

Literature Review: New Wave Marketing, Marketing Performance, and Memorable Tourism Experience in the Tourism Sector

Pelliyezer Karo Karo¹, Sulastri^{2*}, Ahmad Maulana³

Palembang Polytechnic of Tourism, student of Sriwijaya University, Indonesia¹
Sriwijaya University, Indonesia^{2,3}

Corresponding Email: sulastri@unsri.ac.id²

ORCID ID: <https://orcid.org/0000-0002-0435-3626>²

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Sector Indonesian tourism is also obliged to implement draft marketing to survive and make a real contribution to state income. The digital era, of course, produces a shift for many sectors, including its impact on the tourism sector, so the marketing concept must be able to follow changes in the behavior of tourists as consumers, which is related to experience travel. This study uses the studies' bibliography to explore the relationship between implementing new-wave marketing and performance marketing and memorable tourism experiences. A total of 108 selected articles contributing to this research were searched using Publish and Perish with the electronic databases Scopus, Semantic Scholar, and Google Scholar in the publication range from 2014 to 2023. The study results show that no special studies directly linked study topics as variables within the scope of the tourism sector and other related sectors. However, the three study topics show a relationship where applied marketing tends to be legacy marketing oriented. Apart from that, no studies link function moderation or intervention from experience travel with concept marketing and performance marketing. This finding is a contribution and angle that looks new to marketing research tourists in the future.

Keywords: Literature Review; Marketing Performance; Memorable Tourism Marketing; New Wave Marketing; Tourism

INTRODUCTION

For three decades, the Indonesian economy experienced significant changes, marked by significant changes in the emphasis economy from sector manufacturing, which is developing towards the direction of sector service. One sector of service that has seen changes in recent years in line with modern economic developments is reflected in the service industry: tourists. Nationally, 2017 was the year of the most significant changes in the tourism sector; this can be seen in two indicators: investment tourism and foreign exchange. The first indicator, the Investment Coordinating Board, or currently the Ministry of Investment, recorded realization growth investment sector tourist the highest in 2017 during the 2013-2017 period was 31 percent with an achievement of 102 percent of government targets worth 1.7 billion United States dollar. The second indicator, the Central Statistics Agency (CSA), recorded foreign exchange tourists were the largest for Indonesia's foreign exchange in 2017, from the previous fifth position, with a value of 13.5 billion United States dollars (BPS Indonesia, 2021; Sasongko, 2017).

If examined further, the amount of tourism contribution can be reviewed through products Tourism Direct Gross Domestic Product (TDGDP). Before the Covid-19 pandemic occurred, the 2019 Asia Pacific TDGDP was recorded amounted to 4.40 percent and 4.97 percent for Indonesia, while during the pandemic, this decline in the tourism sector 2020 was recorded as amounting to 1.80 percent for Asia Pacific and 2.24 percent for Indonesia. Therefore that is, in the "new normal" era after the pandemic ends, in 2024, it is targeted that TDGDP will increase to 3.00 percent for Asia Pacific and reach 4 percent for Indonesia (Kemenparekraf/Baparekraf_RI, 2021b).

Indonesian government fully supports and pays special attention to sector development tourism through the Ministry of Tourism and Creative Economy, which has launched development destination tourist priorities included in Indonesia's 2020-2024 National Medium Term Development Plan (RPJMN) so that the sector tourist will be able to become a motor for improvement foreign exchange, creating multiplier effect to support growth Indonesian economy. Five Super Priority Destinations (DSP), which are National Tourism Strategy Areas, are included in the RPJMN, so their development and development is a priority main aim of creating a " new Bali " in Indonesia. The five DSPs in question are Lake Toba in North Sumatra Province, Borobudur in Central Java Province, Mandalika in West Nusa Tenggara Province, Labuan Bajo in East Nusa Tenggara Province and Likupang in North Sulawesi Province (Kemenparekraf/Baparekraf_RI, 2021a). Through these five DSPs, it is hoped that Indonesian tourism will be more widely known. Hence, tourists' own interest is new to destination choices tourism in Indonesia other than the island of Dewata, Bali.

LITERATURE REVIEW

The development of DSP as a destination tour is expected to produce the ability of the Indonesian tourism sector to survive and grow sustainably. The Ministry of Finance noted the allocation of the State Revenue and Expenditure Budget (APBN) used for tourism sectors, with a fluctuating budget realization starting in 2018. The Tourism Function Budget in the 2023 APBN is allocated almost amounting to Rp. 3.6 trillion. Apart from the APBN allocation, the tourism development sector is also supported through the scope of physical and non-physical special allocation fund (DAK) activities. Physical DAK allocation for 2023 is recorded, amounting to Rp. 0.45 trillion, and Non-Physical DAK for 2023 was recorded, amounting to Rp. 133.3 billion. Intervention government through funds of this size, of course, compare in line with the government's targets for 2023, including the level of tourist visits abroad amounting to 3.5 to 7.4 million, products tour

national a total of 108 products, 30 MICE activities (meetings, incentives, conferences, and exhibitions), 60 events and 14.9 million tourism workers (Kemenkeu_RI, 2023).

