the Internet provides travelers with an important reference guide; while traveling, this is the core link of travel, experience the recreational activities of travel, landscape games, accommodation, customs and so on, but also with the information provided by the Internet. Therefore, the preparation before travel should be the main starting point of marketing, while during and after travel, the travel marketing mode and system have been improved.

The digital expansion has imposed an adequate 'web presence' (including the preparation of sites and participation in social networks) of destinations, hotel facilities and transport carriers to be able to offer the innovations required by demand and to share information with customers (Hays et al., 2013; Mich, 2011; Mich et al., 2003). The differentiation of the offer favoured by the web has represented, and will represent in the future, a valid product policy.

Web marketing has contributed to the development of demand in three directions. It has created the stimulus for connection with potential customers, built a relationship of trust with appropriate guarantees, and implemented both pull and push strategies to improve the quality of information (Rita, 2000). The result of web activities can be

positive or negative in terms of brand image related to destinations, accommodation facilities and so forth. The above distinction appears to be particularly important because it enables the understanding of the possible unfavorable influences that social networks can have on the quality of information-either exalting false benefits or hiding the real benefits.

The role of the Internet in the promotion of all aspects of international tourism has also expanded rapidly in recent years (Wan, 2002, p.155). Many nations and districts are now designing government-sponsored tourism websites, in the hope that tourists can access information about their potential destinations by browsing them. Although the official tourism websites of some countries need to be improved in terms of information provision, updating, web interfaces, and hyperlinks (Boyne, Hall, & Williams, 2003), the government tourism website has also become a significant means of advertising the local cultures and cuisines of culinary tourist destinations (du Rand et al., 2003). Therefore, constructing effective government tourism websites is the first step in the marketing of these destinations. The development of tourism in Indonesia and in other countries can improve the economic life and social welfare of a country.

## 1.2 Official Website as a Tool of Promoting National Tourism Products

In 1990, the internet was the main tool for creating online static brochures. It is known as Web 1.0. In 2005, Web 2.0—Here social networking websites, blogs, and podcasts became popular. Tourists use these mediums to share their experience with others about service providers. Audio, video, and text messages became the tools through which tourists communicated more. So, the human interaction became very dominant force.

In 2007, Web 3.0—Semantic Web searches focused on context analysis and word meanings. It collaborated with various other sectors to accumulate information in e-commerce and e-health, as well as for use in the tourism sector. Here, information was be semantically attached to a corresponding level of relevance for a better output. Metadata (i.e., data of existing information) were cultivated for more remarkable results.

Moreover, Web 3.0—Network Digital technology along with human cooperation focused on the transition from information orientation to knowledge orientation. It connected human cooperation with machines' digital ability and came out as digitalized organic source knowledge. It made interaction on the internet more fruitful and searching became a chutzpadik, self-collected, confident shareable, and informative experience. It connected to what one can do with available information and gave a structural meaning to data. It was not an upgrade type of software. Instead, it was an evolution of web interference in tourism. It extended to Web 4.0 and 5.0, which represented web integration and decentralized smart communication.

In 2010, Web 4.0 AI agents acted as middlemen of human and machine interaction, dealing with the basic notion of computers, and working without programs or apps. Web 4.0 had herculean potential in the tourism and hospitality industry. Web 4.0 also mostly worked on AI.

In 2017, Web 5.0 became a decentralized idea based on the Symbionet web. Here, a personal server (PS) was not always possible and people could be interconnected by a smart connector for communication like virtual reality devices and augmented reality tools (smart glasses). The Symbiont could be a part of emotional and cognitive elements in tourists. The Web can no longer be neutral. Companies like Emotive systems have built smart headphones by which one can connect with real-time facial expression and change output simultaneously. Web 5.0 virtual reality brings emotional and cognitive impedance.

Analyzing the digital economy indicates that the overall effect of the 'disintermediation' process (Stamboulis and Skayannis, 2003) in the tourism value chain

has seen a dramatic change. Figure 1 displays how strategic marketing activities have evolved during the last 20 years.



Figure 1 – Tourism process stages[1]

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[1] Compiled by the author according to Duy, et al., 2020

During the early-stage years of 1996 to 2000 in figure 1, there existed a classical scheme that began with the destination with all of its connected tourist services. This "productive" system then interacted with the distribution channels, made of tour operators (in this phase considered wholesalers) and travel agencies. In this model, the business-to-business relationships played a key role in meeting the customer.

The symbolic date of the early-stage framework is 1996, when the online travel agency started to appear (Expedia was born in 1996, while Priceline appeared in 1997) and online tickets began being used. Hence, on this date, tourists started to autonomously purchase the components of travel, which reinforced the increase of the 'do it yourself' ('DIY') tourist (Franch et al., 2001). At this stage, the communication of tourist services was mainly managed by travel agents, despite the phenomenon of 'disinterested' word of mouth being present at all steps of the process.

During the in-between stage (2001 to 2006), the framework was more complex than in the previous stage, because distribution and communication started to be interrelated, and not only overlapping. In this stage, the first differentiation appeared in terms of tourists' typologies (DIY and dynamic packaging), which arose to create two parallel and coexisting channels of promotion and distribution. The tourist package followed a path that was very similar to the traditional process stage seen before, with the difference that it began using the internet to search information. The DIY tourist instead used internet providers to research information and make purchases, thereby proposing an apparent overlap of the functions. Even more, the DIY tourist used the internet for both functions, yet not necessarily the same providers.

Distribution and communication were characterized by the multi-channel strategy (Koo et al., 2011). At the end of the in-between stage, destinations started to commercialize their offers through tour operators and destination management systems, and this phenomenon led to the definition of multiple integrated channels.

In this global era, competition among destinations gets stiffer over time (Mariani & Baggio, 2012), and the fastest growing tourism destinations are in the emerging markets. Successfully promoting a destination is therefore more challenging. Tourism marketers' resort to a wide array of marketing mix strategies including destination/product development, pricing, promotion, and distribution including access to the destination and information about it (Manhas et al., 2016). The advent of the World Wide Web (www) and the Internet revolutionized the promotional concept of destinations from the beginning of the twenty-first century.

The Internet has become an e-intermediary simultaneously serving as a media for promotional mix as well as functioning as a distribution channel. The Internet provides a flood of information to create a destination image, in additional to the conventional sources. Internet marketing began with static websites that provided one-way dissemination of multimedia information about destinations, facilities of email, and other online enquiries.

With the evolution of the Web 2.0–the second stage of development of the Internet, characterized by dynamic web pages, user-generated content (UGC), and the growth of social media – consumers are in control as never before, posing serious challenges and opportunities for the smart destination promoters. Organizations have to keep an eye into the new technologies that are emerging in the third decade of this century such as artificial intelligence, virtual reality, blockchain, robotics, etc.

Emergence of the Web 3.0 powered by artificial intelligence, semantic web with ability to understand the meaning of words, 3D graphics, etc. has been making inroads in tourism services too. Chat bots, AI-powered artificial conversational interface capable of engaging a conversation through auditory or textual inputs in websites/apps/messenger services, are being employed to answer frequently asked questions reducing the workload of customer support staff. Virtual reality (VR) is also being used to provide virtual tours of hotels in the booking websites to support customer decision-making (Nayyar et al., 2018).

3D maps, 3D armchair tour of a destination, etc. are promotional tools influencing various travel decision-making. Tourist boards of many countries have started to apply augmented reality (AR) to create interactive panoramas, 360-degree videos, 3D maps, etc. as a teaser virtual tour to lure visitors. Unlike VR, where the real-world elements are totally replaced, AR augments real ones with digital components. 3D maps of trekking and adventure trails provide unprecedented details of the adventures to the potential visitors. Google has "Arts and Culture Platform" which has incorporated 360-degree views of popular tourist destinations. Google's "Arts and Culture Platform" as an AR app for smartphones responds to movement of the smartphone, enhancing the AR experience with moving scenes. The Swiss Tourist Board has created a "virtual drive" around the country where a user scan scroll along and see panoramas places to stay, etc. (Financial Times, 2020).

Therefore, in this incremental development of tourism services, these -based Web 4.0 and virtual reality backed Web 5.0 aim to enhance and augment the service for tourists. They are used to generate positive experience in tourists' minds (satisfaction) and long-term patronage (loyalty). Tourism always depends on tourists and their views. This reflective index of satisfaction and loyalty are the true reflection of service quality.

Technology always supports human intelligence and does not replace labor. However, with rapid technological advancement, it is practical to think that artificial intelligence may replace human intelligence. Similarly, Web 5.0 applications like AR and VR technologies are mostly futuristic. They are touted to help tourism service along with AI and other Web 4.0 applications to be the next revolution in this industry. Various blogs and articles support the tourism services in the future. AR and VR also impact destination tourism by enhancing the reputation of the place and create an image of multisensory, picturesque, and conscious perceptual representations of a city or country for all inbound tourists.

In the recent past, tourism institutions found that the intention to use Web 4.0 and 5.0 devices is always present. Tourists think that these devices can help improve

operational efficiency, but simultaneously tourists want human elements to remain. Tourists love to interact with other humans; they think that machines can give more efficient service, but the humanistic touch provides them with a sense of organic happiness.

As one of the media that uses the internet, Websites have evolved into an excellent facility that helps tourists get the range of information related to various aspects such as exploration opportunities, entertainment options, learning benefits, and available communication channels. As Loncaric et al. (2013) state, websites dedicated to the travel sector can be termed as tourism websites. The site can be serving various usages such as trip fare information, travel reviews, or both.

There are essential strategies used in websites that facilitate the effectiveness and efficiency of the tourist's services. The first strategy is value extraction, which facilitates self-check-in by visiting tourists in airports and hotels. The second strategy is the capture strategy. It is a strategy that helps the client to get the required information from their clients hence improving their marketing goals through feedback and rating strategy. The third strategy is based on providing a value-addition strategy, which combines services and products to create more valuable and diverse products for the tourists. The last strategy is the value creation strategy, which involves allowing tourists to participate in decision making on the definition of the services and planning the tourism product packaging. The Internet is a fast-growing channel that has played a significant role in ensuring the tourism industry's development and has led to the growth and formation of e-tourism, which has been vital in this tourism (Morocco World News, 2014).

Tourism websites are among the most influencing forces that can build a strong and positive destination image to induce travelers to travel to the destination (Leung et al., 2017). Online sources such as online newspapers, television websites, magazines, web pages, forums as well as blogs, peer-reviewed journals, and articles have a tremendous impact on the destination image. It has been found that most of the travelers have their blogs, and they write about their experience while visiting a particular place. So, anyone

who is planning to visit the same destination will be significantly influenced by such blogs. If they find that the destination is worthy of seeing, they will visit. It can affect the tourist perception and create a new image of that destination based on the visitor's experience who has already visited the place.

According to Rizky et al. (2017), there is a famous quote, 'you believe what you see' in marketing as well, it has been observed that people purchase what they see in the market. Hence, every organization focuses on increasing the visibility of their products in the market. As the product's visibility compared to the competitor's product increases, the people prefer to purchase that product.

Thus, following this principle, the image of the destination can be improved using tourism websites. The destination presence on the Internet should be improved to get enough cognitive information about the destination whenever a tourist looks for information. The official tourism websites should increase the destination's visibility so that every potential visitor can see the destination along with attractive affirmative information. It will modify their behavior, and there is a high chance that they will include the destination in their list to visit.

The overall image of a tourist destination is significantly affected by the online information about the tourist destination (Leung & Dickinger., 2018). When tourists plan to visit a place, they develop an overall image of that place through being exposed to the information available. Hence their plan to visit the destination changes accordingly. Website information also affects the tourist's cognitive belief, which further determines the intention to visit the selected tourist destination. Thus, it can be said that they affect the destination image building and should, therefore, be used to create a positive and influencing image of the tourist destination.

Marine-Roig (2019) added that travel websites are effective marketing communication channels that can be used to communicate with potential visitors. Communication plays a vital role in making a product visible to potential customers. Suppose the organization does not correspond with potential customers and does not make

them aware of the product. The product cannot succeed in the market, and Competitors will kick the product out of the market. So, marketers should extensively focus on communication and communication channels to make potential customers aware of their offers and influence their buying behavior. The buying behavior of the potential customers can be changed by communicating, again and again, the product to prospective customers, describing key features of the product.

Similarly, Huete-Alcocer et al. (2019) pointed out that most tourists go through web pages to get more information about a tourist destination. Based on the information they get, they formulate their plan to visit the destination. If they find positive information about a tourist destination, they decide to visit the destination. Contrary to this, if there is a lack of relevant information about the destination, they simply drop their plan to visit that destination and look for other destinations. Hence, tourism websites influence tourists' perceptions and impressions, which significantly determines their plan to visit a destination. Thus, to affect tourists' perception, more information should be provided to them through different websites. It will help in increasing the number of visitors to the destination.

Considering the digital revolution, tourists now require a series of pieces of information on the destinations and services to select (Fuchs and Reichel, 2011). In particular, the focus on the destination, whose promotion is mainly entrusted to public bodies, is often the first step in the decision-making process, since the destination must essentially represent the 'umbrella brand' for the entire trip (Pike, 2009).

Shafiee et al. (2016) emphasized the importance of understanding how visitors get information about a tourist destination to promote the destination to reach the maximum number of visitors. It has been found that tourism websites are used extensively to get information about a tourist destination. The website is a useful and effective tool that can be used to communicate with potential customers.

Today, the web offers an open logic, whereby tourists not only search for information and acquire travel tickets, but also find sources of inspiration and guarantee.

However, they also often experience great difficulty in understanding which information is reliable, among the many information sources and information overload. Therefore, it is important to ascertain whether a website has become a useful and effective tool that can be used to communicate with potential customers. Thus, marketers, stakeholders, and tourism organizations can use the Internet and various travel websites for advertising the destination's key features to change the tourist perception and convince them to visit the destination.

A website is a powerful promotional tool for tourism products and destinations. Using a website as a promotional tool is a fundamental concept in digital marketing. It serves as a central platform for attracting, informing, and engaging potential travelers. Here's an explanation of how a website can effectively promote tourism products:

- Showcasing Destination Highlights: A tourism website provides a platform to showcase the highlights of a destination. This includes stunning visuals of landscapes, landmarks, and cultural attractions. High-quality images and videos allow potential travelers to envision themselves in the destination;
- Detailed Information: Websites offer ample space to provide detailed information about the destination, including its history, culture, attractions, and activities. Travelers can access information about accommodations, restaurants, transportation, and local services. This wealth of information helps visitors make informed travel decisions;
- User-Friendly Navigation: A well-designed tourism website ensures user-friendly navigation. Information is organized logically, making it easy for visitors to find what they need. Intuitive menus, search functions, and interactive maps enhance the user experience;
- Booking and Reservations: Most tourism websites include booking and reservation features. Travelers can easily book accommodations, tours, flights, and other services directly through the website. Streamlined booking processes make it convenient for visitors to plan their trips;

– Personalization: Advanced tourism websites may offer personalization features. By collecting user data and preferences, the website can suggest tailored travel itineraries, recommend activities, and provide special offers. This enhances the user experience and increases the likelihood of bookings;

– Social Proof: Tourism websites often incorporate social proof in the form of customer reviews, ratings, and testimonials. Positive experiences shared by previous travelers build trust and credibility. Potential tourists are more likely to make decisions based on the recommendations of others;

– Content Marketing: Content marketing is a vital component of tourism website promotion. Blogs, articles, travel guides, and videos provide valuable and engaging content. These resources not only inform visitors but also inspire them with travel ideas and tips;

– Search Engine Optimization (SEO): To attract organic traffic, tourism websites employ SEO strategies. By optimizing content and meta tags with relevant keywords, the website can rank higher in search engine results, ensuring visibility to potential travelers;

– Mobile Responsiveness: Given the prevalence of mobile device usage in travel research, tourism websites must be mobile-responsive. Responsive design ensures that the website functions and looks good on various screen sizes and devices;

– Social Media Integration: Websites can integrate with social media platforms, allowing travelers to share their experiences and engage with the destination's community. Social media buttons and widgets make it easy for visitors to connect and interact;

– Email Marketing: Websites often collect visitor information, allowing for email marketing campaigns. Email marketing can keep potential travelers informed about special offers, travel updates, and promotions, encouraging repeat visits and bookings;

- Feedback and Improvement: Websites can also collect feedback from visitors, enabling continuous improvement. By listening to the needs and preferences of travelers, a destination or tourism business can adapt its offerings and services.

In summary, a tourism website acts as a dynamic promotional tool that informs, engages, and converts potential travelers into customers. It not only showcases the destination's attractions but also facilitates the planning and booking process, ensuring a seamless and enjoyable experience for visitors.

Websites play a crucial role in promoting tourism products and destinations. They serve as a powerful tool for attracting travelers, providing information, and facilitating bookings. One of the theories and principles underlie the use of websites as a promotional tool for tourism products is AIDA Model. Elmo Lewis introduced AIDA model in 1898. Since that date, the model has been used in a lot of social areas.

The effectiveness of a product or service promotion can be measured by using the AIDA model (attention, interest, desire, action). The AIDA model is one of the class models known as hierarchy effect models or hierarchy models, which implies that consumers move through a series of steps or stages when they make purchasing decisions (Amanda et al., 2020). This model is a linear model, sequentially built on the assumption that consumers who move through a series of cognitive stages (thinking) and affective (feelings) and the peak stage is action (purchase or experiment).

