

DIGITAL PROMOTION AND HOSPITALITY AS FLAGSHIP TRAVEL AGENCY BRINGS CHINESE TOURISTS TO BALI

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ABSTRACT

This study examines digital promotion and hospitality as the flagship travel agency brings Chinese tourists to Bali. Tourism in Indonesia has now grown and developed into one of the leading sectors to bring in foreign exchange for the country. The main problem is how digital promotion and hospitality as a superior Travel Agency bring Chinese tourists to Bali? The purpose of this study is to understand digital promotion and hospitality as a superior Travel Agency to attract Chinese tourists to Bali. This research method uses proportional sampling technique with a sample of 2 staff from the Tourism Office, 4 from Travel Agency, 10 foreign tourists and 22 tourism workers. The results and discussion point out that digital promotion consists of a Website that is a link with the digital world as a whole and the most important part of the overall strategy, such as SEO (search engine optimization), PPC (pay per click), social networks (social networks), e-mail (e-mail) (Ryan, 2016: 31). Indonesia has great potential in the tourism sector is projected to be able to contribute gross domestic product by 15%, IDR 280 trillion for foreign exchange, 20 million foreign tourist visits, 275 million domestic tourist trips and absorb 14 million workers by 2020. Chinese tourist visits to Bali ranked in the top ten most countries. Bali tourism is very famous throughout the world.

Keywords: Digital promotion; Hospitality; Leading sector.

INTRODUCTION

Globalization is now making the tourism sector as the main driver of the world economy and become a globalized industry. Tourism in Indonesia has grown and developed into one of the foreign exchange earnings for the country. The tourism sector is believed to be able to create more centers of economic growth throughout the region through Indonesia's wonderful branding, Indonesia's tourism ranking in the world ranked 50th in 2015. In fact, based on the official report of the World Economic Forum, Indonesia managed to soar eight ranks up to ranked 42 on April 6, 2017. Previously, ranked 70th out of 141 countries in 2013. Based on these achievements, indicating that the tourism sector in Indonesia has been recognized as a vacation spot that has diverse cultural values, and the beauty and uniqueness of wealth existing nature.

One of the tourist attractions in Indonesia that has an interest for many foreign tourists to go to Indonesia is the island of Bali. Bali as a major tourist destination in Indonesia and the most popular tourist destination in Indonesia, with a composition of interest in a thick culture, expressing natural scenery and creative works by local people are the destinations where tourists come for vacation. The total number of foreign tourists visiting Indonesia through the entrance of Ngurah Rai Airport reached 40% as of October 2016, with the value of Bali's foreign exchange

receipts for Indonesia from the tourism sector amounting to 70 Trillion Rupiah. The visit of Chinese tourists to Bali ranks among the top ten countries. The name Bali is already very well-known not only in Indonesia, but also throughout the world. It must be admitted, that Bali is the belle of Indonesian tourism. This can be seen from the beautiful variety of natural scenery, culture and history of the nation, regional festivals and ceremonies that are unique, a variety of paintings, and crafts, and many attractions that are very interesting for domestic and foreign tourists who want visit him.

The uniqueness and distinctiveness of Balinese culture turns out to be a special attraction for tourists, and this culture is an irreplaceable attraction. Bali is very famous in the world tourism scene, so tourists from all over the world come and travel in Bali which is famous for its natural beauty, friendly people and unique culture. Bali tourism will not develop without the role of various tourism components operating in Bali, one of which is Travel Agency. This company as a component of the tourism industry becomes a liaison between users and service providers by organizing or planning tourist trips (Foster, 2011). As tourists and Travel Agency in Bali increase, competition in the Travel Agency business is increasingly stringent in offering offers with the best prices, facilities and services (hospitality) to prospective customers, this competition is expressed by the struggle in providing the best quality of service to its customers by each of the Travel Agency. The existence of digital promotion plays an important role in providing services to tourists because digital promotion is the first thing encountered by tourists in determining the expected travel.