The tourism sector also cannot be separated from the concept of marketing; DSP, as a new product, naturally, must be prepared as well as possible in order to get the attention of consumers and become the consumer's choice until they can produce loyalty to sales targets or levels of consumption has been achieved. Achieve Big goals as a DSP requires a mature strategic design that is period length and stride tactical form design operational in nature period short. Design strategies and steps tactically built according to market needs, then implemented continuously so that it is expected to be able to build a new brand for the sector of Indonesian tourism. In other words, the successful development of DSP as a representative sector of Indonesian tourism is marked by an increase in positive performance of the entire tourism industry, which intersects and has each other dependency together. Be more interesting when drafting marketing; besides being related to performance marketing /industry, it is also linked to experience travel. Impressive experiences during a tourist trip naturally will be able to provide color specifically for tourists who might want to travel again or even provide recommendations to other potential tourists.

RESEARCH METHOD

This research uses design in the form of a literature review or study bibliography. This study searched various journal publications, books, and other scientific manuscripts related to the research topic. Drafting studies literature can include sequential stages, namely determining the topic, finding related literature, developing a description, conducting additional surveys, and criticizing related literature for explaining the review (Mahanum, 2021). This literature study uses the SPIDER approach that can be applied in qualitative research or mixed research methods, using a focused approach, namely sample, phenomenon of interest, design, evaluation, and research type (Methley et al., 2014).

The focus of the SPIDER approach in this research includes samples of tourists as consumers destinations and the tourism industry as consumers draft marketing; phenomenon of interest in the form of new wave marketing concept and memorable tourism experience; design in the form of description of research results, evaluation focuses on performance marketing /industry, as well as the types of research carried out are all types of research related to the three main topics and published between 2014 and 2023. Publication data was obtained using the Publish or Perish 8 application with the Scopus, Semantic Scholar, and Google Scholar databases, then explored further to obtain more complete information. The keywords used are under the main topic, namely new wave marketing, memorable tourism experience, and performance marketing. Further writing of the article is adjusted to the completeness of the information obtained and owned linkages between one topic and another. One hundred eight articles contributed to this study in identifying relationships and influences between the main topics studied.

RESULTS

Several studies have proven that draft marketing is a core part of sector development tourism. The role of marketing is very strategic in the management, development, and sustainability sector of tourists (Mariani et al., 2016; Wulandari, 2023). The tourism industry must implement complex marketing strategies to maintain its sustainability in the market (Boita, 2014; P. K. Karo & Novianti, 2021). Magno, with additional factors necessary to identify the implementation of a marketing monitoring system because it

has a significant positive impact on the performance of travel agents as one of the tourism industries through mediation tourism market knowledge (Magno et al., 2017). Bruni highlighted the necessity of measurement performance effective marketing for the tourism industry, starting from hotels, travel agents, and travel services, as well as the potential for a shift to activities online marketing (Bruni et al., 2017). This shows that implementation draft marketing is one of the supporting pillars for sector development tourism.

Table 1. Core Components of Marketing in Tourism Sector Development

Study	Findings	Key Components
Mariani et al. (2016)	Marketing is strategic for management, development, and sustainability in tourism.	Strategic Management, Sustainability
Boita (2014); Karo & Novianti (2021)	Complex marketing strategies are essential for maintaining market sustainability.	Complex Strategies, Market Sustainability
Magno et al. (2017)	Positive impact of marketing monitoring systems through tourism market knowledge.	Marketing Monitoring, Market Knowledge
Bruni et al. (2017)	Effective marketing measurement is crucial; potential shift to online marketing.	Performance Measurement, Online Marketing

Table 2. Factors Influencing Marketing Performance in Tourism

Study	Findings	Factors
Gilaninia & Mohammadi (2015); Karo et al. (2023)	Meeting traveler needs and ensuring satisfaction enhances marketing performance.	Traveler Needs, Satisfaction
Anshari et al. (2019); Peranginangin & Kusumawardhani (2018)	Quality of relationships with consumers impacts marketing performance.	Consumer Relationships
Hasyim et al. (2021)	Organizational commitment and entrepreneurship orientation improve marketing performance.	Commitment, Entrepreneurship
Chen & Myagmarsuren (2013); Karo Karo et al. (2020)	Customer and competitor orientation play a role in marketing performance.	Market Orientation, Customer Service