The AIDA model is a marketing concept applied to websites. It suggests that websites should grab the visitor's attention, generate interest in the destination or product, create a desire to experience it, and encourage the visitor to take action, such as booking a trip. The AIDA model is a traditional marketing and advertising theory that outlines the stages a consumer goes through when making a purchasing decision. AIDA stands for attention, interest, desire, and action. This model can be applied to websites as a tool for promoting tourism products and destinations to guide visitors through the decision-making process. Here's how it works in the context of tourism promotion:

- The "Attention" stage is about grabbing the visitor's attention as soon as they land on the website. In the context of a tourism website, this could involve using compelling visuals, captivating headlines, and engaging content. The goal is to make visitors stop and take notice of the destination or product being promoted. This might include stunning images of the location, attention-grabbing headlines, or interactive features that pique interest;

- Once you've captured a visitor's attention, the next step is to generate their "Interest". Provide information that makes the destination or tourism product intriguing. This can include detailed descriptions of what the destination offers, such as attractions, activities, and unique experiences. High-quality content, including travel guides, blog posts, and videos, can help to engage and maintain the visitor's interest;

- In the "Desire" stage, the website's content should create a sense of desire or a longing to experience what the destination or product has to offer. This can be achieved through storytelling, user-generated content (like positive reviews and testimonials), and showcasing the benefits of visiting the location. Special offers, promotions, and compelling narratives can help build desire;

- The next step is "Action". The ultimate goal of a tourism promotion website is to encourage visitors to take action, such as booking a trip, signing up for a newsletter, or requesting more information. To facilitate this, a website should have clear and compelling calls to action (CTAs). These CTAs can be in the form of "Book Now" buttons, contact forms, or subscription forms for newsletters. It's essential to make the action step as easy and seamless as possible for the visitor.

The AIDA model is a useful framework for structuring the content and design of a tourism promotion website. It guides website creators in creating a user journey that takes visitors from initial awareness to the final booking or engagement step. It's important to continually assess and optimize the website's elements to ensure that they align with each stage of the AIDA model and effectively convert visitors into customers.

But in the context of the web, the visitor's journey is not necessarily linear. Visitors might move back and forth between the stages as they explore the site, so it's crucial to provide easy navigation and access to information that caters to each stage of the AIDA model.

While the AIDA model remains a fundamental concept in marketing and promotion, several newer theories and models have emerged to address the changing landscape of marketing and consumer behavior. Those models and theories reflect the evolving nature of marketing and consumer behavior, particularly in the digital age. Depending on specific marketing goals and the nature of the product or service, successful promotion often involves a combination of strategies and approaches tailored to the target audience and industry.

Philip Kotler, a prominent figure in the field of marketing, has developed a framework known as the "5 A's" to create an effective customer journey. While this framework is more widely associated with general marketing concepts, it can be adapted and applied to websites as a tool for promoting tourism products and creating a seamless customer experience.

Awareness. The first "A" stands for "Awareness." In the context of a tourism website, this is about creating awareness of your destination or tourism product. To achieve this:

- Use captivating visuals. Showcase stunning images and videos of the destination's attractions and experiences;
- Engage in content marketing. Create blog posts, travel guides, and videos that highlight the destination's unique features;
- Leverage social media. Share content and engage with potential tourists on social platforms to raise awareness.

The second "A" is "Attract." This stage involves attracting visitors to your website and keeping their attention:

- Optimize for search engines. Use SEO techniques to ensure your website ranks well in search results for relevant keywords;
- Utilize paid advertising. Run targeted online ads to attract potential tourists to your website;
- Ensure a user-friendly design. A visually appealing and easy-to-navigate website design can attract and retain visitors.

The next is "Afford", refers to the affordability of the tourism product or experience. Your website can convey affordability by:

- Clearly presenting pricing. Provide transparent pricing information for accommodations, activities, and packages;
- Highlighting special offers and discounts. Showcasing limited-time promotions can make the experience more affordable.

The next "Act" stage is all about converting visitors into customers. To encourage action:

- Have clear calls to action (CTAs). Use compelling buttons and links that prompt visitors to take action, such as "Book Now" or "Request Information.";
- Streamline the booking process. Make it as simple as possible for visitors to make reservations or inquiries;
- Offer secure online payment options. If applicable, ensure that payment options are secure and trustworthy.

The final "A" represents "Advocate." After a visitor has completed a booking or experience, encourage them to become advocates for your destination or product:

- Collect reviews and testimonials. Encourage customers to share their positive experiences on your website;
- Engage on social media. Encourage visitors to share their travel experiences on social platforms and tag your destination or product;

- Provide incentives for referrals. Reward customers for referring friends and family to your tourism products.

By following the 5 A's framework, we can guide visitors through a well-structured customer journey on the website, from building awareness to advocacy. This approach helps create a positive and effective experience for potential tourists and encourages them to engage with your destination or tourism product.

**2 Analysis of the using the official websites as a tool for promoting national tourism product**

**2.1 Research Methodology and Comparative Analysis of Official Websites of Indonesia and Thailand**

The focus of this research is on the promotion strategies for Indonesia's national tourism products, particularly examining the role of official tourism websites. The primary aim is to foster national identity and pride through tourism, enhance the economy by increasing tourist arrivals, and ensure these goals are achieved sustainably by protecting the natural environment. The study will specifically investigate how official websites can serve as effective promotional tools for this purpose.

The subject of this research is the official tourism websites of Indonesia, which are analyzed to determine their effectiveness in promoting the country's tourism products. The purpose of the study is multifaceted: to analyze promotional practices that attract and influence Russian tourists, to improve communication strategies through Indonesia's official tourism website, and to develop a comprehensive and effective communication system. This research aims to serve as a reference for the future development of Indonesian tourism websites.

Two main hypotheses guide this research. First, it is hypothesized that the official tourism website is not the primary source of information for Russian tourists planning their trips to Indonesia. Second, it is believed that accurate information about specific entry points to Indonesia is the most important and engaging element on the official tourism website for attracting Russian tourists.

To achieve these goals, the research has several key objectives. It aims to analyze the decision-making processes and preferences of Russian tourists when choosing travel

destinations. It will identify the most important and engaging elements of the official tourism website for attracting Russian tourists. The expected outcome of this research is to develop a model for promoting Indonesian tourism to Russian audiences, utilizing the official tourism website as a primary tool.

To reach this outcome, the research will undertake several main tasks. These include conducting a systematic literature review on website and tourism product promotion, identifying key research gaps, and developing a conceptual framework. The study will also examine the relationship between websites and promotional tools, and collect data on Russian awareness of Indonesian tourism through in-depth interviews and surveys. A thorough analysis of the strategies for promoting Indonesian tourism in Russia will be conducted, considering various influencing factors. Finally, a project plan will be developed to enhance Indonesian tourism promotion in Russia, with a focus on tourist comfort and awareness of the official website.

The research methodology combines both qualitative and quantitative approaches. This includes direct observation of the official Indonesian tourism website. Data collection methods will include descriptive statistics, observation, documentation, and literature searches. These methods will provide a comprehensive understanding of the effectiveness of the tourism website and its promotional strategies.

The scientific and practical significance of this study lies in its potential to help government and stakeholders assess the effectiveness of websites as promotional tools for tourism products. This can guide investment decisions in tourism activities, ensuring resources are allocated effectively to maximize tourism promotion and economic benefits.

The empirical base for this study includes direct observations of the official Indonesian tourism website, using established criteria for a successful website. The collected data will be analyzed using descriptive statistics and regression analysis, providing insights into the website's performance and areas for improvement.

The primary methods of data collection include a comparative analysis of documents, specifically official tourism websites, and content analysis of these websites.

In-depth interviews will be conducted with 14 resource persons to gather detailed insights. Additionally, questionnaires will be administered to 200 respondents to collect quantitative data. The criteria for selecting sources include being Russian citizens aged between 18 and 80 years who have previously traveled abroad. Experts will also be interviewed for in-depth insights.

Tourism significantly contributes to Indonesia's foreign exchange earnings. Consequently, comparing tourism in Indonesia and Thailand is crucial due to their positions as leading tourist destinations in Southeast Asia. Despite having similar tourist attractions, Thailand attracts significantly more foreign tourists than Indonesia. In 2023, Thailand welcomed over 28 million international tourists, whether Indonesia, attracted 14.6 million international tourists in the same year.
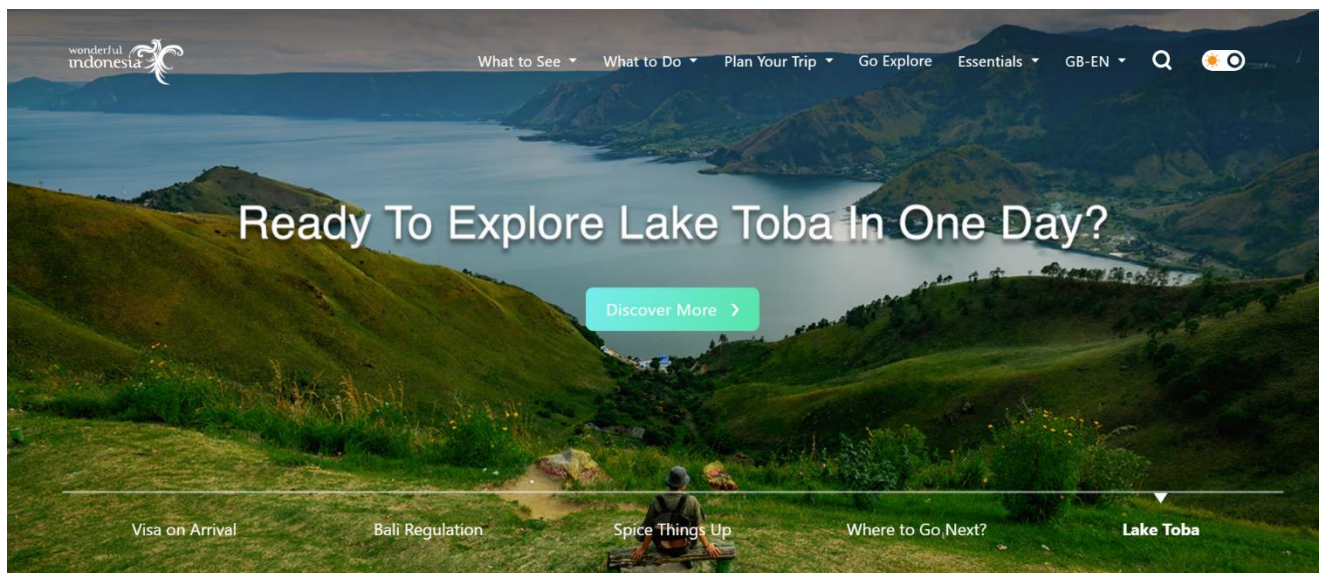


Figure 2 – The Official Website of Indonesia Tourism[2]

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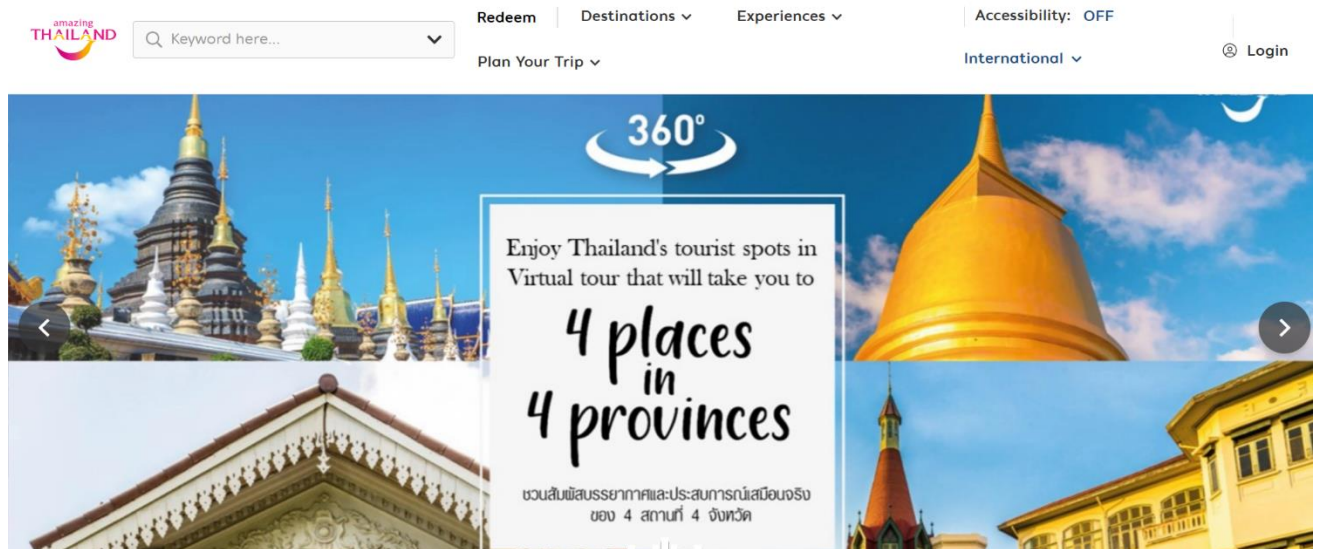[2] Screenshot from The Official Website of Indonesia Tourism: https://www.indonesia.travel/gb/en/home.html

Figure 3 – The Official Website of Tourism Authority of Thailand[3]

This research uses website content analysis and usability tests, employing both qualitative and quantitative methods, to evaluate the promotion technologies of Indonesia's and Thailand's official tourism websites. The findings aim to gain information about the promotion technologies used by Indonesian official tourism websites, whether is effective or still need some development compare to Thailand's official tourism websites

Technology plays a crucial role in this industry, providing a platform for destinations to market themselves worldwide. Effective use of technology in tourism marketing is essential for staying competitive and attracting visitors. Official tourism websites are vital for creating a destination's image and building a positive reputation, which can increase tourist satisfaction and influence their decision to visit, revisit, or recommend the destination. This study compares the promotion technologies used by Indonesia's and Thailand's official tourism websites, offering insights for future research and website development in the e-tourism sector.

The research involved understanding comparative analysis theories and promotion technologies, creating and distributing a questionnaire to a selected sample, analyzing the

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[3] Screenshot from The Official Website of Tourism Authority of Thailand: https://www.tourismthailand.org/home

questionnaire results to compare the websites, and observing both websites for persuasion techniques used. A combination of qualitative and quantitative research methods was employed, including a literature review, visual materials study, and usability tests.

According to W. Velthoven in "Website Graphics: The Best of Global Site Design," a successful website should have the following criteria: content, organization and navigation, visual design, performance, compatibility, interactivity, and usability. The usability test involved 12 respondents (6 men and 6 women) from different age groups and backgrounds, excluding those from Indonesia and Thailand and those working in advertising or tourism. The data findings and analysis revealed that both websites provide essential information such as tourist destinations, accommodation, transportation, and events. The Indonesian website offers more comprehensive and up-to-date information in multiple languages compared to the Thai website. The Indonesian site includes a variety of useful resources for potential tourists, making it a more attractive option.

The Indonesian website has a simple navigation system with a prominent search feature, although its placement is unconventional. Despite this, users can easily move from one page to another without getting lost. The Thai website's navigation is also straightforward, but its search feature is less visible, located primarily at the bottom of the page, which may hinder first-time users from finding it easily.

The Indonesian website uses natural colors but lacks visual appeal due to inconsistent word spacing and a somewhat rigid layout. Conversely, the Thai website features a white background with colorful images and icons, and a combination of serif and sans serif typography, making it visually appealing and easier to read. Both websites are consistent in their use of colors and typography, and they both place their logos in the upper left corner, which is a standard practice for brand visibility.

Both websites load well with a fast internet connection. However, the Indonesian website has a longer loading time (7-10 seconds) compared to the Thai website (5-7 seconds). Factors affecting loading times include web server bandwidth, website traffic, use of Adobe Flash, and the number of images on the site.

The Indonesian website offers features like newsletters, real stories from real people, hotel and flight reservations, and easily accessible contact information. The Thai website provides similar features, including surveys and newsletters, which help build interaction with users.

The usability test revealed that the Indonesian website was preferred by 8 respondents, the Thai website by 3, and 1 respondent rated both equally. The Indonesian website's simple navigation system contributed to its higher usability score, allowing users to find information quickly and efficiently.

Table 1 – Summarizes the usability test results, showing the number of respondents who preferred each website and their reasons[4]

| Respondent | Preferred Website | Reasons for Preference |
|---|---|---|
| 1 | Indonesian | Simple navigation, comprehensive content |
| 2 | Thailand | Visually appealing design |
| 3 | Indonesian | Easy to find information |
| 4 | Thailand | Colorful and attractive layout |
| 5 | Indonesian | Multilingual options, up-to-date information |
| 6 | Indonesian | Interactive features |
| 7 | Thailand | Combination of serif and sans serif typography |
| 8 | Indonesian | Beautiful pictures and video |
| 9 | Indonesian | Consistent use of colors and typography |
| 10 | Indonesian | Holiday destinations options |
| 11 | Both equally | Both have strong points |
| 12 | Indonesian | Real stories from real people, contact information |

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[4] Computed by the author

Based on the findings from the research comparing the promotion technologies of Indonesia's and Thailand's official tourism websites, it's evident that the Indonesian website utilizes promotion technology more effectively. Despite Thailand's superiority in attracting more international tourists, Indonesia's website offers more comprehensive and up-to-date information in multiple languages, alongside a variety of useful resources, making it more appealing to potential tourists.