Digital promotion influences purchasing decisions because with a good promotion, potential customers will be interested in enjoying the tour packages offered by Travel Agency. Tourists need guidance to get what they want and it is the task of digital promotion to accompany, direct, guide, advice tourists in the midst of their ignorance. Tourists will entrust their activities to guides, because digital promotions are more knowledgeable and experienced. In addition to having a professional digital promotion, a digital promotion must also have the best service when serving tourists such as a friendly attitude when talking or conveying something, using tone of language and polite words. In addition to having a professional digital promotion and the best tourist services, a digital promotion must also conduct job training to improve the quality of performance with standard operational procedures and obtain legal certification from the government. Based on the description above, it can be formulated that the main issues include (1) how is digital promotion as the flagship Travel Agency to bring more Chinese tourists to Bali? (2) how can hospitality entice Chinese tourists to stay longer in Bali?

LITERATURE REVIEW

Marketing is the spearhead of companies and organizations. Marketing is generally seen as the task of creating promoting, as well as handing over goods and services to consumers and other companies. Effective marketing can take many forms. Can be in the form of entrepreneurial, formulated, or entrepreneurial; and marketing markets many types of entities: goods, services, experiences, special events, people, places, ownership, organization, information, ideas (Kotler & Kotler, 2014). New technological advancements and new market forces create a new economy. Companies and marketers need to add new tools and practices if they expect success. The four special drivers of the new economy are digitalization and connectivity, disintermediation and reintermediation, customization and customization, and industrial convergence. Digitalization specifically introduces exciting new capabilities for

consumers and the business world. The new economy shifts some of the old economic business practices towards organizing by the tourist segment rather than by package tours. Focusing on the value of the tourist lifetime, not on the transaction. Focus on trustees and not just on shareholders, get everyone to do marketing, build brands through behavior rather than advertising, focus on maintaining existing tourists getting orders from prospective tourists abroad, measuring tourist satisfaction and reducing promises but giving more promises best service (Kotler & Kotler, 2014).

Furthermore, Susilo (2018) explained the use of various social media networks for marketing is part of a digital marketing strategy. The large number of users of social media and is still increasing, making them a potential target market that is worth fighting for. So, to achieve these objectives it is necessary to know the profile of existing social media users. However, the problem is that marketers still perceive that users from different social media will have the same demographic profile. This study makes a segmentation of the demographic profiles of Facebook and Instagram users in Pontianak with the level of activity and the level of response to advertising content. The use of SPSS tools provides an overview and level of differences in the sex, generation, education level, and family status of users in activating social media and responding to advertising content (Pomares et al., 2020; Chang et al., 2020; Tama, 2020). Olap Cubes analysis produces demographic segmentation of social media users. The results of this study indicate that the number of Facebook users is more than Instagram users. 51.1% of Facebook users are adults, higher education, and are married. Instagram users are 89.7% with a profile of teenagers and unmarried. Both of these user segments have normal and passive levels of activity in responding to ad content.

Also research from Kader et al. (2019) detailed discussed about the use of the Internet since 19 years ago continues to increase, especially in the last 5 years an average of 89.6 million users, in 2017 reached 143.36 million of the total Indonesian population of 262 million people, but not blocked by utilization in the field the economy only reached 8.12%. The purpose of this study is to find out how the Digital Marketing Model using FB_Ads and email marketing can increase Sales Volume for Micro Enterprises in Pamalayan Village, Kec, Cijeungjing Ciamis. This study uses a Naturalistic Research Method with a Qualitative data approach (Kustina et al., 2019; Suryasa, 2019; Widana et al., 2020). The results of this study are the formation of a digital marketing model that is most suitable for Micro, Small and Medium Enterprises, which uses very low costs but can reach a broader market. The conclusion of this study is that the Digital Marketing Model of Marketing FB_Ads and Email Marketing In Increasing Sales Volume for Micro, Small and Medium Enterprises must be done in the digital era, the FB_Ads Marketing Model is easy for users to do even though they don't know much about information technology, FB_Ads for MSMEs is best suited to use the type of page post engagement (like, share, comment) and Store visits. FB_Ads can target markets (based on region, Gender, age, interests). The ability to send a minimum of 1000 e-mail information every day and to get e-mail, the product owner needs to provide something useful for potential customers. Based on the two studies above that this research has different locations and variables used and the results of the discussion.

METHODOLOGY

The data used in this study are (1) primary data, i.e. data and information obtained directly from sources/respondents. This data was obtained by conducting interviews with staff

from the Tourism Office, Travel Agents and tourists as well as people working in the tourism sector. By using proportional sampling technique with a sample of 2 Tourism Office Staff, 4 Travel Agency Entrepreneurs, 10 Foreign Tourists and 22 Tourism Workers. (2) secondary data, which is supporting data and information obtained from the Bali Tourism Office.