Table 3. Key Dimensions of Marketing Performance

Study	Findings	Factors
Gillpatrick (2019); Tleuberdinova et al. (2022)	Innovation is a significant factor in marketing performance.	Innovation
Al-Mohammad et al. (2014)	Interaction management, including front-line interaction, is crucial.	Interaction Management
Santra (2018)	Marketing power and organizational influence positively impact performance, mediated by market sensing.	Marketing Power, Organizational Influence

Various results also emerge from other research related to performance marketing from industries in the tourist sector. Improve the performance marketing the tourism industry in a way that develops marketing strategies that focus on the efficient utilization of

developments in information and communication used, where at the same time, the characteristics of the tourism industry are increasingly focused on conditions destination, facilities, accessibility, cost, quality and variety service, usage technology and potential risks (Traian-Ovidiu, 2014). Implementing integrated marketing communications (IMC) positively influences the hotel industry's performance, especially regarding sales, excellent brand, and customer satisfaction (Porcu et al., 2019). Ajake found similar results; effective marketing communications had a significant impact on tourists' positive perceptions of tourism, pulling destination tourism so that it could make a positive contribution to performance marketing (Ajake, 2016). Through the results of this research, the marketing strategy factor through the delivery of effective consumer communication becomes an angle view that is closely related to the performance marketing sector tourists. This is the conclusion, while the second.

Table 4. Impact of Digital and Integrated Marketing Communications

Study	Findings	Factors
Traian-Ovidiu (2014)	Efficient use of information and communication technology in marketing enhances performance.	Technology Utilization
Porcu et al. (2019)	Integrated marketing communications positively affect hotel performance.	Integrated Marketing Communications
Ajake (2016)	Effective marketing communications improve tourists' positive perceptions and performance.	Effective Communications

Other views related to performance marketing delivered by Gail are that the company can monitor performance marketing through three components. The main thing is first, the movement of business from product central; second, specific innovation from the idea of the company's growth for the short and long term; and third, expertise in building marketing strategies in preparing and monitoring the company's progress. Implementing effective marketing strategies leads to increased quality performance marketing, increasing satisfaction in tourism and sector potential tourists (McGovern et al., 2004; Rianthomy et al., 2023). Similar research also found the same results, implementing marketing strategies will improve performance marketing significantly so as to accelerate the achievement of goals business in the tourism industry (Kasemsap, 2015); marketing strategy culture and performance restaurant tour are two dimensions that impact and have each other dependency (Al-Mohammad et al., 2014); explore performance tourism sector through digital marketing strategies mediated by engagement customers and moderated by technological developments (Al-Hazmi, 2022; Zhao & Zhang, 2023); holder interests require a collaborative e-marketing strategy to evaluate performance marketing destination tour (Sigala, 2014); innovative management factors, digital marketing strategy, quality service and chain management supply has an impact significant to performance sector culture-based tourism (Kerdpitak, 2022); decision tourists within the scope of e-WOM (electronic word of mouth) have a positive impact on all measures tourism industry performance (Nieto et al., 2014) and is an integral part of tourism communication (Malacka, 2015). Through this previous research, all research results point to one corner of the same view, that the implementation of marketing strategies, including digital marketing, which is directly related to the digitalization era, is the main impact on performance marketing or performance business from the tourism industry operating in the sector tourist. That way, marketing strategy, innovation, technology, and quality service are factors in the conclusions, while the third.

Technological developments are so rapid that they naturally demand marketing developments. NWM is one of the marketing models developed to answer new relationship patterns with consumers in the digital era (Argadian, 2021). The tourism industry has experienced significant changes in recent years; the evolution of marketing in the tourism industry influenced by global trends such as revival technology and digitalization which led to the emergence of Marketing 4.0 (Font & McCabe, 2020; García-Haro et al., 2020; Martini & Buffa, 2020) and its transformation into tourism mass as a result of shifting social phenomena (Patiño et al., 2016) with the ultimate goal of maximizing profit from sector tourist (Munar & Doering, 2022). This pattern is increasingly being shaped by a post-industrial society, which has given birth to more conscious tourists looking for a different and personalized experience (Árva & Deli-Gray, 2011). Pattern change behavior these consumers encourage necessity paradigm marketing new in the tourism industry, focusing on trends consumers and their implications form activity innovative marketing tourist (Ergashev & Jabborova, 2021; Kachniewska, 2014; Kozak, 2023), including exploring promotional strategies using online media (Fan & Liu, 2014; Madasu, 2013) which have an impact significant to the decision purchase (Azzahra, F. D., & Rizan, 2021); promotional strategies through e-WOM (electronic word of mouth) also have an impact on brands and decisions purchase (Dewi & Hatammimi, 2014; Farka & Sulastri, 2023; Mufashih et al., 2023). Globalization of the tourism market also plays an important role, emphasizing the power of consumer tourists who have developed globally and the need for organizational management in the tourism sector to cater to diverse motivations (Ana-Maria & Ionela, 2012). The use of social media as part of globalization creates innovation in experience tourism, so the tourism industry also needs innovative marketing through the utilization of information technology, changing branding strategies, multisensory information, and liquid branding to reach tourists effectively in a dynamic tourism industry environment (Nadda & Arnott, 2019). Answer the trend that is the emergence of draft new-wave marketing, which has the potential to unleash tourism through innovative product development (Wolski et al., 2023). The results of this study show a positive response to the shift draft of new marketing, focusing on digitalization and building relationships with trends new from behavior consumers, with the purpose of understanding that the position of consumers in the current era is to be part of marketing itself.