While both websites provide essential information, the Indonesian site stands out with its simple navigation system, prominent search feature, and interactive elements, contributing to higher usability scores among respondents. However, the Thai website excels in visual appeal with its colorful design and typography. Despite this, the Indonesian website's overall effectiveness in utilizing promotion technology surpasses that of Thailand's, suggesting opportunities for further development in Thailand's official tourism website to enhance competitiveness and attract more visitors, consequently benefiting local economies and businesses in tourist areas.

The research findings highlight some intriguing facts indicating that a technologically superior website doesn't always guarantee attracting international tourists. Despite Indonesia's website being technologically superior to Thailand's, Thailand still attracts significantly more international tourists. This phenomenon can be attributed to various factors beyond website quality alone.

Firstly, destination perception and reputation play a crucial role; Thailand's long-established reputation as a tourist destination might overshadow the impact of website quality. Additionally, marketing strategies, geopolitical factors, economic stability, visa policies, and ease of travel could influence tourists' decisions more than website features. To leverage a technologically superior website to effectively attract international travelers, it is important to focus on complementary strategies, which will be discussed further in chapter three.

**2.2 The Attitude of Russians Towards The Official Website of Indonesia as a Tool for Promoting The National Tourism Product**

The demographic overview of 202 Russian respondents provided a nuanced understanding of their characteristics, encompassing various aspects such as age, gender, occupation, education, and economic status. Within this sample, the majority fell within the age range of 25 to 44 years, constituting approximately 69.3 % of the total respondents, indicative of a predominantly youthful demographic.
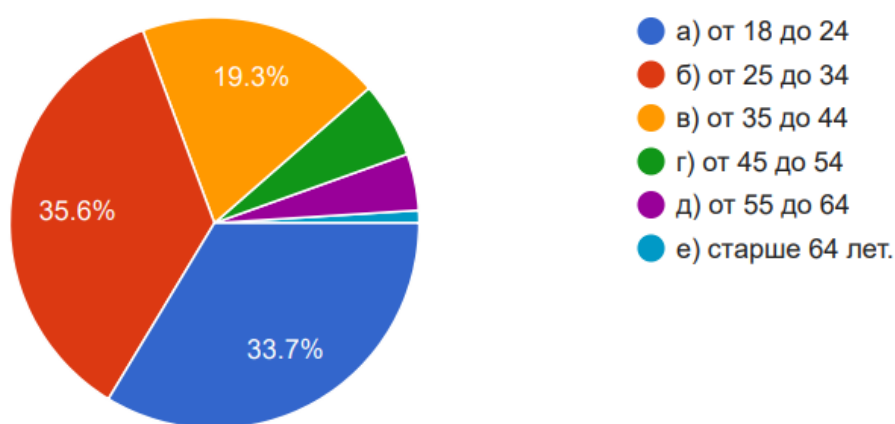


Figure 4 – Respondent's age[5]

Moreover, a notable gender distribution was observed, with females accounting for 56.9 % of the surveyed population, suggesting a balanced representation between genders. The survey results can be seen on the next page.
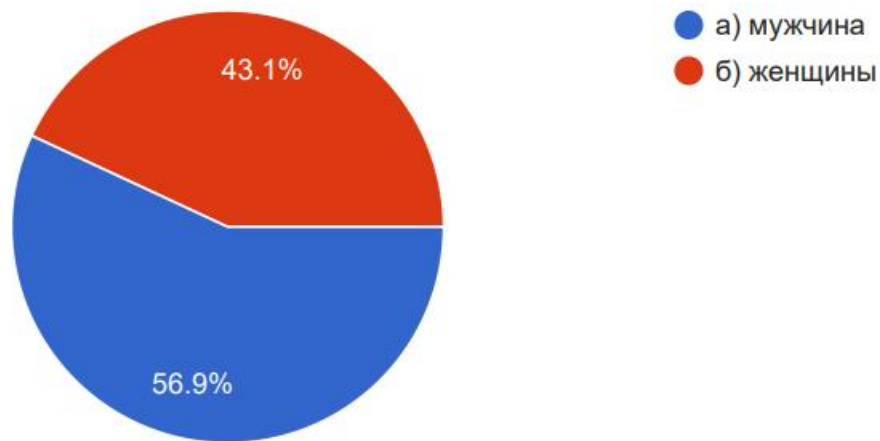
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[5] Computed by the author

Figure 5 – Respondent's gender[6]

In terms of occupational diversity, the survey revealed a spectrum of employment statuses among the respondents. Specifically, over half of the participants reported being employed, comprising 52 % of the sample. This was followed by students, constituting 38.6 %, reflecting a significant portion of the demographic still engaged in educational pursuits. Additionally, there were smaller percentages of respondents categorized as unemployed (5.9 %) and retirees (2 %), indicating a varied mix of professional backgrounds and life stages within the cohort.

Education emerged as another significant demographic factor, shedding light on the academic qualifications of the Russian respondents. The data indicated a prevalence of higher education attainment, with 38.6 % holding undergraduate degrees and 28.2 % possessing master's degrees, underscoring a well-educated populace with intellectual depth and academic achievement. The survey results can be seen on the next page.
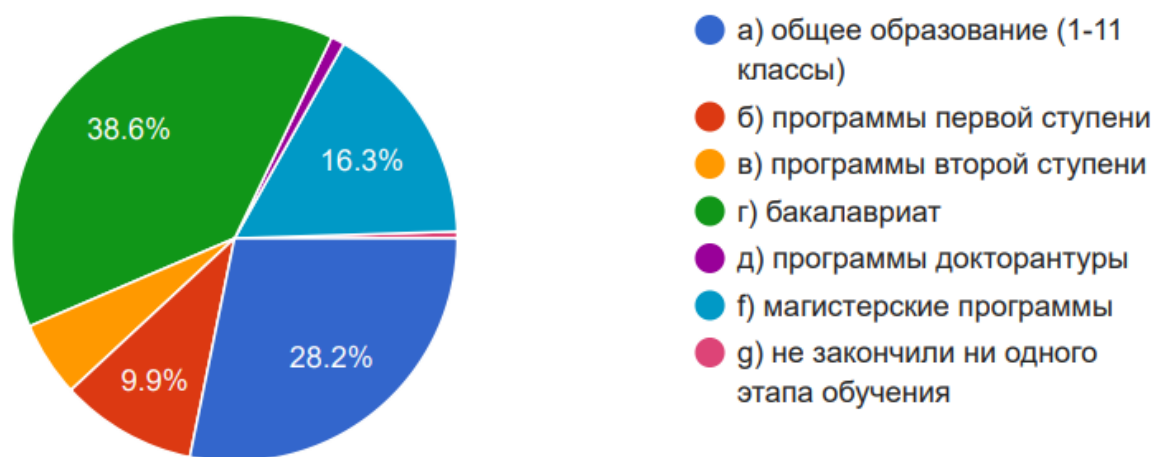
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Figure 6 – Respondent's education[7]

Furthermore, insights into the economic status of the respondents provided valuable context regarding their purchasing power and financial priorities. While a majority (55.9 %) reported possessing essential household appliances, indicating a certain level of material comfort, a significant proportion expressed the need to save for larger purchases, highlighting a cautious approach to discretionary spending and a focus on financial prudence among the surveyed individuals.

Transitioning to an exploration of travel habits and preferences, the survey illuminated various aspects of the respondents' vacation behaviors and destination choices. Notably, a prevalent pattern emerged wherein holiday travels were common, with 63.4 % of respondents indicating a preference for month-long vacations, suggesting a tendency towards extended leisure periods for travel and recreation. The survey results can be seen on the next page.
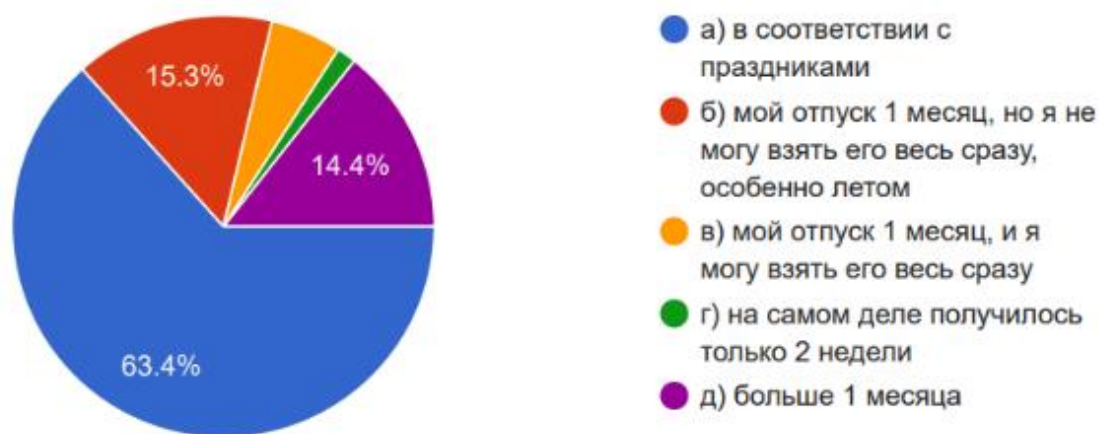
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[7] Computed by the author

Figure 7 – Respondent's travel habits and preferences[8]

Moreover, the data revealed distinct preferences regarding travel destinations, with a notable inclination towards domestic travel experiences. Specifically, a substantial majority (83.2 %) expressed a preference for holidaying within Russia, indicative of a strong affinity towards exploring and experiencing the cultural richness and natural beauty of their own country. Nonetheless, a notable minority (17.3 %) exhibited an interest in international travel, with popular destinations including Turkey, Dubai, and Thailand, showcasing a diverse range of travel interests and destinations among the Russian populace.
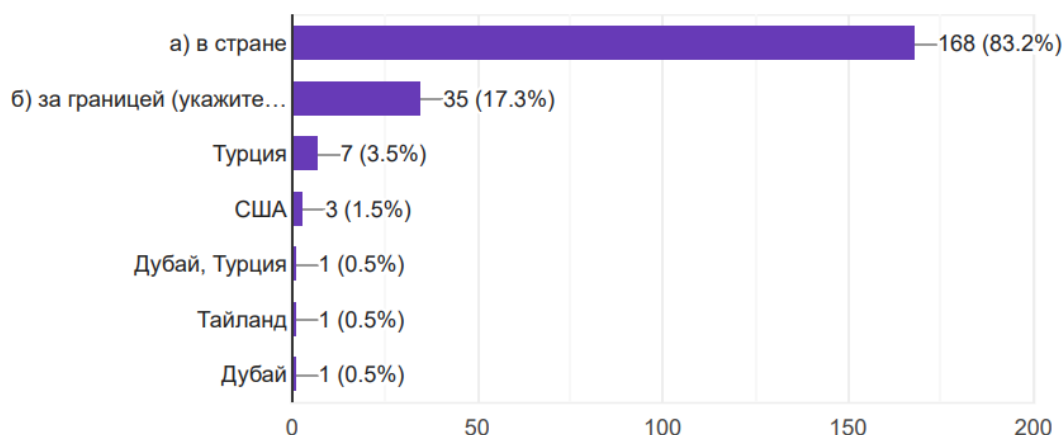


Figure 8 – Respondent's travel experienced[9]

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[8] Computed by the author
[9] Computed by the author

Within the realm of international travel experiences, Southeast Asia emerged as a significant region of interest for a subset of the surveyed individuals. Approximately 31.2 % of respondents reported having visited Southeast Asian countries, with Thailand and Indonesia emerging as particularly popular destinations within the region. However, it is noteworthy that a significant proportion (68.8 %) had not yet ventured into Southeast Asia, suggesting untapped potential for future travel experiences and tourism engagement in the region among Russian tourists.
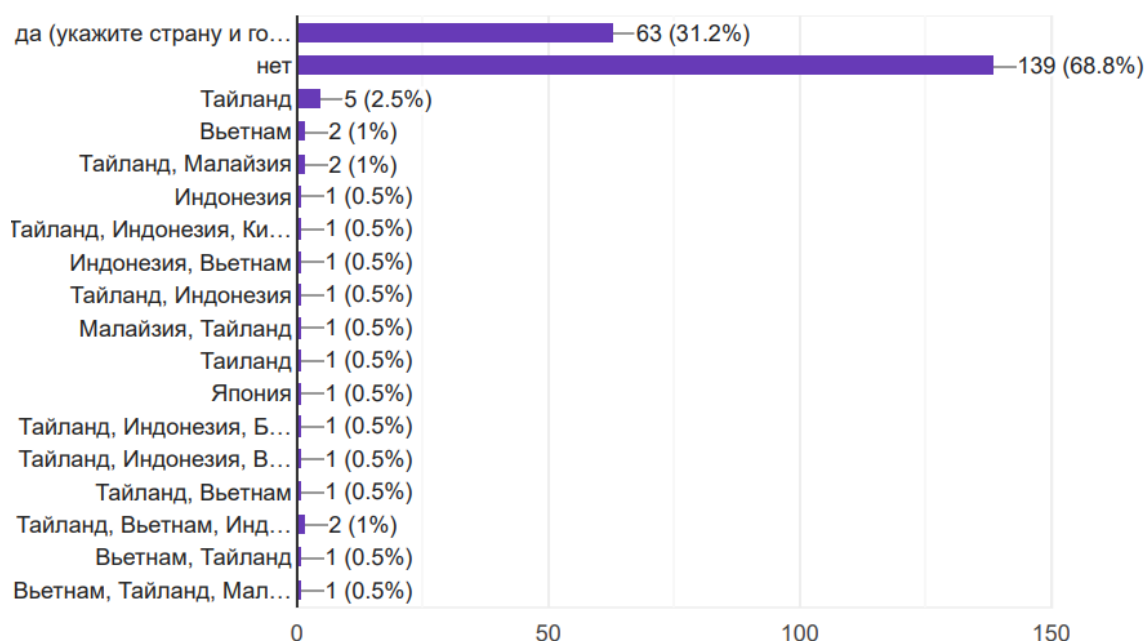


Figure 9 – Respondent's travel experienced in Southeast Asia[10]

Exploring the attitudes towards the official tourism website of Indonesia, the survey shed light on the preferred sources of travel information among Russian tourists. Contrary to expectations, only a small fraction (8.9 %) of respondents identified official websites as their primary source of travel information, indicating a limited reliance on such platforms for obtaining relevant travel-related insights and recommendations. The survey results can be seen on the next page.
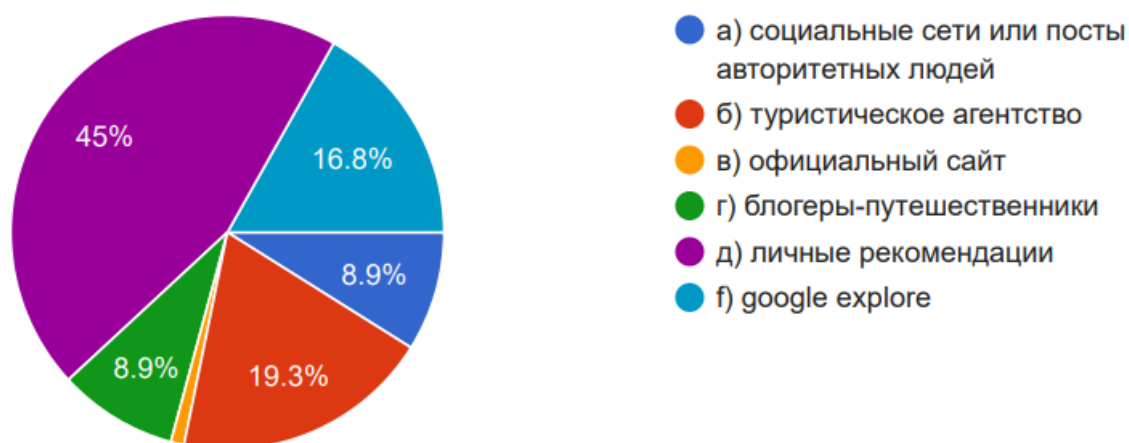
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[10] Computed by the author

Figure 10 – Respondent's primary source of travel information[11]

Instead, alternative channels such as personal recommendations, travel agencies, and social media platforms emerged as more influential sources of travel information among the surveyed individuals. Specifically, personal recommendations were cited by 45 % of respondents, highlighting the importance of peer endorsements and word-of-mouth referrals in shaping travel decisions. Similarly, travel agencies played a significant role, with 19.3 % of respondents relying on their services for itinerary planning and travel arrangements, underscoring the value of professional guidance and expertise in navigating the complexities of travel planning.

Moreover, the pervasive influence of social media platforms in shaping travel preferences and decision-making processes was evident, with 16.8 % of respondents indicating reliance on social media content and posts by authoritative figures for travel inspiration and information dissemination. This trend underscores the growing significance of digital platforms as key drivers of consumer behavior in the contemporary travel landscape, highlighting the need for tourism stakeholders to harness the power of social media as a strategic marketing tool for engaging with prospective travelers and enhancing destination visibility and appeal.