Research Model Specifications

Marketing theory

Kotler (2016) the business world faces three main challenges and opportunities: globalization, technological advancement, and deregulation. Marketing is generally seen as the task of creating promoting, as well as delivering goods and services to consumers and other companies. Effective marketing can take many forms. Can be in the form of entrepreneurial, formulated, or entrepreneurial; and marketing markets many types of entities: goods, services, experiences, special events, people, places, ownership, organization, information, ideas. Marketers are people who are skilled in managing orders for potential foreign tourists. They try to influence the level, time, and composition of demand. To do that, they face a group of decisions, ranging from big ones like what features a package tour should have to small things like transportation cleanliness. They also operate in four different markets: tourists, Travel Agency, global and non-profit. For each selected target market, Travel Agency develops package tours offered to the market Expo which are positioned in the tourist's mind as providing certain benefits. Marketers must understand the needs, wants, and demands of the target market: The product or offer will succeed if it provides value and satisfaction to the target tourist. Market terms include various customer groups. Today there is a physical market place and there are digital markets, and there is also a mega market (megamarket).

Theory of Capitalism

Fukuyama (2003), in the early 1990s by declaring the end of history which was the antithesis of the discourse of the Clash of Civilizations, Samuel P. Huntington, had actually thrown all of humanity's civilization in particular for the world of international politics at that time. It was stated that the collapse of the Soviets and the collapse of the Berlin wall were two of the many significant signs of dramatic change after the accurate victory of capitalism and liberal democracy throughout the world, that the historical development of ideology - humanity's politics, would end with the victory of capitalism and liberal democracy and even Francis Fukuyama predicted that at the end of history and the future there would never be room for battle between the big ideologies. While liberal democracy, which is now commonly applied by developed countries, in Fukuyama's view will be a prototype of future government patterns. Fukuyama only wants to make assumptions about the future of humans who live without war between ideologies, if humans are still colored by wars and arms races, the world will return to a barbaric era that does not recognize democratic civilization and democratic civilization. Liberal democracy is considered free from a variety of fundamental internal contradictions, it does not mean that democracy does not change; democracy will continue to look for a point of stability that always follows the thought lines of its time. That is why liberal democracy is very easy to steal sympathy for various developed countries, especially western countries that really promote the principle of equality and freedom.

The location of this research is the Bali Provincial Tourism Office by observing and mapping measurable community activities. The observation time as the object of analysis is the condition of 12 (twelve) months from January to December running in 2019. Consideration of the use of 2019 is taken to facilitate the recording of information on respondents, namely, Tourism Office Staff, Travel Agents, Foreign Tourists and Tourism Workers. The instrument used in this research is descriptive research through literature surveys and field surveys and in-depth interviews. Interviews conducted are open-ended questions and closed-ended questions.

Observations are carried out by making direct observations in the field so that they can see and observe more closely about the condition of Chinese tourists visiting Bali. In-depth interviews (Independent Interview) with some informants that have been set by 38 people. Documentation study, namely data collection techniques by taking a number of documents or past records at the Bali Provincial Tourism Office and relevant agencies.

RESULTS AND DISCUSSION

Marketing Theory

New technological and scientific advancements and new market forces create a new economy. Hotels, Travel Agency and digital marketers need to add new tools and practices if connectivity, disintermediation and reintermediation, customization and customization, and industrial convergence. Digitalization specifically introduces exciting new capabilities for tourists and Travel Agency. The new economy shifts some of the old economic business practices towards organizing by the tourist segment rather than by product. Focus on the value of the lifetime of Travel Agency not on transactions. Focus on tourism economics experts and not just shareholders in some Hotels and Travel Agents, get everyone to do digital marketing, build brands through behavior rather than advertising, and focus on keeping tourists as many tourist visits as possible, measuring customer satisfaction, and minimizing promises but give more.