Table 5. New Wave Marketing (NWM) Concepts and Indicators

Study	Findings	Factors
Kotler et al. (2021)	New Wave Marketing introduces concepts such as communication, co-creation, and communal activation.	Communication, Co-Creation, Communal Activation
Argadian (2021)	NWM is adapted to technological development and shifts in consumer behavior.	Technological Adaptation, Consumer Behavior
Fan & Liu (2014); Madasu (2013)	Promotional strategies using online media significantly impact purchase decisions.	Online Media, Purchase Decisions

Table 6. Experience-Based Marketing and Its Impact

Study	Findings	Factors
Kim (2014, 2016); Kitin (2019)	Memorable tourism experiences (MTE) enhance excitement, anticipation, and revisit interest.	MTE Dimensions
Arslan & Simsek (2022); Tsai et al. (2022)	MTE influences return interest, promotion, and marketing performance.	Return Interest, Promotion

Sotiriadis & Gursoy (2016)	Seven dimensions of MTE: Hedonism, Refreshment, Social Interaction, Local Culture, Meaningfulness, Knowledge, Adverse Feeling, Novelty.	Hedonism, Refreshment, etc.
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Development, implementation, or evaluation of NWM concepts other than tourism sectors is also found in several studies, both in their entirety or partial, divided into new wave marketing, new wave tactics, and new wave value. The implementation of all parts of the NWM concept plays a role in enhancing the experience of consumers at every level of track life consumer (Pal, 2019) to have a positive influence on quality service (Saputra & Wicaksono, 2020) and decisions purchase (T. U. Putri & Abdinagoro, 2018; Saputra & Wicaksono, 2020). Content creative design and delivery through content-based NWM marketing via Instagram social media can build horizontal relationships with consumers and succeed in increasing brand awareness (Jayanti, 2020) for a comprehensive marketing space (Octania & Wahid, 2019). In the new wave strategy, products that have hedonic value influence impulse buying (Pambagyo & Karnawati, 2020); three elements in this NWM strategy (communication, confirmation and clarification) through SOAR analysis can increase income and levels hotel industry residences (Renaldo & Pitanatri, 2018); communityization also has a significant favorable influence on product brand equity (Yonaldi & Yanti, 2014) and level hotel industry residences (Andini & Koesrindartoto, 2020). One of the factors from The new wave tactic is co-creation has a relationship with loyalty, which the satisfaction consumer mediates (Prastiwi et al., 2019) and the behavior consumer (Lugosi et al., 2020); other factors include communal activation has an impact significant to the decision purchase (Prabowo et al., 2012) and brand loyalty (Gunawan, 2013). The research results show direct linkages between variables that build the NWM concept or linkages between the indicators of each variable with various factors that indicate performance marketing or performance business like decisions purchase, quality service, brand, level income, satisfaction consumers to loyalty. This built more profound interest in its role in the tourism sector, considering that technological developments have penetrated all industrial and trade sectors to the point of being able to change method views, perceptions, preferences, and behavior of consumers in consuming products and services.

Feel experience quality during travel will continue to improve the positive image of Indonesian tourism to tourists in the archipelago and abroad. Positive image supported by the choice of destination of the five DSPs as " new Bali " is expected to be able to produce an increase in the number of tourist visits. In this study, experience travel uses seven dimensions that form MTE: Hedonism, Refreshment, Social Interaction and Local Culture, Meaningfulness, Knowledge, Adverse Feeling, and Novelty (Sotiriadis & Gursoy, 2016). All seven indicators are used to identify the level of tourist experience when undertaking a tourist trip. Some studies have also explored seven dimensions of MTE associated with several marketing variables. Knowledge and adverse feelings become the most substantial influence in MTE (Tessin et al., 2023); novelty role as moderation for performance destination (Kitin, 2019); refreshment, social interaction, local culture, and knowledge influence loyalty (Kim & Kasemsap, 2013); local culture has a relationship with satisfaction (Kapa et al., 2022); refreshment is the reason for choosing offer tour (Kelly, 2022); hedonism and meaningfulness influence perspective traveler (Sthapit & Coudounaris, 2018); meaningfulness and novelty being one-factor predictions experience (Stergiou et al., 2022); another study found that between MTE dimensions experience a non-linear relationship (L. H. Chen, 2023). Study results strengthen that every dimension from proven MTE acts as a factor supporting, having a relationship with

the concept marketing or together also has an influence on the application of the concept marketing.