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[11] Computed by the author

In addition to delineating the preferred sources of travel information, the survey also examined the factors influencing travel decision-making processes among Russian tourists. Weather conditions emerged as a paramount consideration, with an overwhelming majority (96.5 %) of respondents indicating its significance in shaping travel plans and destination choices. This finding underscores the pivotal role of weather-related factors in influencing travel behaviors and underscores the importance of climate considerations in destination marketing and promotion efforts.
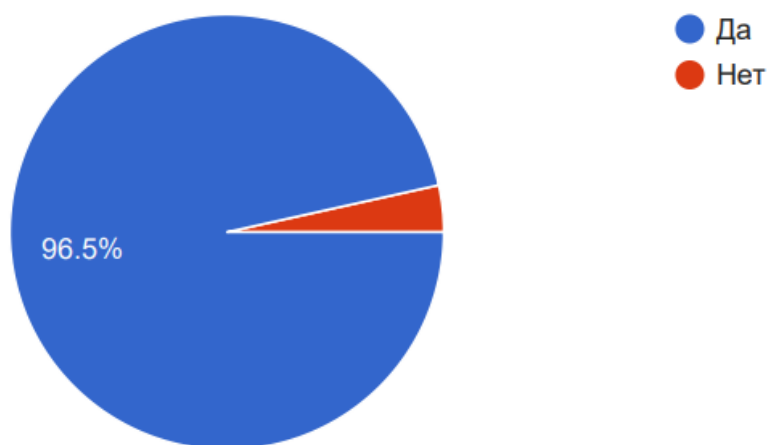


Figure 11 – Respondent's weather preferences[12]

Furthermore, promotional incentives and discounts emerged as influential factors in travel decision-making processes, with 94.6 % of respondents expressing their significance in shaping travel preferences and itinerary choices. This highlights the efficacy of promotional campaigns and special offers in incentivizing travel behavior and stimulating demand for tourism products and services, underscoring the importance of strategic pricing and promotional strategies in destination marketing endeavors. The survey results can be seen on the next page. The survey results can be seen on the next page.

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[12] Computed by the author
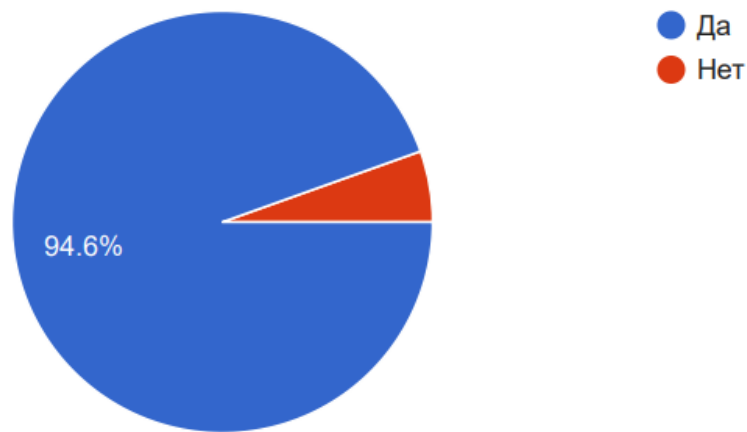
Figure 12 – Respondent's discounts preferences[13]

Interestingly, while friends and travel companions were identified as influential factors in destination selection, particularly among 93.1 % of respondents, their impact on budgetary considerations was comparatively limited, with 92.1 % indicating that their travel companions did not significantly influence their budgetary allocations for travel expenses. This suggests a nuanced interplay between social influences and financial considerations in travel decision-making processes, with travelers weighing the recommendations and preferences of their peers against their own budgetary constraints and financial priorities. The other survey results can be seen on the next page.
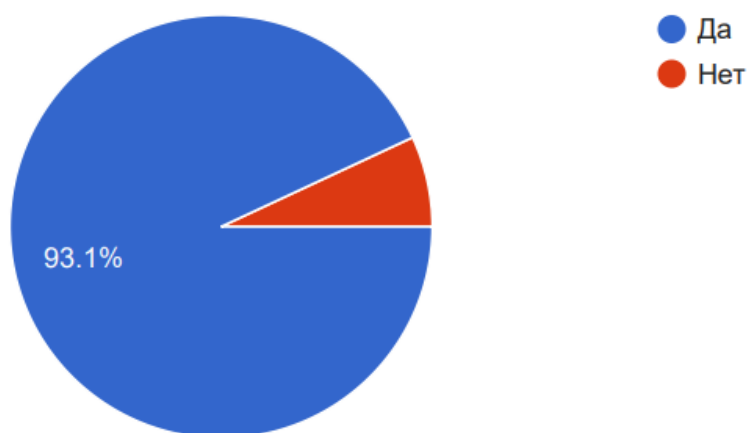


Figure 13 – Respondent's companion preferences[14]
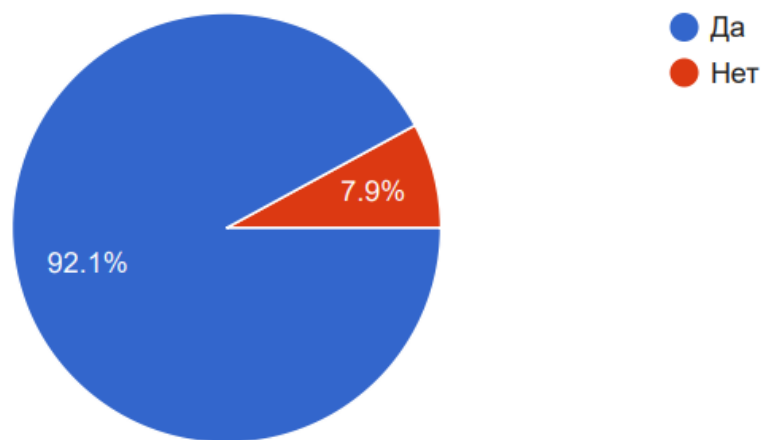
Figure 14 – Respondent's companion impact on budgetary considerations[15]

Transitioning to an exploration of the expectations and experiences of Russian tourists, the survey revealed insights into their anticipated emotional and cultural experiences during travel engagements. Notably, a significant majority of respondents (98 %) expressed an expectation of experiencing positive emotions during their trips, underscoring the intrinsic value of travel as a source of joy, fulfillment, and personal enrichment for individuals seeking memorable and rewarding experiences.



Figure 15 – Respondent's positive emotion experience expectations[16]

[15] Computed by the author
[16] Computed by the author

Similarly, cultural immersion emerged as a key expectation among Russian tourists, with 95.5 % of respondents expressing a desire to engage with and experience the cultural heritage, traditions, and customs of their destination countries. This underscores the appeal of cultural tourism experiences and the desire among travelers to gain insights into diverse cultural landscapes and traditions, highlighting the importance of cultural authenticity and immersive experiences in destination marketing and visitor engagement initiatives.
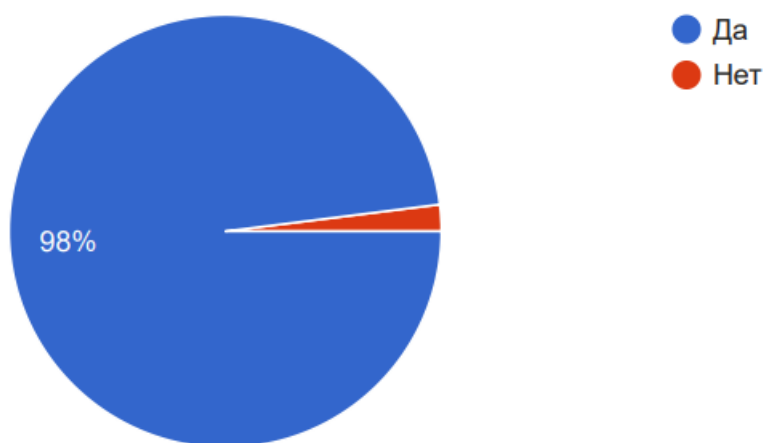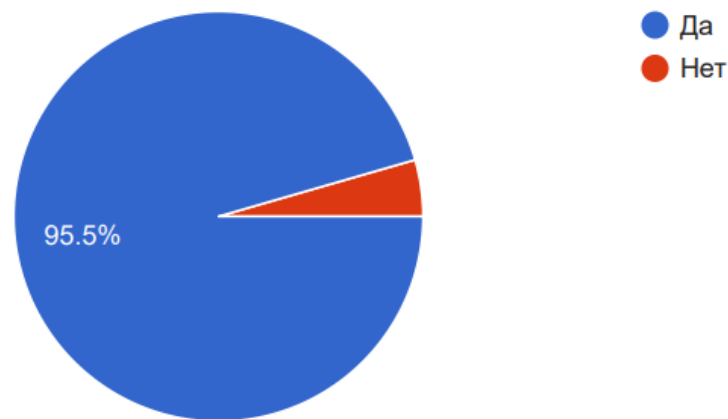


Figure 16 – Respondent's cultural experience expectations[17]

However, it is noteworthy that certain expectations, such as encountering familiar cultures or revisiting personal memories, were not prioritized by a significant portion (84.7 %) of respondents, suggesting a preference for novel and enriching experiences that transcend familiar or nostalgic associations. This underscores the importance of destination differentiation and novelty in attracting and retaining the interest of contemporary travelers, who are increasingly drawn to unique and distinctive travel experiences that offer opportunities for exploration, discovery, and personal growth. The survey results can be seen on the next page.

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[17] Computed by the author
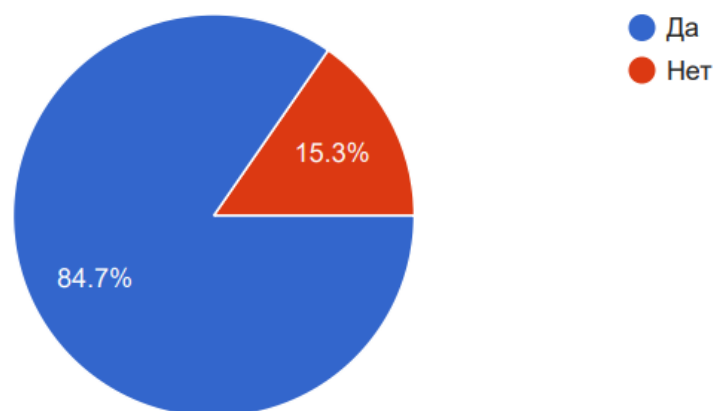
Figure 17 – Respondent's nostalgic experience expectations[18]

The survey results from respondents about their experience using the Indonesia Official Tourism Website shows the large majority of respondents (91.6 %) feel that the website effectively presents information on religious tourism. Culinary tourism content is also highly appreciated, with a 95.5 % satisfaction rate. Information on historical tourism is well-received, achieving a 96 % satisfaction rate.

Regarding architectural tourism, the survey indicates a quite low satisfaction rate compare to other experiences result, with 92.6 % of respondents expressing approval. Additionally, the presentation of local culture and rural tourism is highly regarded, with satisfaction rates of 94.6 % and 97.5 %, respectively.

Overall, feedback on the Indonesian tourism website is generally positive. Many users describe the website as beautiful, informative, and user-friendly. However, some respondents find the Russian translation challenging and believe that certain materials are not available in other languages, highlighting a need for improved multilingual support.

In summary, the survey highlights several strengths of the Indonesian Official Tourism Website, particularly in the areas of religious, culinary, historical, cultural, and rural tourism. Nonetheless, there are opportunities for improvement, especially in enhancing translation quality and expanding multilingual content to better serve an international audience.

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[18] Computed by the author

In conclusion, the survey findings offer valuable insights into the attitudes, preferences, and behaviors of Russian tourists, shedding light on their demographic characteristics, travel habits, information-seeking behaviors, decision-making processes, and experiential expectations. By leveraging these insights, destination marketers, tourism stakeholders, and policymakers can develop targeted strategies and initiatives to enhance destination appeal, improve visitor experiences, and stimulate tourism demand among Russian travelers, thereby fostering sustainable growth and development in the tourism sector.

## 2.3 In-depth Interviews with Tourism Industry Experts, Researchers and Representatives of Marketing and Advertising

The interviews conducted with various individuals from travel agencies provide valuable insights into their perceptions of different travel websites. One striking similarity among the respondents is their positive reception of the appearance of the websites. Almost all interviewees expressed admiration for the colorful and appealing design, as well as the high-quality images that captured their attention. Furthermore, they found the font choices to be readable and the overall look of the sites to be visually pleasing. This consensus highlights the importance of aesthetics in attracting users and creating a favorable first impression.

Another common viewpoint shared by the interviewees is the ease of understanding and navigation of the websites. They found the language used on the sites to be clear and accessible, making it effortless to find information and browse through different pages. Additionally, many respondents indicated a desire to revisit the sites, either for specific information or to explore further, showcasing a positive user experience that encourages return visits.

Despite these similarities, there were notable differences in opinions regarding specific aspects of the websites. One area of contention was the electronic travel planning service provided on the sites. While some respondents found it pleasant and useful, others experienced issues such as slow loading times and a lack of clarity in the information presented. This discrepancy suggests that there may be room for improvement in the functionality and user-friendliness of these services.

The online community aspect of the websites also elicited mixed reactions. Some interviewees believed that the sites provided a good online community, while others felt that there were areas that needed improvement or were unsure about the community features altogether. This divergence indicates that enhancing the online community experience could be beneficial in fostering user engagement and interaction.

Additionally, language accessibility emerged as a concern for some respondents, particularly regarding the availability of Russian language options on the websites. While some found it easy to switch languages and access information, others encountered difficulties or suggested improvements in translation quality. Addressing these language barriers effectively could help cater to a more diverse range of users and improve overall user satisfaction.

In conclusion, while there are overarching similarities in positive perceptions of the websites' appearance and usability, there are also nuanced differences in opinions regarding specific services, online community features, and language accessibility. These insights highlight areas for potential enhancement and optimization to create a more seamless and enjoyable user experience for visitors to these travel websites.

The following report summarizes the findings from interviews with experts from various advertising and creative agencies regarding the Indonesian official tourism website.

The website's images generally received positive feedback. Experts found the images to be of high quality and effective in showcasing Indonesia's natural beauty. The overall appearance of the site was praised for being beautiful and inspiring. Additionally,

the font used on the website was deemed readable, modern, and timeless, making it suitable for the site's goals.

Experts commended the website for providing accurate and detailed information about entry points, documents, currency, local culture, and other travel-related topics. This comprehensive content was considered a significant strength of the website.

The "Start a Journey" block and the e-travel planning services were well-received for their innovative approach in helping users plan their trips based on their interests and traveler types. This feature was seen as a valuable addition to the website.

The main page was found to lack engagement, with several experts suggesting the inclusion of short videos or interactive elements to captivate users and encourage further exploration. There were noted issues with the interface, such as outdated design elements, lack of animations, and pixelated fonts. Enhancements like fullscreen videos, interactive maps, and games were recommended to improve user engagement.

The language settings posed problems for non-English speakers, particularly Russian users who experienced frequent reversion to English. It was emphasized that ensuring seamless translation and accessibility in multiple languages is crucial. Additionally, the language used on the website could benefit from a more human and engaging tone, rather than a formal and dry presentation.

While finding information was generally manageable, deeper queries required extensive searching. Experts suggested the addition of a visual map or improved navigation tools to help users find information more quickly. The search functionality and some interactive services were reported as buggy and in need of refinement to provide a smoother user experience.

The current interaction services, such as feedback forms, were deemed insufficient. Experts recommended the introduction of real-time communication options, such as live chat or direct calls, to make the site more user-friendly and responsive.

The website's online community aspects were found to be lacking. Integrating region-specific social media channels and reducing the number of fields required for

actions like downloading booklets were suggested improvements. Building a vibrant online community that facilitates interaction and engagement among users was also recommended.

The presentation of content needed improvement, with issues noted in text alignment, spacing, and overall layout. Experts suggested highlighting main thoughts and ensuring a more organized text structure to enhance readability and user interest.

While the website's appearance was generally liked, it failed to evoke strong emotions or excitement about visiting Indonesia. Incorporating more storytelling elements, lively content, and user-driven experiences was recommended to boost its impact.

Comparisons with other tourism websites, such as russia.travel and nelson.travel, indicated room for enhancing the website's functionality and aesthetic appeal to match or surpass competitors. Experts emphasized that the website should not only inform but also inspire and engage users emotionally, making them eager to explore Indonesia further.

In summary, the Indonesian official tourism website has a solid foundation with its beautiful imagery and comprehensive information. However, improvements in user experience, interface design, language accessibility, interactive services, and community engagement are necessary to make it a more effective tool for promoting tourism in Indonesia.

The opinions from the interviews conducted with representatives from advertising agencies and travel agencies provide a diverse perspective on the evaluated travel websites. One commonality across both sets of interviews is the appreciation for visually appealing designs and high-quality images on the websites, indicating the importance of engaging aesthetics. This shared sentiment reflects a general understanding of the significance of captivating visuals in attracting and retaining user interest. A visually appealing website can create a positive first impression and encourage users to explore further, which is crucial for travel-related platforms aiming to showcase destinations effectively.

However, there are notable differences in opinions regarding specific aspects. Travel agencies tend to focus more on functional aspects such as ease of navigation, accessibility of information, and the accuracy of content. They emphasize the importance of providing a seamless user experience, making it easy for visitors to find relevant information quickly, and ensuring that the content is reliable and informative. On the other hand, advertising agencies often prioritize creativity, unique storytelling, and emotionally engaging content. They suggest incorporating interactive features, videos, animations, and other elements to enhance user engagement and create a memorable browsing experience.