Hotels and Travel Agency face many questions in adopting e-marketing. Three of these include knowing how to design attractive websites, knowing how to advertise on the web, and knowing how to develop a healthy revenue and profit model for the dot com business. Hotels and Travel Agency also become skilled in Tourist Relationship Management (CRT), which focuses on meeting the individual needs of important tourists. Skills require establishing a database of tourists and undertaking data mining to track trends, segments and individual needs. Tourists behave in order to maximize value. They form expectations of value and act on those expectations. Tourists will buy from Travel Agency which they consider to offer the highest tourist delivered value, which is defined as the difference between the total tourist value and the total tourist cost. Tourist satisfaction is a function of the perceived performance of the product and the expectations of tourists. Because it is realized that high satisfaction leads to high client loyalty, many Travel Agencies lead to TTS - Total Tourist Satisfaction. For Travel Agency, tourist satisfaction is both a target and a marketing tool. A strong Travel Agency develops capabilities/skills to manage core business processes: realizing new products, managing inventory, finding and retaining clients.

Managing these core processes effectively means creating marketing networks through which Travel Agency works closely with all parties in the new generation tourist chain and their distribution to several countries, from world tourism destinations. Some Travel Agency no longer competes, competing now are marketing networks. Losing clients who are able to generate profits can dramatically impact Travel Agency profits. The cost of attracting a new

tourist is estimated to be five times the fun cost of an existing tourist. The key to retaining clients is relational marketing. To always be a pleasant tourist, marketers can add financial and social benefits to package tours sold, or create a structural bond between Travel Agency and its clients. Hospitality is the overall features and nature of services that affect its ability to satisfy stated or implied needs. Today's Travel Agency has no choice but to carry out a total quality management program if they want to maintain their solvency and profitability. Total quality is the key to value creation and tourist satisfaction. Travel Agencies that are centered on quality, operational managers have two responsibilities. First, they must participate in formulating strategies and policies designed to help companies excel in competition through total quality excellence. Second, they must provide quality marketing in addition to the quality of package tours.

Every marketing activity, marketing research, sales training, advertising, customer service, and so on must be carried out with high standards. To achieve digital promotion success with package tours it is necessary to know consumer behavior that is influenced by four factors: 1) culture (culture, sub-culture, and social class), 2) social (reference group, family, and role and status); 3) personal (age, life cycle stage, work, economic situation, lifestyle, personality, and self-concept), and 4) psychological (motivation, perception, learning, beliefs, and attitudes). Research on all these factors can provide cues such as how to make Travel Agency workers become tourists and serve these clients more effectively. In understanding how tourists make actual package tour purchasing decisions, digital marketers must identify who makes and provides purchasing decision inputs: people can be triggers, influencers, decision makers, buyers, or users, and different marketing campaigns can be directed to each potential traveler.

Digital marketers must also examine the level of involvement of tourists and the number of package tours available to determine whether potential tourists are involved in complicated buying behavior, buying behavior reducing dissonance/discomfort, buying behavior due to custom, and buying behavior seeking variation. The package tour purchasing process consists of the following sequence of events: problem introduction, information search, alternative evaluation, package tour purchase decision, and post-purchase behavior. The task of digital marketers is to understand the behavior of buyers at each stage. The attitude of other tourists, unanticipated situation factors, and the risks that are thought to affect the decision to purchase package tours, as well as the level of satisfaction of tourists after the purchase of package tours and Travel Agency actions after purchase. The market can be targeted at four levels: segment, niche, local area, and individual. Market segments are large groups that can be identified in a particular market. A niche is a narrower defined group.

Digital marketers localize special marketing campaigns based on trade territories, specific prospective tourist countries. Finally, more and more Travel Agency is now practicing digital marketing that is tailored to the needs of certain tourists en masse. In the future more individual tourists take the initiative in designing package tours as desired. To segment the Chinese tourist market it is necessary to know the characteristics of tourists, and the responses of potential consumers. The main segmentation variables for the tourist market are geographical, demographic, psychographic, and behavioral. These variables can be used singly or in combination. Business marketers also use all of these variables, along with operating variables, purchasing approaches, and situation factors. In order to be useful market segments must be measurable, large in size, accessible, distinguishable and workable (Venkateswarlu, 2019; Putra et al., 2021; Sihabudin, 2018). After Travel Agency identifies opportunities for its market segments, it must evaluate various segments and decide how many and which segments to target. In evaluating cement-segments, attention must be paid to the indicators of segment attractiveness

as well as the objectives and resources that Travel Agency has. In choosing which segments to target, companies can choose to focus on one segment, several segments, specific products, specific markets, or the entire market. If he decides to serve the entire market, he must choose between differentiated and undifferentiated marketing.