Table 7. Comparative Findings of NWM, MP, and MTE

Aspect	New Wave Marketing (NWM)	Marketing Performance (MP)	Memorable Tourism Experience (MTE)
Concept Overview	New Wave Marketing (NWM) focuses on a horizontal approach to marketing, where consumers are integrated into the strategy. It emphasizes co-creation, personalization, and digital engagement.	Marketing performance evaluates the effectiveness of marketing strategies in achieving organizational goals. Factors include market share, sales growth, profitability, customer satisfaction, and service quality.	Memorable Tourism Experience (MTE) involves creating exceptional experiences that impact tourists' perceptions and behaviors, such as satisfaction, loyalty, and revisit intentions.
Key Variables	<ol style="list-style-type: none"> 1. Communication, Confirmation, Clarification 2. Co-creation, Codification, Currency, Communal Activation, Conversation, Commercialization 3. Character, Caring, Collaboration 	<ol style="list-style-type: none"> 1. Market Share 2. Sales Growth 3. Profitability 4. Customer Satisfaction 5. Quality of Service 	<ol style="list-style-type: none"> 1. Hedonism 2. Refreshment 3. Social Interaction and Local Culture 4. Meaningfulness 5. Knowledge 6. Adverse Feeling 7. Novelty
Strategic Focus	Emphasizes a shift from traditional vertical marketing approaches to a more collaborative and interactive model. Involves digitalization and personalization to engage consumers more deeply.	Focuses on optimizing marketing strategies to achieve higher performance metrics like increased sales, improved customer satisfaction, and higher profitability.	Focuses on enhancing the overall tourist experience to foster positive perceptions, increase satisfaction, and encourage repeat visits.
Impact on Tourism	<ol style="list-style-type: none"> 1. Digital Engagement: Improves relationship-building through digital platforms. 2. Consumer Integration: 	<ol style="list-style-type: none"> 1. Sales and Profitability: Direct impact through effective marketing strategies. 	<ol style="list-style-type: none"> 1. Satisfaction: Influences positive outcomes and repeat visits. 2. Loyalty: Builds stronger emotional

	<p>Enhances personalization and co-creation with tourists.</p> <p>3. Adaptability: Supports flexibility in strategy to meet evolving consumer needs.</p>	<p>2. Customer Satisfaction: Improved through tailored marketing approaches.</p> <p>3. Market Share: Enhanced by successful implementation of strategies.</p>	<p>connections with destinations.</p> <p>3. Perception: Shapes the overall image of the destination.</p>
Technological Influence	<p>High impact due to the reliance on digital tools, social media, and technology-driven personalization.</p>	<p>Moderate influence, primarily through digital marketing tools and analytics for performance measurement.</p>	<p>High impact through the use of digital tools to enhance and personalize experiences, such as online reviews and social media interactions.</p>
Consumer Behavior	<p>1. Personalization: Increased focus on customizing experiences.</p> <p>2. Co-creation: Greater involvement of consumers in the creation of marketing content.</p> <p>3. Digital Interaction: Enhanced through online platforms.</p>	<p>1. Satisfaction Metrics: Monitored through feedback and performance indicators.</p> <p>2. Loyalty Indicators: Evaluated through repeat business and customer feedback.</p>	<p>1. Emotional Response: Influenced by memorable experiences.</p> <p>2. Behavior: Impacted by the quality of the tourism experience.</p> <p>3. Preference: Driven by personal and cultural factors.</p>
Marketing Strategies	<p>1. Integrated Communication: Utilizes a range of digital and traditional channels.</p> <p>2. Interactive Campaigns: Focuses on engaging consumers in the marketing process.</p> <p>3. Community Building: Leverages online communities for marketing.</p>	<p>1. Performance Metrics: Evaluated through sales, profitability, and customer feedback.</p> <p>2. Targeted Marketing: Focuses on specific consumer segments to improve performance.</p> <p>3. Strategic Adjustments: Based on performance analysis.</p>	<p>1. Experience Design: Focuses on creating compelling and engaging experiences.</p> <p>2. Feedback Utilization: Uses feedback to enhance future experiences.</p> <p>3. Customization: Tailors experiences to tourist preferences.</p>