Another area of divergence is the feedback on typography, language usage, and overall website appearance. While both groups acknowledge the importance of readable fonts and clear language, advertising agencies often advocate for adding a unique flair to the content and design. They highlight the need for fonts and styles that reflect the cultural identity of the destination and appeal to the emotions of the users. In contrast, travel agencies may place more emphasis on practicality and functionality, preferring straightforward language and accessible design elements that facilitate information retrieval.

Additionally, opinions on interactive services, community engagement, and the overall influence of the website on travel decisions vary between the two groups. Travel agencies appreciate interactive tools like e-travel planning services but may prioritize accuracy and reliability in information dissemination. Advertising agencies, while acknowledging the importance of accuracy, also stress the need for responsive customer service, engaging community features, and compelling storytelling to inspire travel interest and influence decision-making.

In conclusion, while there are shared appreciations for certain aspects like aesthetics and basic functionality, the interviews highlight the need for ongoing improvements such as unique content, enhanced user engagement features, better translations, and a more personalized user experience to optimize the effectiveness of the travel websites.

Balancing functional usability with creative engagement is key to creating a successful online platform for promoting tourism and travel destinations.

Based on the interview with Alexey Shaburov, News Editor at URAL Business Consulting, several key insights regarding the Indonesian Official Tourism Website have been identified.

The website's main page is visually appealing and effectively captures attention, making visitors curious to explore further. The images used on the website are bright and attractive, which is essential for drawing in Russian tourists. The font on the website is acceptable, and the Russian translation on the first page is clear and understandable. Overall, the appearance of the website is well-liked, contributing positively to the user experience. Additionally, the website contains a wealth of information that can be helpful for planning a visit to Indonesia, despite the language barrier.

However, several areas for improvement have been noted. The main issue is the lack of comprehensive language support. While Alexey understands English, many Russian tourists might struggle with the website due to the language barrier. More extensive Russian translations are needed to make the website more accessible. Although the interaction services seem promising, Alexey has not yet tested them. Ensuring these services are efficient and accessible in multiple languages will enhance the user experience. The e-travel planning service is either non-functional or limited, especially for non-English speakers. Improving this feature and ensuring it is operational and multilingual would greatly benefit users. Some social media platforms are not accessible in Russia, making it difficult for Russian tourists to gather information through these channels. The website should consider alternative ways to disseminate information that bypass these restrictions. There is also a need for more detailed and specific information about different regions of Indonesia, especially for those unfamiliar with the country. Providing comprehensive guides and localized information can help in better trip planning.

In conclusion, the Indonesian Official Tourism Website has succeeded in sparking an interest in visiting Indonesia. Despite the noted shortcomings, the wealth of information and the visual appeal of the website have positively influenced Alexey's perception of Indonesia as a tourist destination. To be more effective, especially for Russian tourists, the website needs to improve its language accessibility, enhance its e-travel planning service, and provide more detailed and region-specific information. Additionally, addressing the accessibility issues related to social media and ensuring that interactive services are efficient and multilingual will further enhance its usability and influence.

The interview with Professor Golubkova Ekaterina Alexandrovna, an expert in advertising and public relations at Ural Federal University, provides valuable insights into the Indonesian Official Tourism Website. Her responses indicate several strengths and areas for improvement.

Firstly, the visual appeal of the website is highly effective. The main page captures the user's interest, encouraging them to explore further. Professor Golubkova finds the images colorful, natural, and appealing, enhancing the user experience. The typography used on the website is also well-received, contributing to readability and overall visual satisfaction.

The language on the website is very easy to understand, ensuring that the information is accessible to a broad audience. Users find it relatively easy to locate the information they need, which is crucial for user satisfaction. Additionally, the interaction services, such as responsive customer service, are appreciated, indicating a satisfactory level of user support.

The e-travel planning service is another positive aspect, as Professor Golubkova expresses her approval of this feature. Overall, she likes the appearance of the website, reinforcing the importance of a well-designed interface. Furthermore, the website provides accurate information regarding specific entry points to Indonesia, which is essential for effective travel planning.

However, there are areas for improvement. The website lacks a strong online community, which could enhance user engagement by providing a platform for sharing travel experiences and tips. Moreover, while the website's appearance influences the desire to visit Indonesia, it falls short in guiding users on the next steps. There is a need for more actionable links, such as connections to travel agencies, discounts, or further planning resources, to convert interest into actual travel plans.

In conclusion, Professor Golubkova's feedback suggests that the Indonesian Official Tourism Website is visually appealing, user-friendly, and provides accurate information, making it effective in attracting potential visitors. To fully leverage its influence, the website should enhance its community features and provide clearer calls to action to facilitate the transition from interest to concrete travel planning. By addressing these areas, the website can improve user engagement and conversion rates, ultimately boosting tourism to Indonesia.

The interviews conducted with various stakeholders, including the experts from travel agencies, advertising agency, one Professor, and one News Editor from a business consulting company, revealed both similarities and differences in their opinions regarding the website promoting tourism in Indonesia.

One of the key similarities among the interviewees is their positive assessment of the website's appearance and visual appeal. They express curiosity about exploring other pages, appreciation for the images displayed, and generally find the overall appearance pleasing. This indicates a consensus that the website succeeds in capturing attention and creating an engaging visual experience for users.

Another commonality is the perception of language and communication on the website. All interviewees agree that the language used is easy to understand, which is crucial for ensuring clear communication and accessibility of information. This positive feedback suggests that the website effectively conveys its message and content to users.

Furthermore, many interviewees across different sectors express an interest in revisiting the website, especially if they plan to visit Indonesia or seek more information

about the country. This indicates that the website has managed to generate sustained interest and engagement among users, which is a positive outcome for its promotional efforts.

Despite these similarities, there are notable differences in the opinions and perspectives shared by the interviewees. For instance, the travel agency interviews focus more on user experience aspects such as ease of finding information, interaction services, and e-travel planning services. On the other hand, the advertising agency interviews place greater emphasis on design elements like fonts, images, and overall appearance, with less focus on interactive features.

Additionally, the travel agency interviews touch upon the website's online community and social media presence, highlighting their importance for user engagement. However, these aspects are not extensively discussed in the advertising agency interviews.

Moreover, the interviews with the Professor and News Editor provide a professional perspective, evaluating the website based on factors such as appearance, font, language, ease of understanding, and potential influence on travel decisions. Their insights offer a more comprehensive view of the website's strengths and areas for improvement from a professional standpoint.

In summary, while there are shared positive views regarding the website's appearance, language, and ability to generate interest, the differences in opinion among the interviewees reflect varying priorities and perspectives based on their professional backgrounds and roles. These diverse insights provide valuable feedback for enhancing the website's effectiveness in promoting tourism in Indonesia.

# 3 IMPROVING TOOLS FOR PROMOTING THE OFFICIAL TOURISM WEBSITE OF INDONESIA IN RUSSIA

## 3.1 Systematization of The Empirical Research Results

The analysis of the correlation between the interviews with various stakeholders and the survey results from Russian tourists reveals both alignments and discrepancies that offer valuable insights into the effectiveness of the Indonesian tourism website. From the interviews, several key themes emerged, including positive assessments of the website's appearance, ease of language, and user engagement. Experts from travel agencies, advertising agencies, a professor, and a news editor consistently praised the website's visual appeal, finding it engaging and aesthetically pleasing. They noted that the language used on the website is easy to understand, which is crucial for effective communication and accessibility. Additionally, there was a consensus among interviewees that the website generates sustained interest, with many expressing a willingness to revisit it, especially when planning a trip to Indonesia.

The survey of 202 Russian respondents provided complementary insights into the demographic characteristics, travel habits, information sources, and decision-making processes of potential tourists. The majority of respondents were aged 25 to 44 years (69.3 %) and predominantly female (56.9 %), with a significant portion being employed (52 %) or students (38.6 %). The survey revealed a high level of educational attainment, with 38.6 % holding undergraduate degrees and 28.2 % possessing master's degrees. Economically, most respondents displayed financial prudence, with many saving for larger purchases despite owning essential household appliances. In terms of travel behavior, 63.4 % of respondents preferred month-long vacations, mainly within Russia (83.7 %), although 31.2 % had traveled to Southeast Asia, including Indonesia. Notably,

only 8.9 % of respondents identified official websites as their primary source of travel information. Instead, personal recommendations (45 %), travel agencies (19.3 %), and social media (16.8 %) were more influential. Key factors influencing travel decisions included weather conditions (96.5 %), promotional incentives (94.6 %), and the influence of friends and travel companions (93.1 %).

There is a clear alignment between the interview findings and survey results in several areas. Both the interviewees and survey respondents (indirectly) acknowledged the importance of visual appeal. The positive feedback from interviews regarding the website's aesthetic aligns with the general expectations of an engaging online experience inferred from the survey. The consensus from interviews that the website's language is easy to understand is supported by the survey's demographic data, which indicates a highly educated audience that values clear communication. While interviews highlighted interest in revisiting the website, the survey revealed a gap, with only 8.9 % of respondents using official websites as their primary source of travel information. This suggests that despite the website's attractive design and clear language, it is not the preferred tool for trip planning among Russian tourists. The importance of online community and social media presence noted in interviews is reflected in the survey results, where personal recommendations and social media significantly influence travel decisions. This indicates a need for the website to enhance its social media integration and community engagement features.

Despite these alignments, several discrepancies were noted. The low reliance on official websites among survey respondents contrasts with the positive engagement feedback from interviews. This indicates that while the website is visually appealing, it may lack compelling features that drive primary usage. Enhancing content relevance and usability could address this issue. The survey emphasized the importance of weather and promotional incentives, which were not prominently discussed in the interviews. The website could benefit from prominently featuring up-to-date weather information and special offers to attract more users. The survey indicated a strong desire for positive

emotional and cultural experiences, suggesting that the website should focus more on showcasing immersive cultural content and positive travel stories to meet these expectations.

In conclusion, while the Indonesian tourism website receives positive feedback for its visual appeal and ease of language from expert interviews, there is a clear need to address the low reliance on official websites as indicated by the survey. By enhancing content relevance, integrating social media features, and focusing on key decision-making factors such as weather and promotional offers, the website can better meet the preferences and behaviors of Russian tourists. These improvements will help the website become a more effective tool for promoting Indonesian tourism and engaging potential visitors.

Analyzing the feedback from various interviews and questionnaire using marketing models such as the AIDA model (Attention, Interest, Desire, Action) and Kotler's 5 A's (Awareness, Appeal, Ask, Act, Advocate) provides valuable insights for enhancing the official Indonesian tourist website.

The AIDA model helps to analyze the promotional effectiveness of the Indonesian tourism website through four stages: Attention, Interest, Desire, and Action. According to the data from interviews and questionnaires, the website successfully captures attention with its appealing visual design. Experts consistently praised the website's engaging aesthetics and clear language, which suggests that the website is effective in drawing initial interest from visitors. This is further supported by the survey results, which indicate that a significant number of respondents (63.4 %) prefer visually engaging content, especially when planning long vacations.

However, the transition from Interest to Desire appears less effective. While interviewees expressed a willingness to revisit the website, the survey revealed that only 8.9 % of respondents use official websites as their primary source of travel information. This indicates a gap where the website fails to convert initial interest into a strong desire to use it as a primary planning tool. Instead, personal recommendations and social media

play a more significant role in shaping travel decisions, as indicated by 45 % and 16.8 % of respondents, respectively.

The Desire stage is further hampered by the lack of compelling features such as up-to-date weather information and promotional offers, which are critical factors influencing travel decisions for 96.5 % and 94.6 % of respondents, respectively. The website needs to enhance these elements to stimulate a stronger desire among potential tourists.

Finally, in the Action stage, although the website generates some interest in revisits, the low reliance on it for travel planning indicates that few users take concrete steps to use it for booking or detailed itinerary planning. To improve action, the website must integrate more interactive and engaging tools, such as e-travel planning services and better social media integration, to convert interest and desire into actual use.

Kotler's 5 A's model provides a comprehensive framework for analyzing customer journeys from Awareness to Advocacy. Based on the data, the Indonesian tourism website effectively creates Awareness through its visually appealing design and clear language, as highlighted by the positive feedback from interviews. This initial appeal is crucial for capturing the attention of potential tourists.

In the Appeal stage, while the website's design and ease of language are appreciated, there is a noticeable divergence between what captures attention and what sustains interest. The survey data show that personal recommendations, travel agencies, and social media are more influential sources of travel information than the official website. This indicates that while the website appeals to users initially, it does not sufficiently maintain their interest to make it their primary resource.

During the Ask stage, potential tourists seek more detailed information and validation from trusted sources. The survey results show that 45 % of respondents rely on personal recommendations, and 19.3 % on travel agencies, which implies that the website is not the primary source for in-depth information or reassurance. Enhancing interactive features, user reviews, and comprehensive travel guides could improve the website's performance in this stage.

In the Act stage, where users make decisions and purchases, the website's effectiveness is limited. Despite the positive visual and linguistic appeal, only a small fraction of respondents rely on the website for actual travel planning and booking. This gap suggests that the website needs to better facilitate the decision-making and booking processes, possibly through partnerships with travel agencies and more integrated booking systems.

Finally, in the Advocate stage, where satisfied users recommend the website to others, the data suggest a potential area for improvement. While the interviews indicate a willingness to revisit the site, this does not translate into strong advocacy. Enhancing user satisfaction through personalized experiences, loyalty programs, and engaging content could encourage more users to advocate for the website, thereby increasing its reach and effectiveness as a promotional tool for Indonesian tourism.

In conclusion, both the AIDA model and Kotler's 5 A's framework reveal that while the Indonesian tourism website is effective in capturing attention and initial interest, it needs significant improvements in converting this interest into desire and action, as well as fostering advocacy among users. Enhancing interactive features, providing detailed and up-to-date information, and integrating social media and booking functionalities will help bridge these gaps and make the website a more effective tool for promoting tourism in Indonesia.

The empirical research conducted for the thesis provided a detailed demographic overview of Russian respondents' characteristics, shedding light on various aspects such as age, gender, occupation, education, and economic status. The majority of respondents fell within the age range of 25 to 44 years, indicating a predominantly youthful demographic. Additionally, there was a balanced representation between genders, with females constituting slightly over half of the surveyed population. In terms of occupation, respondents displayed a spectrum of employment statuses, with over half reporting being employed and a significant portion being students. Education emerged as another significant demographic factor, with a majority of respondents holding undergraduate or

master's degrees, reflecting a well-educated populace with intellectual depth and academic achievement. Furthermore, insights into the economic status of respondents provided valuable context regarding their purchasing power and financial priorities, with a notable proportion expressing a need to save for larger purchases despite owning essential household appliances.

The research also delved into the travel habits and preferences of Russian tourists, revealing distinct patterns and preferences regarding vacation behaviors and destination choices. Notably, the majority of respondents expressed a preference for month-long vacations, suggesting a tendency towards extended leisure periods for travel and recreation. Moreover, while domestic travel within Russia was the preferred choice for the majority of respondents, there was also interest in international travel experiences, particularly to destinations in Southeast Asia such as Thailand and Indonesia. However, it is noteworthy that a significant portion of respondents had not yet ventured into Southeast Asia, indicating untapped potential for future travel experiences and tourism engagement in the region among Russian tourists.

The empirical research provided valuable insights into the preferred sources of travel information among Russian tourists and the factors influencing their travel decision-making processes. Contrary to expectations, official tourism websites were not identified as the primary source of travel information, with personal recommendations, travel agencies, and social media platforms emerging as more influential sources. Factors such as weather conditions and promotional incentives were identified as significant influencers of travel decisions, highlighting the importance of climate considerations and strategic pricing in destination marketing and promotion efforts. Additionally, the influence of friends and travel companions on destination selection was noted, emphasizing the role of social influences in travel decision-making processes.

The research also explored the expectations and experiences of Russian tourists, revealing insights into their anticipated emotional and cultural experiences during travel engagements. The majority of respondents expressed an expectation of experiencing

positive emotions and cultural immersion during their trips, underscoring the intrinsic value of travel as a source of joy, fulfillment, and personal enrichment. However, certain expectations, such as encountering familiar cultures or revisiting personal memories, were not prioritized by a significant portion of respondents, suggesting a preference for novel and enriching experiences that transcend familiar or nostalgic associations.

In conclusion, the systematization of the empirical research results provides a comprehensive understanding of the characteristics, preferences, and behaviors of Russian tourists regarding Indonesian tourism. The findings highlight the importance of targeted marketing strategies that leverage preferred information sources, address key decision-making factors, and deliver enriching and memorable travel experiences to effectively attract and engage Russian tourists. By aligning promotional efforts with the preferences and expectations of the target audience, Indonesian tourism stakeholders can enhance destination appeal, improve visitor experiences, and stimulate tourism demand among Russian travelers, thereby fostering sustainable growth and development in the tourism sector.

## 3.2 Project to Promote The Official Website of Indonesia among Russians

The practical section outlines a comprehensive plan to promote Indonesian tourism and popularize the Indonesian official website among Russian travelers. The primary goals include increasing awareness of the website, driving traffic from Russian-speaking regions, improving user engagement and satisfaction, and establishing the website as the go-to source for information about Indonesia for Russian travelers. Sub-goals involve increasing website visits by 50 %, achieving a 30 % increase in Russian user engagement, and obtaining positive feedback on usability and content.