Based on the description above it can be concluded that digital promotion is to bring more Chinese tourists to Bali. Nowadays digital promotion efforts have a strong influence on the arrival of Chinese tourists to Bali which means the better the digital promotion the more Chinese tourists come to Bali. Whereas Hospitality Travel Agency can increase the number of Tourists to Bali, from the results and discussion it is stated that hospitality has a positive influence on increasing the number of Chinese tourists to Bali which means getting better quality of the best service as superior Travel Agency to increase the number of Chinese tourists to Bali.

Theory of Capitalism

It seems that history does not require structured change. In fact, the realization of liberalism has not gone anywhere. Liberal democracy and free trade are still very fragile, except for the culture of consumerism which has indeed endemic throughout the world. There are principal matters which are incompatible with liberalism. Fukuyama assumes that he knows about contemporary phenomena (Fukuyama, 2003). Demands for dignity, or identity politics, according to Fukuyama, are the main causes of global dissatisfaction with liberal capitalism: Vladimir Putin, Osama bin Laden, Xi Jinping, live matter, #MeToo, ISIS, Brexit, revival of European nationalism, anti-immigration political movements, campus politics, and Donald Trump's election. Two major events that are often regarded by capitalists as evidence of the failure of socialism: first, the collapse of the Soviet Union where Gorbachev opened the door of his country to a free market and second, the collapse of the Berlin Wall which had separated West Germany and East Germany. From these two events the "End of History" thesis was presented by Francis Fukuyama, one of the many prophets of the capital. In his book *The End of History and the Last Man*, he stated the definitive victory of the free market and bourgeois democracy is a necessity. Therefore capitalism in the field of tourism is the final civilization of humanity which cannot be replaced by any system.

Since then, witnessed an extraordinary attack on the ideas of Marxism on a world scale in the last 25 years and still continues to this day. The idea of capitalism as the final form of the economic system and bourgeois democracy as the final form of human government seems to be confirmed by more than 20 years of economic growth and soaring world markets that took place almost without interruption. Politicians, central bank governors and Wall Street managers are convinced that they have succeeded in taming the economic boom-and-slump cycle that was previously the main character of capitalism. The defenders of capitalism are so happy. Since the collapse of the Soviet Union, they have continued to talk about the death of socialism and communism and even Marxism. They promised a peaceful future full of prosperity thanks to the victory of the free market and the (bourgeois) democracy that sustained it. "Liberalism has won!", Therefore history has reached the final expression of capitalism. This is the significance of the famous phrase from Francis Fukuyama. For the past twenty years, bourgeois economists have continued to boast that there will be no more economic downturn and deterioration, that this cycle has been completely abolished from capitalism. But now the wheel of history has changed. Today there is not the least bit left of all their predictions that are so confident in capital strategy.

History has turned wholeheartedly and is ready to welcome the birth of a new civilization. In the first decade of the 21st century the values of morality, politics, and capitalist philosophy of tourism were at an impasse along with the inability of tourism capitalism to develop productive power. In this period, the pessimism embedded in the bourgeoisie and its ideology was manifested in the poverty of thought, the vanity of art and empty and empty spiritual values. All this is expressed in the philosophy of postmodernism, which envisions itself standing superior to the previous philosophy, when in fact it is far inferior. In its golden age the bourgeoisie was able to give birth to great thinkers, including: John Locke, Thomas Hobbes, Immanuel Kant, Hegel, Adam Smith, Ricardo and others. But in the downturn, they were only able to produce what Marx described as lice on a pile of crackers. They talk about the end of history and the end of ideology in the same breath. They did not believe in progress because the bourgeoisie had long ceased to be progressive. When they talk about the end of history, it is because they have ended in a deadlocked history and found no way out. When they talk about the end of ideology, it's because they can no longer produce any new thoughts! Capitalism and tourism are not eternal. History has provided evidence that capitalism and tourism are filled with turmoil and instability, and there is no future for it at all.