DISCUSSION

Other research also explores the application of marketing and measurement and its impact on performance marketing in the tourist sector. Building performance marketing can be done by identifying and meeting traveler needs, ensuring satisfaction, attaining objective organization to promote destination tourists (Gilaninia & Mohammadi, 2015; P. Karo et al., 2023), and the quality of relationships with consumers (Anshari et al., 2019; Peranginangin & Kusumawardhani, 2018). Hasyim's research results underscore the importance of commitment to the organization, orientation entrepreneurship, and ability to architecture marketing in improving performance marketing in the tourism market (Hasyim et al., 2021). Meanwhile, Chen emphasized orientation to customers and competitors. Market orientation plays a role in performance marketing in the tourism sector, emphasizing service to moderate the relationship (C. F. Chen & Myagmarsuren, 2013; Karo Karo et al., 2020). Of the seven dimensions of performance tourism industry marketing restaurant tourism, three dimensions The main thing that has a significant positive impact on performance is innovation (Gillpatrick, 2019; Tleuberdinova et al., 2022), front line and organizational interaction management, where interaction management factors the front line is an additional factor in research (Al-Mohammad et al., 2014). It is not much different for the hotel industry; source Power marketing and organization positively influence performance marketing and orientation entrepreneurship after being mediated by market sensing (Kee et al., 2023; Santra, 2018). Several research factors have similar meanings; tourist needs, orientation customers, and interaction management front line can be categorized as orientation consumers. Orientation factors: Entrepreneurship and orientation competitors can be categorized as orientation businesses. Satisfaction and service factors are categorized as quality service, whereas commitment organization and organization can be categorized as organizational management. That way, orientation consumer, orientation business, quality services, organizational management, architecture marketing, and innovation are variables related to performance itself. This is the conclusion, while the first.

Discussing marketing strategy in more depth, the following research identifies indicators that build or are identical to marketing strategy. To achieve performance in tourism sector, marketing strategy is related directly to the cost (service or product), level of flexibility, product standard, character destination, optimization capacity, and income (Veselá, 2013). Ability tourism sector to adapt to the international market requires a marketing strategy that is built with in mind factors of culture (language and social), politics (income, distribution, currency), and geography (topography and demography) (Shukla, 2009). Tung noted hierarchy in building marketing strategies, starting with defining the target market, analyzing the market environment, and implementing mixed marketing (Tung, 2012). Marketing strategy must include consumer needs, market analysis, market segmentation, differentiation, positioning, and excellence competitive to answer characteristic dynamic sector tourists (Muhcina & Liviu, 2012; Wong et al., 2023). Implement appropriate marketing strategies through criteria analysis segmentation of consumers to recognize motivation to provide differentiated products or services for tourists (Zarotis, 2021). For tourism sectors with limited markets, the tourism industry strategy focused on emphasizing products (culture, wisdom locally) built and marketed parallel to digital promotion (Pholphirul et al., 2021). Suppose all the results of this research are categorized into simpler ones. In that case, it shows that the first step in the best approach to a strategy is the division or clusterization of the tourism market, with a variety of divisions based on factors such as economics, culture, geography, politics, behavior, and motivation. This is in line with the basic concept of marketing strategy introduced by Kotler previously (Kotler & Keller, 2012).

The ultimate goal in the tourism sector is to maintain interest. In the end, tourists will decide to go on a tourist trip for the first time or even go on a trip to travel again to maintain performance. Tourism sector remains positive. This must be addressed from a marketing strategy that is prepared and executed in a planned manner. Along with the development of the marketing era, changes in draft marketing from traditional marketing to legacy marketing until, in the last few years, new theoretical concepts have emerged in new-wave marketing (Kartajaya, 2013). New wave marketing (NWM) has changed its approach from the previous one, which was a vertical approach, to a horizontal one. This concept was introduced by Hermawan Kartajaya in 2013 and is increasingly being refined together with Philip Kotler and Den Huan Hooi in 2021 through the book *From Fundamental Marketing to New Wave Marketing*. In this concept, the connection The position between the marketer and the consumer, in this case, the tourist, changes from a subject-object position to an object-object position; in other words, tourists are used as part of the strategy. This concept is formed through 12 indicators divided into three components. The main component, namely the first component of the New Wave Strategy, includes communication, confirmation, and clarification indicators; the second component of New Wave tactics includes indicators of codification, co-creation, currency, communal activation, conversation, and commercialization, as well as the third component of New Wave Value includes indicators of character, caring and collaboration (Kotler et al., 2021). The NWM indicator is considered more appropriate to the conditions of technological development and shifts in the behavior of consumers, including the marketing tourism sector, with the ultimate goal of maintaining or increasing the number of tourist visits to a country through tourism pull destination tours.