The primary aim of this project is to effectively utilize Indonesia's official tourism website to attract Russian tourists by addressing the research hypotheses and purposes of the thesis. The first hypothesis posits that the official tourism website is not the primary source of information for Russian tourists. The second hypothesis suggests that accurate information about specific entry points to Indonesia is the most engaging content for these tourists.

However, the data from the questionnaire and interviews indicate that the second hypothesis may not be entirely accurate. Instead, factors such as personal recommendations, weather conditions, and promotional incentives appear to play more significant roles in influencing travel decisions. To address and overcome this discrepancy, the project plan will pivot to emphasize the factors that have proven to be more influential according to the research findings.

Market research will be the foundation of this plan, providing a deep understanding of Russian travelers' preferences and behaviors. This research will inform all aspects of the project, ensuring that strategies are tailored to the target audience. For instance, the survey data reveals that Russian travelers prioritize weather conditions and promotional incentives, with 96.5 % and 94.6 % of respondents, respectively, highlighting these factors as crucial in their travel decision-making. Additionally, 45 % of respondents rely on personal recommendations, emphasizing the importance of word-of-mouth and peer endorsements.

Localization of the website is essential to ensure that it resonates with Russian tourists. This involves translating the content into Russian and culturally adapting it. The positive feedback from interviews regarding the website's appearance and visual appeal will guide this process, ensuring that these elements are preserved and enhanced in the localized version. The consensus among interviewees that the website's language is easy to understand further supports the need for accurate and accessible translations.

SEO optimization will increase the website's visibility on Russian search engines like Yandex. This includes incorporating relevant keywords identified through market

research into the website's meta tags, headers, and content. Effective SEO will ensure that the website ranks highly in search engine results, addressing the hypothesis that the website is not currently the primary source of information for Russian tourists by increasing its discoverability.

Creating quality content tailored to Russian travelers is crucial. This content will include articles, videos, and travel guides that highlight Indonesian destinations, cultural experiences, and travel tips. While the importance of accurate information about entry points to Indonesia will still be addressed, the content strategy will place greater emphasis on weather-related information, promotional incentives, and personal travel stories, aligning with the survey findings. For example, featuring articles that highlight the best times to visit Indonesia based on weather conditions and offering special discounts or packages will likely attract more interest from Russian tourists.

Social media marketing will play a significant role in reaching Russian travelers. Utilizing popular platforms like VKontakte, Odnoklassniki, and Instagram, the project will involve posting engaging content, interacting with users, and running targeted advertising campaigns. The 16.8 % of respondents who rely on social media for travel information underscores its importance in the promotional strategy. Collaborations with Russian influencers and bloggers will further enhance the website's reach and credibility, leveraging the trust and authenticity that these figures command among their followers.

Email marketing will involve building an email list of Russian subscribers and sending regular newsletters with personalized content, special offers, and updates about Indonesian destinations. Given the high engagement rates typically seen with email marketing, this approach will ensure consistent and valuable updates reach the target audience, keeping them informed and engaged.

Targeted online advertising on Russian travel websites, forums, and platforms will increase the website's visibility and attract potential travelers. Display ads, native advertising, and retargeting campaigns will drive traffic to the website. The importance of

professional guidance, as highlighted by the 19.3 % of respondents relying on travel agencies, will inform the targeting and content of these ads.

Partnerships with Russian travel agencies, airlines, and tour operators will further promote Indonesian destinations. Joint promotions and incentives for bookings through the official website can be established, providing additional platforms for promotion and reaching a wider audience. These partnerships will address the thesis's goal of improving communication strategies and developing a comprehensive communication system.

Continuous monitoring of website traffic, user engagement, and conversion rates will be essential to assess the effectiveness of the promotional efforts. Analytics tools will track key metrics, enabling data-driven adjustments to strategies as needed. This ongoing evaluation will ensure that promotional activities effectively drive traffic and engagement, aligning with the thesis's purpose of serving as a reference for the future development of Indonesian tourism websites.

The project budget is estimated at $71,500, covering market research, website localization, SEO optimization, content creation, social media marketing, influencer partnerships, email marketing, and targeted online advertising. This budget ensures all critical aspects of the promotion plan are adequately funded, maximizing the potential for successful outcomes.

At each stage of the promotional strategy, the primary objective is to guide Russian travelers towards exploring Indonesia via the official tourist website. Whether it's through curated content, social media engagement, influencer endorsements, or email communications, the ultimate aim remains consistent: to direct individuals seamlessly to the official Indonesian tourist platform. By maintaining this focus throughout the promotional journey, potential travelers are provided with clear pathways to access comprehensive information and opportunities related to Indonesia, facilitating their decision-making process and encouraging them to plan their visit through the designated official channels.

Implementing this comprehensive project plan over six months, with an initial setup phase followed by execution and a final evaluation phase, will effectively attract and engage Russian travelers. This approach addresses the hypotheses and purposes of the thesis by increasing the website's visibility, enhancing user engagement, and positioning it as the go-to resource for Russian travelers. By incorporating the actual factors that influence Russian travelers, the project will ensure that the promotional strategies are both relevant and effective, ultimately driving more tourist traffic to Indonesia.

To effectively target Russian travelers, specific strategies must be employed, informed by the thesis's hypotheses and purposes. The first hypothesis, that the official tourism website is not the primary source of information for Russian tourists, and the second hypothesis, that accurate information about entry points to Indonesia is most engaging, guide the development of these strategies. However, as noted, the second hypothesis was not supported by the data, necessitating a shift in focus.

Localization of the website to resonate with Russian tourists is a critical first step. This includes translating the content into Russian and culturally adapting it to align with Russian preferences. The positive assessment of the website's appearance and visual appeal from interviews indicates that these elements should be preserved and enhanced in the localized version. Ensuring that the language is easy to understand will address the communication needs identified in both the interviews and the survey data.

SEO optimization is essential for increasing the website's visibility on Russian search engines like Yandex. Incorporating relevant keywords identified through market research into the website's meta tags, headers, and content will ensure high search engine rankings. This strategy addresses the first hypothesis by making the website a more prominent source of information for Russian tourists.

Creating high-quality content tailored to Russian travelers is vital. This content should include comprehensive travel guides, destination overviews, and travel tips tailored to Russian interests. The survey data indicates a preference for weather-related information and promotional incentives, which should be prominently featured. Accurate

information about entry points to Indonesia will still be provided, but the focus will be on the more engaging content identified in the research, such as articles on optimal travel seasons, cultural festivals, and exclusive travel deals.

Social media marketing on popular Russian platforms like VKontakte, Odnoklassniki, and Instagram will help reach the target audience. Engaging content, regular interactions with users, and targeted advertising campaigns will drive traffic to the website. The survey data showing significant reliance on social media for travel information underscores the importance of this strategy. Collaborating with Russian influencers and bloggers will further amplify the website's reach and credibility, leveraging the trust and authenticity that these figures command among their followers.

Email marketing campaigns targeting Russian subscribers will provide personalized content and exclusive offers. Regular updates about Indonesian destinations and travel tips will keep the audience engaged and encourage repeat visits to the website. This method leverages the high engagement rates often seen with email marketing, ensuring that the audience receives consistent and valuable updates directly in their inboxes.

Online advertising on Russian travel websites, forums, and platforms will increase visibility. Display ads, native advertising, and retargeting campaigns will attract potential travelers and drive traffic to the website. Advertising efforts should be carefully monitored and adjusted based on performance metrics to ensure maximum return on investment.

Strategic partnerships with Russian travel agencies, airlines, and tour operators will promote Indonesian destinations through joint marketing efforts and exclusive offers. These collaborations can provide additional platforms for promoting the website and reaching a wider audience. The importance of professional guidance highlighted by the reliance on travel agencies will inform the targeting and content of these ads.

Measuring success involves tracking key performance indicators such as website traffic, engagement metrics, conversion rates, and return on investment (ROI) from marketing efforts. Regular assessments will ensure that promotional activities meet the

desired objectives, and data-driven adjustments will be made as needed. This continuous evaluation will ensure that the promotional activities effectively drive traffic and engagement, aligning with the thesis's purpose of serving as a reference for the future development of Indonesian tourism websites.

By implementing these targeted strategies, the promotion of Indonesia's official tourism website to Russian travelers will effectively increase awareness, drive traffic, and enhance user engagement. This approach aligns with the hypotheses and purposes of the thesis, positioning the website as the go-to resource for Russian travelers interested in exploring Indonesia and ultimately enhancing Indonesia's tourism sector.

# CONCLUSION

The research aimed to analyze the use of official websites as tools for promoting Indonesia's national tourism products, focusing particularly on attracting Russian tourists. The study was guided by two main hypotheses: first, that the official tourism website is not the primary source of information for Russian tourists planning their trips to Indonesia, and second, that accurate information about specific entry points to Indonesia is the most important and engaging element on the official tourism website for attracting Russian tourists. Through a combination of qualitative and quantitative research methodologies, including in-depth interviews and a questionnaire survey, the study provided a comprehensive understanding of the current effectiveness of these websites and offered strategic insights for their improvement.

The demographic analysis of the 202 Russian respondents revealed a predominantly youthful population, with the majority falling within the age range of 25 to 44 years. The gender distribution was relatively balanced, with females accounting for 56.9 % of the surveyed population. The respondents exhibited a diverse range of occupations, with over half being employed and a significant portion being students. The high level of educational attainment among the respondents, with many holding undergraduate and master's degrees, indicated an audience with intellectual depth and a strong propensity for informed decision-making.

One of the critical findings from the survey was the limited reliance on official tourism websites for travel information. Only 8.9 % of respondents identified these websites as their primary source of travel information, supporting the first hypothesis. Instead, personal recommendations, travel agencies, and social media platforms were more influential, highlighting the importance of peer endorsements and the pervasive impact of digital content. This insight emphasizes the need for the Indonesian tourism

website to enhance its visibility and engagement through strategic partnerships and a stronger presence on social media.

The in-depth interviews provided nuanced perspectives from various stakeholders, including travel agencies, advertising agencies, academics, and media professionals. While there was a consensus on the website's visual appeal and easy-to-understand language, differences emerged in the emphasis on user experience and interactive features. Travel agency experts focused on the ease of finding information and interaction services, whereas advertising agency experts prioritized design elements like fonts and images. This divergence underscores the need for a balanced approach that incorporates both aesthetic appeal and functional user experience enhancements.

Analyzing the data using the AIDA model revealed that while the website succeeds in capturing attention and generating interest through its visual appeal, it falls short in converting this interest into action due to a lack of engaging and interactive features. The Kotler's 5 A's analysis further highlighted that while there is good awareness and appeal, the website needs to improve in the 'Ask' and 'Act' stages by providing more detailed and engaging information that can facilitate decision-making and booking processes. These insights underline the importance of developing a more user-centric approach that addresses the informational and interactive needs of potential travelers.

The second hypothesis, suggesting that accurate information about entry points is the most engaging element, was not fully supported by the data. While such information is important, factors like promotional incentives, weather conditions, and social media influence were found to be more significant in shaping travel decisions. This indicates a need to broaden the scope of content on the website to include a wider array of engaging and relevant information.

Based on these findings, a comprehensive project plan to promote Indonesia's official tourism website to Russian tourists was developed. This plan includes several key strategies:

– Market Research. Conducting thorough research to understand the specific preferences, behaviors, and needs of Russian tourists. This will involve analyzing travel trends, preferred destinations, and key factors influencing travel decisions. For example, the research found that Russian tourists have a strong preference for domestic travel, but there is significant interest in Southeast Asia, including Indonesia. Understanding these trends can help tailor marketing messages that resonate with this audience;

– Localization. Customizing the website content to make it culturally relevant and accessible to Russian tourists. This includes translating content into Russian, using familiar symbols and icons, and highlighting aspects that appeal to Russian travelers, such as affordable travel packages, family-friendly activities, and warm beach destinations. Localization also involves presenting information in a manner that aligns with Russian cultural norms and preferences, which can enhance the website's appeal and usability;

– SEO Optimization. Enhancing the website's visibility on Russian search engines through effective SEO strategies. This involves using relevant keywords, creating high-quality content, and building backlinks from reputable Russian websites. SEO optimization is crucial for ensuring that the website appears in search results when potential tourists are looking for travel information about Indonesia, thereby increasing the likelihood of attracting visitors;

– Content Creation. Developing detailed and engaging content that provides practical information about travel logistics, visa requirements, entry points, and transportation options. Including user-generated content, such as reviews and travel stories from Russian tourists, can build trust and provide relatable insights. Content should also highlight unique cultural experiences, natural attractions, and itineraries that cater to different types of travelers, from adventure seekers to those looking for relaxation;

– Social Media Marketing. Leveraging popular Russian social media platforms to reach and engage the target audience. This includes creating shareable content, running targeted ad campaigns, and partnering with influencers to increase visibility and

credibility. Social media marketing can help create a buzz around Indonesian tourism, showcase real-time experiences of travelers, and drive traffic to the official website;

– Email Campaigns and Online Advertising. Implementing targeted email campaigns and online advertisements to reach potential travelers with personalized offers and information. This can help to capture the interest of users who have shown an interest in travel to Southeast Asia. Personalized marketing efforts can significantly increase engagement and conversion rates by addressing the specific needs and interests of individual users;

– Partnerships. Establishing partnerships with Russian travel agencies, tour operators, and influencers to enhance promotional efforts. Collaborating with these entities can provide valuable insights and extend the reach of the promotional campaigns. Partnerships with airlines, hotels, and other service providers can also create comprehensive travel packages that simplify the travel planning process for Russian tourists;

– Continuous Monitoring and Evaluation. Regularly assessing the effectiveness of the promotional strategies and making necessary adjustments based on feedback and performance metrics. This will ensure that the promotional efforts remain relevant and effective in attracting Russian tourists. Monitoring tools like Google Analytics, social media analytics, and customer feedback surveys can provide valuable data to guide ongoing improvements;

– Budget Allocation. Ensuring that resources are distributed effectively across various promotional activities to maximize impact. This includes allocating funds for content creation, social media marketing, SEO optimization, and partnership development. A well-planned budget can help prioritize high-impact activities and ensure that promotional efforts are sustainable over the long term.

In conclusion, this research provides a detailed analysis of the effectiveness of Indonesia's official tourism websites in promoting national tourism to Russian tourists. While the websites have strengths in visual appeal and clear communication, there are

significant areas for improvement, particularly in enhancing user engagement and interactive features. By implementing the proposed project plan and leveraging the findings from this research, Indonesia's tourism stakeholders can develop more effective strategies to attract and engage Russian tourists, thereby boosting tourism and contributing to the country's economic growth and cultural promotion.

The study's outcomes highlight the importance of a multifaceted approach that combines visual appeal, functional user experience, and strategic promotional efforts to enhance the effectiveness of tourism websites. The insights gained from this research can serve as a valuable reference for the future development of Indonesian tourism websites and provide a framework for other destinations seeking to improve their digital marketing strategies. Ultimately, by addressing the informational and engagement needs of potential travelers, Indonesia can strengthen its position as a premier tourist destination and achieve sustainable growth in the tourism sector.

This research also underscores the importance of understanding the target audience's preferences and behaviors. The findings revealed that Russian tourists value detailed and practical travel information, promotional incentives, and engaging social media content. These insights should guide the development of marketing strategies that resonate with Russian tourists and address their specific needs.

Moreover, the study emphasizes the need for continuous improvement and adaptation. The tourism industry is dynamic, and consumer preferences can change rapidly. Therefore, it is crucial for tourism stakeholders to stay updated with the latest trends and continuously refine their strategies to maintain relevance and competitiveness.

The proposed project plan provides a roadmap for enhancing the Indonesian tourism website's effectiveness in attracting Russian tourists. By focusing on market research, localization, SEO optimization, content creation, social media marketing, email campaigns, partnerships, continuous monitoring, and budget allocation, the plan aims to create a comprehensive and sustainable promotional strategy. This approach not only addresses the current gaps identified in the research but also leverages the strengths of the

existing website to create a more engaging and user-friendly experience for potential travelers.

In conclusion, the research provides valuable insights and practical recommendations for improving the promotion of Indonesian tourism through official websites. By implementing these strategies, Indonesia can enhance its appeal to Russian tourists, increase tourist arrivals, and contribute to the overall growth and development of the tourism sector. The findings and recommendations from this study can serve as a foundation for future research and strategic planning in the field of tourism promotion.

By leveraging the power of digital marketing, social media, and strategic partnerships, Indonesia can create a compelling and effective online presence that attracts and engages Russian tourists. This will not only boost tourism but also promote cultural exchange and economic development, contributing to Indonesia's broader goals of sustainable tourism growth and national pride.

In summary, this research highlights the importance of a well-rounded and adaptive approach to tourism promotion. By understanding and addressing the needs and preferences of Russian tourists, Indonesia can create a more effective and engaging online presence that drives tourism growth and enhances the overall visitor experience. The proposed strategies provide a comprehensive framework for achieving these goals and ensuring the long-term success of Indonesia's tourism industry.

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## IN-DEPTH INTERVIEW

**Dimitry Maslakov, Digital Creative director of Voskhod agency.**

1. Does the appearance of the website's main page make you curious to see other pages?

The start screen of the home page should be the most engaging for the user to explore the site further - both the home page and internal ones. Therefore, a short video may appear on the start screen, which, firstly, involves the user to further explore the site, and secondly, reveals the country in a richer and more multifaceted way. In addition, the interface of the header and block of the stratum screen should be as simple and concise as possible, so that you can quickly navigate where the information that may be of interest to the user is located. Again, user-friendly elements of the site also affect the perception - for example, by default the sound on the site is turned on, and there is no way to turn it off through the site interface. This may irritate the user and cause them to abandon it.