The comforting illusions of the past that the free market economy and world tourism hold the key that could open the door to the road to universal progress and happiness have all been destroyed. In a vague way, they began to feel that the bourgeois ideology they held firm was nearing its end. Of course they cannot accept this. A human who is on the edge of a cliff cannot think logically and rationally. The spread of irrational tendencies, mysticism and religious fanaticism reflects this. It does not take long to make all this surface. On a world scale, recurring crises and economic recessions occur. Extreme turbulence shakes the joints of capitalism and tourism. Since the 2008 economic crisis, world capitalism and tourism have not been able to find a way out and have been increasingly burdened with political crises that have spread to various countries, such as the Arab Spring, the refugee crisis in Europe, the bankruptcy of Greece and the exit of Britain from the European Union, the victory of Jeremy Corbyn in the Party British Labor, the Brexit referendum, Trump's victory and other events that will surprise in the coming years. Actually what is meant by *The End of History* by Fukuyama, which places liberal democracy and global tourism as the end of the government system is not the event of events, but what is meant is: history is understood as a single, coherent, evolutionary process, with take into account the experience of all humanity in every age. Democracy even according to Giddens (2003) will emerge victorious in facing the challenges of civilization. But there are serious challenges that can hamper the pace of democracy. Namely the emergence of fundamentalism that has emerged from a world whose traditions have been destroyed. Fundamentalism can emerge anywhere and from any religion by predicting that the 21st century battle will be against cosmopolitan fundamentalism and tolerance.

Cosmopolitans welcome and embrace cultural complexity, while fundamentalists see this as a nuisance and dangerous. According to Giddens (2003) both in the fields of religion, ethnic identity, and nationalism, they take refuge behind purified traditions and are often accompanied by violence. Ultimately Giddens (2003) hopes that the winner will be Democracy or a cosmopolitan view. If one opens up Fukuyama's thought sheet about weaknesses in a dictatorial state, the Right authoritarian states lie in their failure to control civil society. After gaining power with a certain mandate to restore order or impose "economic and tourism discipline", they themselves are no more successful than their democratic predecessors in stimulating economic growth and tourism which is beneficial in creating certain social arrangements and by themselves

these communities become less prepared to tolerate military power, arguing that they themselves are successful and able because of their own actions. In the manifestation of economy and tourism, liberalism is the recognition of the rights to conduct free economic activity and economic and tourism exchange based on private and market ownership. Since the terms "capitalism and tourism" have obtained various very pejorative connotations over the years, it has become a habit recently to talk about "free market economics"; both are alternative terms for economic liberalism and global tourism. It is clear that there are many possible interpretations of the rather broad definition of economic liberalism and tourism, which stretched from the United States during the Ronald Reagan era and Britain during Margaret Thatcher to the social democracies in Scandinavia and the relatively static regimes in India and Mexico.

If the socialist state in its theoretical framework on economics and tourism emphasizes a certain level of personal activity, then the contemporary capitalist state has a broad public sector in the economy and tourism. Even the legitimacy of ownership rights and Travel Agency is very permissible. However, this does not mean that trust in the current crisis of authoritarianism does not necessarily lead to the emergence of liberal democratic regimes, nor do all new democratic nations that have emerged be safe. But there are some facts which doubt the liberal democracy in the application of capitalism and tourism economy which is engaged in the tourism business which in principle the economic development and tourism of the country will always refer to several streams, such as classical, neo-classical, modern economics, and show a mass of anomalies from economic theories and tourism. The mass of these anomalies, besides demanding the birth of a new paradigm in economics and tourism, also classical predictions have proven to be increasingly incorrect. In the application of the Western tourism economy in developing countries, it has been a long time. But Asian economics and tourism experts raise "concern" because Western economics and tourism do not solve some of the economic problems facing developing countries in Asia.

While contemporary economic and tourism problems must be urgently solved by experts, they are: mass poverty, unbalanced prosperity, regional economic and tourism imbalances that are always increasing, imbalances in population development, irrational use of irreversible natural resources, and production and consumption processes that are not adapted to the limited carrying capacity of the environment. So that capitalism and tourism which are manifestations in the theory of liberal democracy will make humans as the most essential objects to be explored. Human liberal democracy is often referred to as a typical "last human being" who, after being educated by the founders of modern liberalism, gave up excessive belief in his own superior value in order to support a pleasant self-preservation.