Orientation consumer, orientation business, quality services, organizational management, architecture marketing, and innovation are factors in the conclusions first. Effective marketing and communication strategies factor into the conclusions while second. Marketing strategy, innovation, technology, and quality service are factors found in the conclusions, while the third. Based on all the conclusions, the marketing strategy variable is the most dominant research and is the factor most tied to performance marketing in the tourist sector. On the other hand, many factors have been researched, such as quality services, organizational management, innovation, and digitalization, which contribute to the tourism industry's performance. Business performance can be measured by market share, sales of products and services, and level of return investment, in addition to evaluating internal factors such as additional processes and reducing response time to changes in the market (Hidayat & Murwatiningsih, 2018). Other research uses business performance indicators by measuring profitability, growth customers, sales volume, and market share (Astuti, 2016); some also measure performance through growth customers, growth sales, and market portion (Utaminingsih, 2016). This research factors measurement performance marketing using Wang's theory by measuring through five dimensions (Wang & Feng, 2012) namely performance overall (overall performance), growth market share (market share), growth sales (sales growth), profits (profitability) and satisfaction customers (customer satisfaction), there is also much elaboration used in several other studies (Miyasto & Sufian, 2017; Rohmaniyah & Nurhayati, 2017).

The following research results strengthen the conceptual discussion of marketing strategy because performance marketing is significantly related to marketing strategy. Marketing strategies applied to the sector tourist increase awareness among tourists and become part of the lever for satisfaction travelers (Ganatra et al., 2021); has a positive relationship with quality service and satisfaction travelers (Sari, 2018); related closely related to behavior consumers, branding, and e-marketing (P. Karo et al., 2023; P. K. Karo & Chairunnisa, 2021; Tsiotsou & Ratten, 2010); related to trends in tourist demand,

competition between destination or restaurant tourism, innovation technology and pressure environment (Pavlovic, 2020; Singh & Qadir, 2023); must followed by innovative strategies through marketing research to overcome market competition and meeting tourist needs (Goryushkina et al., 2016); have a positive relationship with managing marketing and orientation of tourism programs in order maintain a competitive market position (Ilieska, 2008). Corner This view is consistent with the fact that marketing strategy is an essential factor that must be applied to meet the needs of tourists as consumers in the entire tourism industry.

Research related to the NWM concept and its application in the tourism sector and other related sectors still needs to be completed in Indonesia and other countries. However, expanding its relationship to behavioral development travelers along with technological developments. The effectiveness of marketing strategies increases along with consumer relationships and intelligence consumer. Relationship with tourists as consumers covers customization, personalization, empowerment, and interactivity. The medium intelligence traveler includes needs, habits, attitudes, behavior, and sensitivities (Bouhtati et al., 2023). Continuity tourists are characterized by a tourism industry that is integrated with technology (u-tech) so that it can adapt to the needs of new-wave tourism (Loh & Stephenson, 2021; Rongrong, 2017), which also adapts to policy changes (Balland et al., 2022; Fraga, 2016), trends this wave is more interested in destinations anti-mainstream or more personal (He, 2023). Smart tourism is the answer to this, which is built on experience-based marketing, route smart DIY tourism, online transactions, and membership management (Rongrong, 2017). It is also called marketing smart by applying the 12R mix to answer the thinking space consumer (Mitra, 2021). Not much different in marketing faith-based tourism, a factor that adds challenges to culture (Abu Daabes, 2018), operational and geopolitical in response to the tourism market recently (Izberk-Bilgin & Nakata, 2016; Warinangin & Kusumawardhani, 2018). The influence of globalization and technological developments in informatics cause wave accelerated changes in demand and supply tourism that require a paradigm of new marketing by engaging factors of emotion, exclusivity, engagement, experience, empathy, expertise, and an environment to nurture relationships with customers (Babić-Hodović, 2014) or it can also be called involvement consumers as one instrument marketing (Krupenna & Fortuna, 2021; Prastiwi et al., 2019). Digitalization is being developed to meet tourist expectations in the digital era. Marketing can consider factors such as perception benefits, perception convenience, social media marketing, and performance business (Deb et al., 2022). Preference for travelers is an essential factor in customizing marketing strategies latest (Castro et al., 2017); communities built through digital influencers are also involved in share form preference (Ingrassia et al., 2022). Strengthened by post-research findings of the pandemic, recommendations for marketing implementation of new consumer-centered paradigm traveler (AL-Sahouly, 2021). The research results show the same basis; with developments in technology, behavior, or habits, consumers experience a significant shift, so it is a way to build relationships with consumers. Tourists also need a different approach than before. In the scope of marketing, to survive in the tourism market, which continues to grow, the strategy designed is appropriate to put consumers as part of the strategy, which is no longer just the end goal. In the NWM concept, communitization is using a community with an attachment or forming a chain of togetherness through something the same thing. From the research results, togetherness can be shaped by personalization, empowerment, interactivity, needs, habits, behavior, membership, culture, and geopolitics, whereas the preferences expressed are included in the clarification category.