2. Do you like the images displayed on the website?

Overall, the images on the site are travel industry standard. The problem with them is that they don't look unique. I would like to see a different approach to images from others - both in content and style.

3. Do you like the font displayed on the website?

Yes, the font meets the tasks and goals of the site. It is quite modern and at the same time classic, and will always remain so. That is, there will be no need to change the font for the sake of time after some short time. On the other hand, the font does not carry any unique identity and spirit of the country, its history and culture. I would recommend saving the current font as a typesetting font for all information blocks. And

for headlines and highlights, choose something more unique and associated with the cultural code of Indonesia.

4. Is the language used on the website easy to understand?

I think yes. The language is quite understandable and clear to understand. But I would suggest adding some unique flair to your wording. So that they are perceived, on the one hand, more targeted to the user, they would have a humane appeal instead of a formal and dry one. For example, instead of "General information" you can write: "Where to start on the path to discovering Indonesia."

5. Is it easy for you to find information on the website?

In general, yes. You can find the necessary sections and blocks of information that lie on the surface of the request. But there are also deeper queries from the user, and here it is necessary to explore the site for a long time to find this information. I would recommend making a visual map of the site in its footer so that the user can quickly find any information that interests him.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

See previous answer.

7. Do you like the e-travel planning service on the website?

If we mean the service of selecting a flight, car rental and hotel, then this is a very good way to keep the user here on the site so that he does not go to other booking services. If we are talking about the "Start a Journey" block, then this is generally a cool and unique find. By choosing the type of traveler and interests, you can find relevant materials and plan your trip based on them. This is definitely a great thing. I would recommend implementing (or duplicating) this function in the format of a pinned widget that would always be present on the screen, no matter what section the user is in.

8. Does the website provide a good online community?

Yes, you can find any known and widespread official channels of interaction with

the Indonesian Ministry of Tourism. They are well presented and widely available. But it is necessary to take into account the specifics of the region in which the user is located. And when changing the language, provide only those channels that are officially authorized in the user's country. For example, Instagram and Facebook are prohibited in Russia.

9. Are you interested in visiting the website again?

Yes, I would return to the site. It seems quite difficult to learn everything you need to know about a country in one visiting session. Therefore, I want to return to the site to dive deeper and study in more detail certain materials useful to the traveler.

10. Do you like the overall appearance of the website?

Yes, the general appearance of the site makes a good impression. But as I already noted in questions 2, 3 and 5, the site lacks uniqueness in design, given the cultural code of Indonesia, and the visual structure of the entire site.

11. Does the website provide accurate information regarding specific entry points to Indonesia that interested you?

I find it difficult to answer because I cannot assess how accurate and true the information presented on the site is. But as a potential traveler, I can say that I am satisfied with the information presented on the site.

12. Has the appearance of the website succeeded in influencing you to visit the tourist destination?

I believe that any tourist will consider and make a decision about a trip to Indonesia not on this official website. Therefore, it is necessary to promote knowledge about the existence of this site so that as many potential travelers as possible learn about it, visit it, and this would encourage them to visit such a beautiful country.


**Maslyakova Anna, Digital Art-Director in Voskhod Agency.**

1. Does the appearance of the website's main page make you curious to see other pages?

Catching-eye images make me explore the site further. Some artifacts in slides on

the main page make me confused. Interface is outdated. Fonts are pixelated, slides are not changing automatically. Personally, I miss the lively motions and micro-animations on the site. I want to see a fullscreen video (showreel) about the country on the first screen of the main page.

2. Do you like the images displayed on the website?

Yes! I really like images on the site, it is inspiring, the photos and videos are mesmerizing. Personally, I miss the lively content on the site. Micro-video, micro-animation in the interface.

3. Do you like the font displayed on the website?

I really like timeless nature of the font. I really dislike poor typography on the site, special long lines of paragraph text, non-consistent typography. I'm missing highlighting main thoughts in texts. System of spacing between information blocks is poor – text and images seem stuck together.

4. Is the language used on the website easy to understand?

Yes.

5. Is it easy for you to find information on the website?

Yes.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

Yes.

7. Do you like the e-travel planning service on the website?

If you mean filter in module "go explore", it's a very nice idea. I want to see a more modern realization of this module.

8. Does the website provide a good online community?

Yes. But I have a comment. There are too many fields to fill out when downloading booklets in the Electronic Brochures section. This becomes an obstacle to downloading and animation in the product.

9. Are you interested in visiting the website again?

No. Only to see some formal information. As a user I want to be engaged by emotions of interactives on site.

10. Do you like the overall appearance of the website?

I like the contrast of the interface and remarkable images. I dislike typography (system of spacings, font sizes etc.)

11. Does the website provide accurate information regarding specific entry points to Indonesia that interest you?

Yes.

12. Has the appearance of the website succeeded in influencing you to visit the tourist destination?

I really like the content on the site, it is inspiring, the photos and videos are remarkable. But some artifacts of interface interfere me from returning.


**Vasiliy Tsykin, CTO Voskhod Creative Agency**

1. Does the appearance of the website's main page make you curious to see other pages?

The home page looks decent, but feels a bit modest and ordinary. It's not fun and engaging to say it clearer. First screen could have contained a video instead of static pictures. Adding some animation also would be a good idea. Also, to make the front page look interesting you could develop some creative ideas (games, puzzles, interactive maps, 3d-tours etc.), maybe with the help of creative agencies.

2. Do you like the images displayed on the website?

For me personally pictures lack quality (in terms of resolution, they feel over compressed) and aesthetics. They could be juicier, brighter and more vivid. Please, take a look at this website https://www.nelson.travel/ for reference, and you will understand what I'm talking about.

3. Do you like the font displayed on the website?

The font is good, but lacks personality. Headlines could have more authentic font style, corresponding with the country's culture.

4. Is the language used on the website easy to understand?

It's great that the site has been translated to several languages. For me as a russian the information in my native language looks very well translated and comprehensible, I can easily understand what is written. But not all the content is translated to the target language, at some pages you can have a mixture of English and Russian.

5. Is it easy for you to find information on the website?

Overall, the navigation is good, but sometimes it gets a bit confusing, for example when I switch to Russian language and then click on these links:
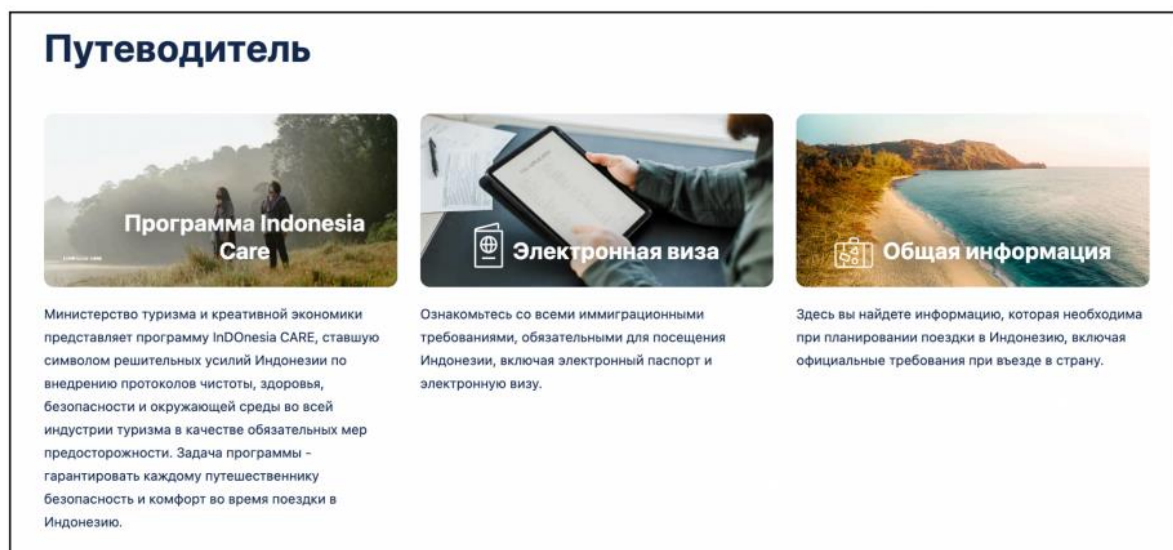


It redirects me to the global version of the website.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

Personally, I would not consider contacting a government institution such as the Ministry of Tourism via a feedback form to get answers to my silly questions, I would prefer asking in social networks and the website provides me with the corresponding links which is great. But, unfortunately I didn't have a need to use them by now, so I can't say how quickly they respond.

7. Do you like the e-travel planning service on the website?

Well, fairly speaking it's a bit buggy. I could not use it at all, there were always some errors. Clicking on the search button after filling the form did nothing.
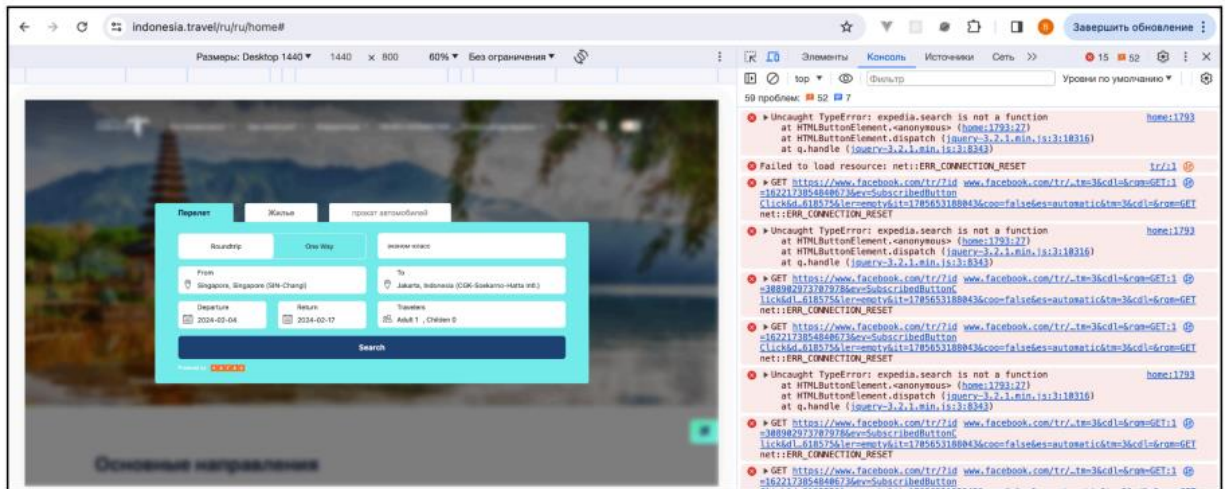
8. Does the website provide a good online community?

As the contact information consists mainly of the social media resources, it's necessary to consider region specific ones when switching to different locales presented on the website. For example, Facebook and Instagram are prohibited in Russia now, of course it's reachable via VPN, but not everyone is familiar with that.

9. Are you interested in visiting the website again?

I'm not going to visit Indonesia in near future, but when it happens I will consider this website as a source of information as it's the official one and I know I can rely on the information provided there.

10. Do you like the overall appearance of the website?

It's nice, but nothing special, really. There are some issues with styling here and there (marings, padding, too big headlines). In general, it lacks a good design.

11. Does the website provide accurate information regarding specific entry points to Indonesia that interested you?

Unfortunately, I can't check the information for accuracy as I've never been to Indonesia before. But I suppose information should be accurate considering that it's an official resource.

12. Has the appearance of the website succeeded in influencing you to visit the tourist destination?

No, I was not impressed with the appearance of the website. If I didn't know the fact that it's an official government resource, I would leave it soon.

**Markov Andrei – Designer from Voskhod Agency**

1. Does the appearance of the website's main page make you curious to see other pages?

Нет. Главная страница сайта содержит мало информации и функционала, и скучно её подает. https://russia.travel/directions/centrrossii – Хороший пример функциональности и подачи информации главной страницы туристического сайта страны, который привлекает в разные города за счет показа определенных достопримечательностей и возможностей (маршруты, жилье, экскурсии и достопримечательности, все собранно на одной странице и ее не скучно просматривать).

2. Do you like the images displayed on the website?

Не всегда. Бывает что встречаются изображения низкого качества или с неуместной смысловой нагрузкой. Сайту очень не хватает видео на тизере страниц, чтобы показать масштаб и сильнее привлечь пользователей.

3. Do you like the font displayed on the website?

К шрифту нет вопросов, обычный базовый, но невыразительный. Есть вопросы к верстке текста – где-то он слишком плотный, где-то неправильно выравнен, часто встречается плотный и большой массив текста, который нет желания читать из-за объема и отсутствия заголовков.

4. Is the language used on the website easy to understand?

Да.

5. Is it easy for you to find information on the website?

Да, но окно поиска слишком узкое.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

Да, но недостаточно развернуты или не так поданы.

7. Do you like the e-travel planning service on the website?

Хороший идея, но сильно устаревший внешний вид виджета и не достаточный функционал, к примеру можно расширить подбор по примерному бюджету поездки, дате и времени, чтобы учитывать сезонность и показывать актуальную информацию.

8. Does the website provide a good online community?

Не хватает больше персоналий, кроме карточек instagram не нашел дополнительных источников формирования сообщества. Внешний вид карточек также выглядит устаревшим. Добавить размер и больше фото окружения с людьми и эмоциями.

9. Are you interested in visiting the website again?

Нет.

10. Do you like the overall appearance of the website?

Нет. Сайт плохо выполняет роль повествовательного ресурса, плохая подача контента и местами слишком много текста, не корректная работа блока с видео(включается при наведении). Основной посыл – сайту не удается передать красоту страны. Дополнительно я бы хотел видеть условия посещения страны, большее и более глубокое раскрытие достопримечательностей (по аналогии с произведениями искусства в музеях – чтобы было интересное и кратное описание/история/легенда).

11. Does the website provide accurate information regarding specific entry points to Indonesia that interested you?

Да, но стиль повествования и верстка текста/картинок не впечатляют. Контент подается сухо и скучно, из-за чего трудно просмотреть страницу до конца.

12. Has the appearance of the website succeeded in influencing you to visit?

К сожалению нет.

**Anatoly Pivovarov, Designer from Voskhod Agency**

1. Does the appearance of the website's main page make you curious to see other pages?

The first screen attracts attention due to large colorful photos. That's about it. I would like to see a spectacular short video (without sound), it could help to sell more tickets to the country.

2. Do you like the images displayed on the website?

Overall, yes. But not enough live emotions, people in action.

3. Do you like the font displayed on the website?

It is good for typesetting, but it lacks a distinctive typeface to pair with it. For example, as here: spaincollection.com.

4. Is the language used on the website easy to understand?

Russian language is clear. But not everything is translated.

5. Is it easy for you to find information on the website?

In general, yes. But I would simplify navigation, reduce the number of transitions from page to page.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

I noticed only the form for buying airplane tickets. It's handy to get a quote.

7. Do you like the e-travel planning service on the website?

I use the "aviasales" app. There is no more convenient service.

8. Does the website provide a good online community?

I did not see a community on the website.

9. Are you interested in visiting the website again?

50/50. Information about interesting places, I might check out.

10. Do you like the overall appearance of the website?

The colorful pictures on the first screen are eye-catching. But otherwise, the website is very boring and formal. It lacks storytelling, such as here: kefiijrw.com/baikal-and-mongolia/#mongolia

11. Does the website provide accurate information regarding specific entry points to Indonesia that interest you?

I am more likely to use maps and services from my phone than to read the text. I will also try to find information on telegram-chanel about traveling and living in the city of Indonesia.

12. Has the appearance of the website succeeded in influencing you to visit the tourist destination?

Only because of the interesting beautiful photos. I wouldn't mind being in this country at all).

In general, the site should excite interest, emotions. And in the first place, carry emotions photos and videos. The most important thing on any site is content, like a delicious meal in a restaurant, not the interior.


**Anna Knyazhitskaya, Senior Manager from NRA Ekaterinburg**
1. Yes, the main page makes me quite curious.
2. Yes, I like the page of the site. It's amazing.
3. Yes, the font is quite readable.
4. If it's in Russian, it's okay. But if it's other language it's difficult.
5. At this moment, I can't say I like it, because the language setting is uncomfortable. I need to change the information to Russian many times but somehow it's not working and the translation will back to English.
6. I am not sure, because I haven't try it by myself. But I believe if we can just easily call them, it will be easy for us. The website only have the option to send the question without the real-time answer, so for me it's uncomfortable and make me lazy to contact them. The direct interaction is better.
7. I didn't use it. I can't answer it for now because the information in this site is seems like not finalized.
8. I can't answer it now, because online community implies the way to connect with

people. In this situation, not.

9. I would like to, but after the finalization of the site. The first, it need to make sure the correct translation and fast communication option.

10. The overall appearance of the website is beautiful. The picture shows beautiful nature of Indonesia.

11. Yes, it's interesting. The all information about the documents, currency, different timezone, local culture, are helpful.

12. In principle, yes. Pictures are beautiful. In general, I like the website but it need the finalization.

Another points:

- It's good because my job is connected with the specialization of how to connected with people. This website is necessary for company views to compare the information.