From the description above it can be concluded that history shows increasingly clearly that capitalism and tourism have exhausted their progressive potential. Instead of building and developing industry, science and technology, capitalism and tourism are the biggest obstacles to progress. Productive power is stagnant, factories are closed as if they are matchboxes, and millions of tourism workers have been thrown from their jobs. All of these are symptoms which show that the development of productive forces on a world scale has gone beyond the narrow limits of private ownership and the nation state. This is the most fundamental reason of all crises, which have been hit by the bankruptcy of capitalism and tourism in the most literal sense. The fate of Ireland, Greece, the results of the Brexit referendum, the victory of Donald Trump provide graphical confirmation of the ailing state of capitalism and tourism. Day after day, the crisis continues to spread to other developed countries. Even now Italy is waiting for its turn. Not far behind him France, Germany, Austria will inevitably follow. It is not impossible that a

similar crisis is also spreading to Asian countries. Contemporary economic and tourism problems must be urgently solved by experts: mass poverty, unequal prosperity, regional economic and tourism imbalances that are always increasing, imbalances in population development, irrational use of natural resources that cannot be recovered, and production and consumption processes that are not adapted to the carrying capacity of a limited environment.

Digital Promotion as a Flagship Travel Agency to Bring More Chinese Tourists to Bali

Nowadays digital marketing or better known as digital marketing is the most popular marketing. Consumers tend to do research on online searches before deciding to buy tourism industry products. A number of digital marketing techniques, influencer marketing are also included as promotional methods that are considered effective. This technique involves influencer services to promote a business through social media. Instagram, Facebook, Youtube, Twitter and so on are gathering places for influencers. Professional influencer those who have a big influence get the attention of the audience. The usual influencers come from among celebrities, bloggers, celebrities, YouTubers, and anyone with the expertise to present popular content on social media platforms. They are always the center of attention of the audience, what they say on social media, such as taveling, the hotels used, including the travel agency that handles them, which they run, have inspired many social media users. So it's no wonder that every *Instagram* content, for example, can invite interaction and love for its followers.

This marketing method has grown in popularity in recent years. Digital marketing has proven effective in building brand awareness and consumer loyalty to a business. A celebrity or YouTuber is even able to get a fantastic income only from the content they present on social media. Moreover, Travellive magazine is the main tourist reference in Vietnam and China, including Bali tourism content in the magazine, is considered to have a positive impact on promoting Bali to Asian countries. In addition to creating a famtrip trend as a tourist attraction on the Island of the Gods "This Famtrip carries the theme Amazing Tour Bali through reality tour activities, interactive campaigns, to online and offline media publications. The destinations chosen in this tour include hiking on Mount Batur, Bali Swing attractions, exploring Tegalalang Terrace, to trying watersports in Tanjung Benoa.

Having Involved Influencers in Promoting Tourist Destinations in Bali Can Influence Consumer Behavior

It cannot be denied that conventional marketing through brochures, newspapers, radio and the like has begun to be abandoned by business people. According to data released by Gushclod, the amount of ad spending in the Asia Pacific region has increased significantly. In Indonesia, total advertising spending since 2014 is estimated at US \$ 0.53 billion. In 2019, advertising spending in Indonesia is predicted to increase to 4 billion US dollars.

Influencers are considered effective in influencing consumer behavior to determine product purchases in the form of goods or services. Social media has proven effective as a means of selling. Data Gush cloud states that the conversion rate of purchases from social media is fairly high. As many as 31 percent of social media users intend to find the product they want to buy. And as many as 56 percent of social media users who follow company accounts intend to buy products related to tourism. Meanwhile, hospitality can attract Chinese tourists to stay longer in Bali. Hospitality means hospitality, politeness, intimacy and mutual respect. If it is related to the tourism industry, it can be likened that hospitality is the spirit, soul, and spirit of tourism.

Without hospitality in tourism, all the products offered in tourism itself are like inanimate objects that have no value to sell (Tamhankar & Pandit, 2018).

Hospitality as knowledge, attitudes/ethics and skills in service, which must be provided by service business actors (as the host) to service recipients/consumers (as guests), which reflects service that is full of warmth and hospitality so that customers feel comfortable and satisfied, feel appreciated as a whole human soul. Apart from being viewed from the dimension of action, hospitality can also be interpreted as an object/thing. So that hospitality can also mean various forms of accommodation service businesses, food and beverage restaurant services, tourist attractions and recreation, healing and spa as well as other forms of service businesses that adopt hospitality in their services, and most importantly there are still contacts people to people, by business actors to customers. Basically, the hospitality service business does not have too much difference compared to other service sectors. If it must be distinguished, then the difference between the hospitality business and other service business sectors is in the following 2 points.