In line with the development of the marketing era, especially in the sector services such as tourism, it not only requires strategy, tactics, and value in marketing DSP in a way that is more focused on tourists as market objects. However, many other factors play a

role in a traveler's decision to determine the travel itinerary, whether in the form of a new trip or a return trip. Building a memorable experience for tourists can be a mediating factor for tourists to visit Indonesia, either as a return visit or as a recommendation to visit others. So, applying draft experience like this in DSP is its challenge as a new destination. Relating to concepts of experience, several studies have explored draft memorable tourism experience (MTE) and its relationship to its impact on performance marketing. The research results emphasize the importance of MTE in creating excitement and anticipation among potential visitors (Kim, 2014, 2016; Kitin, 2019); mediate interests revisit (Ernawadi & Putra, 2020; Kim, 2016; Koc & Ulema, 2024; Torabi et al., 2022; Tsai et al., 2022); promotion (Tsai et al., 2022), as well as having an influence on interest return (Arslan & Simsek, 2022; L. H. Chen, 2023; Kim, 2016; Oktem & Akdu, 2022; Sharma & Nayak, 2020); image destination (Kim, 2016); performance marketing /industry (Ahsanah & Artanti, 2021; Gonzalez-Torres et al., 2021; Hosseini et al., 2023; Kim, 2018); satisfaction consumer (Kitin, 2019; Kladou et al., 2022; Oktem & Akdu, 2022; Torabi et al., 2022; Tsai et al., 2022); loyalty brand (Kim & Kasemsap, 2013); and perspective destination (Chandralal & Valenzuela, 2015; Hosseini et al., 2023; L. R. Putri et al., 2021; Tesin et al., 2023). Results of the research in line further support and underline MTE's role as a tool for marketing influential destinations (Dias & Dias, 2019; Joy et al., 2018; Mun, 2019; Smith & Richards, 2013). Contribution in developing instrument reliable and valid MTE measurements by identifying ten dimensions of the level of experience that varies across destinations and demographic characteristics (Chandralal & Valenzuela, 2015). These studies collectively highlight the importance of MTE function in forming the perception and behavior of tourists, and several studies are limited to showing its relationship with performance marketing. This research can become study-specific support and development that links MTE as a function moderation.

CONCLUSION

This research provides several studies that look new to marketing science. First, evaluating the application of the concept of NWM marketing still has its limitations. The study is associated with performance marketing within the scope of the tourist sector. The NWM concept focuses on two of three variables. The main ones are new-wave strategy and new-wave tactics. Challenge study draft lots of marketing Still focuses on usage the old concept of legacy marketing, long before technological developments or digitalization occurred. This concept is a must-transform following behavior changes; consumers have also changed drastically along with the digitalization era. Therefore, a study is needed regarding applying the NWM concept to balance and answer shift culture consumption. Second, this research tries to identify the relevance of MTE as a moderation model between NWM concepts and performance marketing. MTE linkage of perspective consumers naturally has many impacts, proven through previous research, but all of them show that MTE is known through perspective consumers.

In this research, MTE is studied by looking at whether the industry has participated in preparing and providing an impressive experience for consumers, not just hopes for the conditions of nature at the destination tourist. The MTE concept is reviewed from the perspective of the tourism industry. It is hoped that the findings of this research will provide new contributions to draft marketing in the tourism sector to produce a pattern view to increase the potential of the Indonesian tourism market, especially for new DSPs built to improve the image of Indonesian tourism, through the following findings: (1) New Wave Marketing (NWM) emphasizes a more collaborative and digitally integrated approach to marketing, where consumers play a significant role in the marketing strategy. This model focuses on personalization, co-creation, and engagement through digital platforms; (2) Marketing Performance (MP) measures the effectiveness of

marketing strategies in achieving business objectives. It involves metrics such as market share, sales growth, profitability, and customer satisfaction. This concept is closely related to the efficiency of implemented marketing strategies; and (3) Memorable Tourism Experience (MTE) focuses on the quality of the tourist experience and its impact on satisfaction, loyalty, and revisit intentions. It involves creating positive, engaging, and memorable experiences for tourists to enhance their overall perception of a destination.

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DECLARATION OF CONFLICTING INTERESTS

The authors named in this manuscript declare that they are not affiliated with or involved in any entity that has a financial interest in producing this article or a non-financial interest in the focus of this article.

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