- The font is good.

- To compare with another sites, your site is better and don't have too much mistakes.

- It will be better if the Russian language in the website is working well.


**Lebedeva Elena Nikolaevna, Deputy Director of Golden Travel**

1. Does the appearance of the site's home page make you want to look at other pages? Yes, definitely

2. Do you like the images presented on the site? Yes, photographs attract attention and make you want to see more information about the country

3. Do you like the font presented on the site? The font is readable, understandable, and does not irritate the eye.

4. Is the language used on the website easy to understand? Yes, the language and expressions, phrases are well chosen for perception

5. Is it easy for you to find information on the site? The logistics of the site are clear, browsing the pages is easy

6. Are the interaction services provided on the site pleasant (eg: prompt customer service/providing answers to common questions)? Since I haven't used this function, I can't evaluate it yet

7. Do you like the electronic travel planning service on the site? If you mean electronic visa/permit processing, then yes, this greatly simplifies the paperwork procedure and saves tourists time and nerves.

8. Does the site provide a good online community? Hope so. This portal will be of interest to real travelers

9. Do you want to visit the site again? If I need specific information, yes, I will visit the Indonesian Ministry of Tourism website again

10. Do you like the overall look of the site? Yes, I like everything

11. Does the website provide accurate information about the specific entry points into Indonesia that you are interested in? Yes, everything is spelled out in detail

12. Has the appearance of the website influenced your desire to visit a tourist destination? Of course, the site has a lot of detailed, necessary additional information about the country


**Putyatina Lyubov Ivanovna, Director of Golden Travel**

1. Does the appearance of the site's home page make you want to look at other pages? The appearance of the site is very colorful, I want to look further.

2. Do you like the images presented on the site? Yes, I like it

3. Do you like the font presented on the site? The font is convenient, everything suits me

4. Is the language used on the website easy to understand? The language is easy to understand.

5. Is it easy for you to find information on the site? The site is quite easy to navigate

6. Are the interaction services provided on the site pleasant (eg: prompt customer service/providing answers to common questions)? It's difficult to say, because I didn't ask questions, I don't have the necessary experience to draw conclusions

7. Do you like the electronic travel planning service on the site? Yes

8. Does the site provide a good online community? Quite

9. Do you want to visit the site again? Yes

10. Do you like the general look of the site? Yes

11. Does the website provide accurate information about the specific entry points into Indonesia that you are interested in? Provides

12. Has the appearance of the website influenced your desire to visit a tourist destination? Influenced


**Yana Fialkovskaya, Director of Fly Tour**

1. Does the appearance of the site's home page make you want to look at other pages? Yes, I wanted to follow the links and find out the details.

2. Do you like the images presented on the site? The images are high quality, they draw you in, you want to look at them, you mentally fly away to Bali.

3. Do you like the font presented on the site? In general, the font is readable, but I would highlight the site menu in a bolder font.

4. Is the language used on the website easy to understand? Yes. But when going from the main page to some pages, there is no Russian version, for example, when I wanted to go to look at information on an e-visa, the page opened in English, and when I try to change the language to Russian, it returns me to the main page. That is, the site may be inconvenient for Russian-speaking tourists without knowledge of English.

5. Is it easy for you to find information on the site? Yes

6. Are the interaction services provided on the site pleasant (eg: prompt customer service/providing answers to common questions)? I was not able to test it.

7. Do you like the electronic travel planning service on the site? Unfortunately, loading

is very slow, and the options that go explore offered are just a list of 355 articles. I did not appreciate this service.

8. Does the site provide a good online community? The site provides more information, I also saw links to social networks, but unfortunately I did not understand which community was meant in this question.

9. Do you want to visit the site again? Yes, I would love to come for information, I was interested in reading some of the articles and they are quite informative.

10. Do you like the overall look of the site? Yes.

11. Does the website provide accurate information about specific entry points of Indonesia that interest you? There is enough information.

12. Has the appearance of the website affected information on your desire to visit a tourist direction? Definitely yes.

**Yana Berezina, Travel Agent Manager of Pangea**

1. The main page is very beautiful. I have a curiosity to know about other pages.

2. Yes, the pictures are beautiful. I want to immediately know the information about another every places of Indonesia on the website because of the pictures are beautiful.

3. Yes, the font is amazing and its matched with the style of the website.

4. Yes, absolutely, it's easy and acceseble because possible to change the languge to Russian.

5. No, it's not clear but after my friend help me, it's took more time to understand.

6. Of course, it's very comfortable when you know the website and take care of visitor when they ask.

7. Yes, it's very comfortable.

8. It's all in process to do a good online community. It was a long time process and I think the website making a good online community. I dnt know, because I never use.

9. I think if I want to have holiday in Indonesia, I will use the website.

10. Yes, I really like it.

11. I think this website have all the information and I don't know, because I don't explore. No, when you want to read the information about it, when you change to Russian language it will going back to the previous page of the website. It's a minus. It's mean these informations only in English and it's not good. And it will better for me if those information will be in my native language. Documents and rules.

12. Yes, of course it's influence me. The appereance of the website influence me. Because the pictures are amazing. And we can see a lot of beautiful pictures, all of it is so amazing with the describtion in Russian. It's realluy comfortable. Everything is very comfortable, I really it.


**Olga Shakova, Travel Agent of Pegas Touristic**

1. Yes, the page is interesting, colorful, stylish, beautiful. I like it.

2. Yes, the page is so beautiful, the website is an example of decent work. But I would like it more if the quality of the pictures in website is better. The resolution of image should be bigger and more colorful. But I quite like it.

3. Yes, the font is good and easy to read.

4. Yes, when we translate the website, the information is correct and I understand.

5. In principle, it's easy. It all depends on what we searching. And for example, if we search documents, visa, we need more time to find the information. In my opinion some translation should be changing to make Russian understand. Another information is correct and I understand everything.

6. I prefer to put the information about "contact us features" in the upside of the website so when Russian open it, they will immediately find it and not spending too much time to looking for it.

7. Everything here is distributed in directions, but it need to be improves. I don't

really understand this features.

8. Yes, everything is there. But if you want for Russian market, you need to include VK and Telegram channel.

9. I will say yes for sure.

10. Yes, I like it. It's a pleasant site.

11. Yes, the general information is correct and I like it, but the page title should be change to make it clear that is not only for guide for general information.

12. Yes, of course, it's influence me. And I like it so much.

Recommendations:

1. We you choose one destination you can communicate directly.

2. The call center should be visible in other pages, so you don't need to come back to reach it again. It's easier like that.

3. The rules of airplane should be included in the website.

4. In my opinion, I don't really like too many pictures, I prefer more information.

**Volkova Ekaterina Nikolaevna, Travel Agency Director of Sputnik**

1. Yes, the appearance will be pleasant, the color of the site is also pleasant.

2. Yes, the images are colorful, the resolution is good, and in general the quality is present on the site.

3. Yes, the font is good, readable, and visible everywhere.

4. Easy to understand.

5. In principle, the information is quite easy to find, it is in different sections, divided into sections.

6. He is no longer customer service, but informative, as far as I understand. In terms of customer service, I understand everything here on your own, you choose accommodation on other sites. I didn't see any applications, only writing.

7. Yes, the service is good, but I will also repeat that it is no longer entirely informative. If this was an informative purpose, so that a person would look and want in this

direction, then yes, exactly, he wanted to buy something from you, here you need to indicate the consequence or excursion and how much it costs.

8. I think it will provide.

9. Yes, I would visit it, read more specific information about what to do and what places to visit.

10. Yes.

11. These items don't exist, I didn't get them, maybe they don't exist.

12. The external site gives a positive impression and, in principle, it is pleasant to be on it and read it, that is, it influenced the appearance.

Recommendations:

I would add some specific differences. It is more informative; if there is a plan to sell this site, then here you need to indicate specific movements with prices. So, in principle, everything is clear and information could be obtained, a lot and interesting, but if the goal is only to obtain information, then it is quite informative. If the goal is to sell something from it, then you need a specific offer there, for example for tours, or for some individual excursions, and the cost will also appear.


**Golubkova Ekaterina Alexandrovna, Professor at UrFU**

1. Does the appearance of the website's main page make you curious to see other pages?

Yes, definitely.

2. Do you like the images displayed on the website?

Yes, I do - colorful, natural, tasty!

3. Do you like the font displayed on the website?

Yes.

4. Is the language used on the website easy to understand?

Very easy.

5. Is it easy for you to find information on the website?

Quite.

6. Are the interaction services provided on the website pleasant (for example: providing fast response customer service/providing answers to general questions)?

Yes!

7. Do you like the e-travel planning service on the website?

Yes, I do.

8. Does the website provide a good online community?

I don't think so, didn't find strong reasons for communication.

9. Are you interested in visiting the website again?

If decide to visit Indonesia and plan trip – yes.

10. Do you like the overall appearance of the website?

Yes.

11.Does the website provide accurate information regarding specific entry points to Indonesia that interested you?

yes

12.Has the appearance of the website succeeded in influencing you to visit the tourist destination?

In some way. I didn't find the link or some guidance what I need to do further if want to visit. I mean any links to travel agency or discounts or smth like this)

**Alexey Shaburov, News Editor of Ural Business Consulting (Information and Analytical Agency)**

1. Yes, it's makes me curious and pleasing to the eyes when I see the website.
2. Yes, good pictures, the pictures on this website are bright. Exactly what the Russian tourist will attract to.
3. Yes, I like and I don't have any problem with it. Yes, I understand all the information.
4. In my opinion, it's looks normal. I understand the information in Russian translation on the first page.

5. The information on the website will be the problem for those who don't know English. As for me, I don't have problem with English but for others Russian tourist it will be difficult.

6. It's really good service but I didn't try yet. If I try to ask the questions and they answer me on the website, I think it would be the best service.

7. The e-travel planning service on the website is not working and I can't praise it. The information of each travel planning in English and it's bad for tourist who don't know English.

8. Some social media not working in Russia and it's difficult access the information from those social media.

9. In principle, yes, I want. If I am going to Indonesia, I will use the website, because there are a lot of information and it's helpful even if it's in English.

10. Yes, I like the website.

11. Well, that's not easy to say because I don't know about Indonesia and I am not sure what kind of information I should gain and I should strength about which part of Indonesia, because Indonesia is a big country.

12. In principle, I think yes. I am not often looking for the information about Indonesia. but, after know about this website, I am interesting and I am thinking to visit Indonesia.

# APPENDIX B

## SURVEY FORM

**The Identity of The Respondents**

1. Your age.

a) from 18 to 24

b) from 25 to 34

c) from 35 to 44

d) from 45 to 54

e) from 55 to 64

f) over 64.

2. Your occupation.

a) student

b) work

c) unemployed

d) retired

If your answer is b), c), d), enter a profession or last profession.

3. Your sex.

a) male

b) women

4. Your education.

a) general education (grades 1–11)

b) first stage programmes

c) second stage programmes

d) bachelor degree

e) doctoral programmes

d) master programmes

e) never complete any stage of education

5. How would you assess the economic situation of your family.

a) we only have enough for food and clothing

b) if a time saving, we will be able to buy inexpensive household appliances

c) we have the necessary appliances, but the purchase of the machine itself until we can not allow

d) if the need arises, we will be able to buy an apartment

e) have a high income, but I refuse to characterize it.

6. Choose the answer that best reflects how many times a year do you usually relax.

a) in accordance with the holidays

b) my 1 month vacation, but I can not take it all at once, especially in the summer

c) my vacation 1 month and I can take it all at once

d) actually obtained only 2 weeks

e) more than 1 month

7. Marital status.

a) single

b) married

c) divorced

d) widowed

8. Do you have children?

a) no

b) yes (please specify how many)

**Travel Experience**

1. Where usually you spend your vacation (holiday)

a) in the country

b) abroad (specify the country and city)

2. Where did you spend your last vacation (holiday)

a) in the country

b) abroad (specify the country and city)

3. Have you ever visited a country in Southeast Asia?

a) no

b) yes (please specify which country)

4. What are your vacation destination most often?

a) rest, leisure, entertainment

b) knowledge

c) sport and its support

d) pilgrimage

e) other (specify)

5. Where do you want to spend your next holiday (vacation)?

a) housing

b) to visit other cities of the country

c) in a holiday house / motels / camp on the territory of the country

d) abroad in Europe

e) abroad in Southeast Asia

f) other (please specify)

6. Select the two main reasons why you can not travel.

a) the value of tourism products

b) lack of time

c) health restrictions

d) family life cycle

e) own safety

f) to me, nothing prevents

7. Dou profess any religion?

a) no

b) yes

8. What religion you profess?

a) Christianity

b) Catholic

c) Buddhism

d) Islam

e) Other (please specify)

9. How much do you usually spend on a vacation for a year (your parents are paying for you)?

a) up to 10.000 Ruble.

b) 10.000-50.0000 Ruble.

c) 50.000-100.000 Ruble.

d) more than 100.000 Ruble.

10. Which continents is of the greatest interest to you?

a) Europe

b) America

c) Asia

d) South Asia

e) Australia

f) Africa

11. Which countries in Southeast Asia is of the greatest interest to you?

a) Brunei

b) Cambodia

c) Indonesia

d) Laos

e) Malaysia

f) Myanmar (Burma)

g) Philippines

h) Singapore

i) Thailand

j) Timor-Leste

k) Vietnam

12. What languages do you speak?

1.

2.

3.

## Decision Making

1. How did you first learn about the destination you chose?

a) social media or influencer posts

b) travel agency

c) official website

d) travel bloggers

e) personal recommendations

f) google explore

g) other (please specify)

2. Were travel promotions or discounts a deciding factor?

a) no

b) yes

3. Was the weather important in your decision-making process?

a) no

b) yes

4. How did you travel?

a) solo

b) family

c) friends

5. Did travelling with others affect your destination or activity choices?

a) no

b) yes

6. Did your travel companions influence your budget?

a) no

b) yes

**Experience Expectation**

1. During the trip, I expect to have positive life feelings, such as recognizing passion or people's serious attitudes.

2. During the trip, I expect to experience physical objects with local cultural characteristics and have varied imaginations

3. During the trip, I expect to experience familiar cultures or entertainment, such as visiting children's world or daily stories.

4. During the trip, I expect to be reminded of some experiences related to ''myself'', such as watching palmardrama in foreign countries.

5. During the trip, I expect to absorb important or correct knowledge and researches, such as visiting science exhibitions or museums.

6. During the trip, I expect to find some interesting contrast and change, such as seasonal change, characteristics of cities and countryside, or unique activities.

7. During the trip, I expect to be relaxed, such as taking my time walking or visiting friendly environment.

8. During the trip, I expect to perceive local characteristics or exotic culture, such as visiting local customs and performance.

9. During the trip, I expect to be close to the ''legend'' in my mind or see the legendary character and scene, such as their old residence.

10. During the trip, I expect to experience some historic content or feelings, such as

seeing the environment at the time or old towns and streets.

11. During the trip, I expect to apprehend things, such as recognizing allusions.

12. During the trip, I expect to have dream experiences, such as visiting the zoo in New York that resembles the wilderness in Africa.

13. During the trip, I expect to have hope or vision, such as visiting the unpolluted environment or an ideal new town constructed by exiled criminals.

14. During the trip, I expect to collect many meaningful souvenirs and keep the memory, such as keeping characteristic ticket stubs or exquisite local hand-made products.

15. During the trip, I expect to have the fun and a sense of achievement by participating in making or interaction, such as DIY of local specialties or DIY of some instruments.

16. During the trip, I expect to have rich shopping feeling, such as participating in luxurious trip with fun, food and shopping.

17. During the trip, I expect to see strange people and things, such as the smallest objects in the world.

18. During the trip, I expect to be identified, such as traveling with companions with similar interests.

19. During the trip, I expect to be close to core characters related to subjects, such as having conversations or taking pictures with the main character after watching the performance.

20. During the trip, I expect to have consistent experiences, such as a hot spring trip with hot spring health food and a Disneyland trip with theme hotels.

21. During the trip, I expect to have mournful and even pitiful experiences, such as visiting the 921 Earthquake Museum of Taiwan.

**Official Tourism Website Experience**

1. Have you ever used an official tourism website to find out about tourism products in a country?

a) no

b) yes

2. How often do you use official tourism websites as a source of information you need?

a) never

b) one time

c) rarely

d) sometimes

e) everytime

3. Which country's official tourism website have you visited?

4. What information are you looking for from the official tourism website?

5. Have you ever visited official tourism websites from any countries?

a) no

b) yes (please specify which countries)

6. Have you ever visited official tourism websites from countries in Southeast Asia?

a) no

b) yes (please specify which countries)

7. Have you ever visited the official Indonesian tourism website?

a) no

b) yes

8. Which country's official tourism website do you think is the best?

**Indonesian Official Tourism Website Experience**

1. Does the website succeed in presenting interesting local culture well enough for you to like it?

2. Does the website succeed in presenting rural tourism promotions well enough for you to like it?

3. Does the website succeed in presenting interesting religious tourism well enough for you to like it?

4. Does the website succeed in presenting interesting culinary tourism well enough for you to like it?

5. Does the website succeed in presenting interesting historical tourism well enough for you to like it?

6. Does the website succeed in presenting the country's interesting architectural tourism well enough for you to like it?

7. Do you like the official Indonesian tourism website? Why?

a) no (please specify the reasons)

b) yes (please specify the reasons)