There is direct human-to-human contact that is very dominant or better known as "host" (host/service provider/service producer) and "guest" (guest/service recipient/consumer). In the modern business world, it is known as the M2M (Machine to machine), B2B (business to business), P2P (people to people) connection/connection. The last form of relationship mentioned is people to people contact. This connection (P2P) is very important in a hospitality oriented business form. In the concept of hospitality, the human role is still very much needed. For example, the front office clerk at a hotel should still be a human. In Japan, there is the role of a robot that takes over the front office service duties. Indeed, robots help a little, but robots may not be able to understand the complexity of consumer feelings (humans who have hearts and feelings), because robots only work based on program logic so that robots do not have empathy. Feeling empathy is one of the requirements in fulfilling the 5 dimensions of service. Because robots do not have a heart to empathize with, to understand the human soul, the concept of service with a robot is a little different from the concept of hospitality which has the principle of "heart-to-heart service".

There is hospitality and warmth of service in every operation. In an era of increasingly fierce business competition as it is today, it requires entrepreneurs as sellers of service products to have added value in every service business. Not only in terms of speed and accuracy in services that are important, but hospitality in current services is also a demand that must be given by service business actors. Hospitality must be practiced from top managers, middle managers to lower staff without exception.

RESEARCH FINDINGS

From the results and discussion above can be informed of research findings that digital promotion has touched all elements of world tourism marketing because of connectivity, disintermediation and industry convergence efforts to attract potential tourists through several social media such as E-mail, Instagram, WhatsApp and others that are available but It is necessary to anticipate that radical tourists can damage all human order and civilization as a whole. Meanwhile, world tourism capitalism needs to get serious attention from the Indonesian government so that it does not necessarily control the local tourism area because they are trying to work together but the ultimate goal is to dominate the tourism sector as a whole.

CONCLUSION

First, technological advances and new science and new market forces and the industrial revolution 4.0 create a new economy. Hotels, Travel Agency and digital marketers need to add new tools and practices if connectivity, disintermediation and reintermediation, customization and customization, and industrial convergence. Digitalization specifically introduces exciting new capabilities for tourists and Travel Agency. The new economy shifts some of the old economic business practices towards organizing by the tourist segment rather than by product. Focus on the value of the lifetime of Travel Agency not on transactions. Focus on tourism economics experts and not just shareholders in some Hotels and Travel Agents, get everyone to do digital marketing, build brands through behavior rather than advertising, and focus on keeping tourists as many tourist visits as possible, measuring customer satisfaction, and minimizing promises but give more.

Hotels and Travel Agency face many questions in adopting e-marketing. Three of these include knowing how to design attractive websites, knowing how to advertise on the web, and knowing how to develop a healthy revenue and profit model for the dot com business. Hotels and Travel Agency also become skilled in Tourist Relationship Management (CRT: Tourist Relationship Management). Digital promotion to bring more Chinese tourists to Bali this can be seen from the results and discussion that digital promotion has a strong influence on the arrival of Chinese tourists to Bali which means the better the digital promotion the more Chinese tourists come to Bali. Whereas Hospitality Travel Agency can increase the number of Tourists to Bali, from the results and discussion it is stated that hospitality has a positive influence on increasing the number of Chinese tourists to Bali which means getting better quality of the best service as superior Travel Agency to increase the number of Chinese tourists to Bali.

Second, Fukuyama states the ultimate goal of all historical movements, namely liberal democracy. All ideologies eventually collapsed and gradually changed to liberal democracy. The source of the drive towards this goal is 'human desire to be recognized'. Liberal democracy is considered capable of fulfilling the 'desire to be recognized' by removing the master and slave classes, placing all human beings as equals. History has provided evidence that capitalism and tourism are filled with turmoil and instability, and there is no future for it at all. The comforting illusions of the past that the free market economy and world tourism hold the key that could open the door to the road to universal progress and happiness have all been destroyed. In a vague way, they began to feel that the bourgeois ideology they held firm was nearing its end. Of course they cannot accept this. A human who is on the edge of a cliff cannot think logically and rationally. In terms of the source of historical mobilization, Fukuyama is different from Hegel. Hegel (2004) placed the dialectic of absolute spirit as a mover of history, while for Fukuyama was 'the human desire to be recognized'. History, in Fukuyama's mind, moves in a more and more perfect spiral pattern, bringing with it previous patterns. The position of man in this historical movement is determined by his desire to be recognized and to seek complete freedom which is finally realized in liberal democracy.

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