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SWOT ANALYSIS OF MARKETING TOURISM IN LEADING TOURISM OBJECT OF BANDUNG AND SOPPENG

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Abstract

Bandung and Soppeng are sister city. Many similarities between the two of them are natural contours are considered similar to the city of Bandung, has a contour of hilly, rice fields, mountains and forests. Watansoppeng is known as Bandoeng van Celebes (Bandung in South Sulawesi). Have the same slogan that is BERHIBER (Clean Green Flowering), but Soppeng plus Beautiful. Regional foods are many similarities to the types of food on earth priangan. Both in terms of taste and type of food. Both of these areas are actively promoting tourism programs. Bandung is the capital of West Java with the slogan Bandung Juara ("Bandung Champion"), his government a lot of fixing up of facilities and infrastructure to develop tourism. So also with Soppeng, one of the areas in South Sulawesi with the program Visit Soppeng ("Ayo to Soppeng") aims to attract both local and foreign tourists to visit this area. The purpose of this study is to make SWOT analysis of marketing tourism on leading tourist attractions and then create a model marketing tourism that will be applied in Bandung and Soppeng. It is expected that this model can develop tourism in both areas.

Keywords : Marketing Tourism; Analisis Swot, Sister City

Introduction

The least number of foreign tourist arrivals to Indonesia when compared to countries in the ASEAN region can not be separated from Indonesia's tourism competitiveness is still low when compared to countries in ASEAN let alone in the world. The result of the ranking of a country's tourism competitiveness from the World Economic Forum (WEC) in 2015 against 141 countries surveyed, Indonesia's position is at number 50 below Singapore, Malaysia and Thailand.

Observing the above conditions although the development of strategies and the implementation of the tourism industry is complicated because this industry will be

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associated with other industries to form a unity that needs each other must still be managed properly. So it is reasonable that the role of central and local government as a regulator and provider of basic infra-structure and tourism becomes very dominant and important in driving the tourism sector.

That's why this research aims to develop a model of tourism marketing in leading tourist objects and then tested the model. From the model that has been generated will be seen the influence on the interest of visiting and visiting decisions. It is expected that with this model of tourism marketing can make the right strategy to develop tourism in each region.

The object of research will be conducted in Bandung and Soppeng (South Sulawesi). Both regions are actively promoting tourism programs. Bandung is the capital of West Java. With the slogan Bandung Juara ("Bandung Champion"), where his government is actively promoting tourism. Similarly, Soppeng, one of the areas in South Sulawesi with the program Visit Soppeng ("Ayo to Soppeng") aims to attract both local and foreign tourists to visit this area.

Bandung and Soppeng is Sister City. Soppeng also called Bandoeng van Celebes (Bandung in South Sulawesi). Besided, that there is another fundamental thing why these two areas are used as research:

1. Natural contours are considered similar to the city of Bandung, has hilly contours, rice fields, mountains and forests. Watansoppeng is known as Bandoeng van Celebes (Bandung in South Sulawesi)
2. Have the same slogan that is BERHIBER (Clean Green Flowering),

but Soppeng added with the word Beautiful.
3. Regional foods are many similarities to the types of food on earth of priangan (Bandung). Both in terms of taste and type of food. (Survey Result 2016, Interview Result with Head of BPPD of Soppeng Regency).

Bandung and Soppeng in terms of tourism development is very potential. There are possibility of these two areas become one tourist destination in addition to Bali, Lombok, Belitung and other tourist areas in Indonesia.

Bandung Tourism Potential: :
1. Bandung has rich cultural art potential
2. Excellent product area, culinary, very diverse and supported with excellent packaging.
3. Tourism object with a very interesting arrangement
4. People who have been very aware of the importance of tourism. (Bandung Tourism Agency, 2016)
   As for the potential of Watan Soppeng in terms of tourism:
1. Potential tourist attraction to attract many tourists both for local and foreign tourists
2. The government is now promoting cultural tourism. Soppeng very possible to carry the theme of cultural tourism that proclaimed the government
3. Excellent product area such as Soppeng typical weaving, food, very diverse
4. The uniqueness of the area that becomes added value to attract tourists (BPPD Soppeng District 2016)

Besides the above mentioned potential, there are several problems faced by these two regions:
   The problems of tourism in Bandung:

1. The theme of Heritage tourism that carried the city of Bandung is still less than the maximum, because the number of historical relics that are still less preserved.

2. Lack of integrated management, in terms of superior products. It should be Bandung can be a distributor for other areas. So that the impact of tourism on the economy will be felt to all regions.

3. Some attractions are still lacking in terms of arrangement.

4. Lack of coordination between the Travel agency with the government to the place that must be visited when the tourists visit the city of Bandung. ((Bandung Tourism Agency, 2016)

The problems of tourism in Soppeng:

1. Soppeng district government step by PATA (Pacific Asia Travel Association) to develop tourism this area has been very good, but unfortunately not supported by infrastructure that support tourism program. Readiness in terms of infrastructure, accommodation, transportation and community readiness to welcome the real tourism era.

2. There is still a lack of socialization from the government to the public about tourism, that with the tourism will grow a high economic potential. In the sense of creating new business opportunities, which will empower people from the economic side.

3. So far tourists who come just visit it, do not spend more money to buy the superior products produced. This is because the absence of souvenir places such as traditional food, merchandise, regional superior products.

4. Accommodation facilities that are not too many and to be called hotel category is not yet qualified to be classified into the hotel level

5. Packaging food products are still very simple, there are no brands and packaging of interest

6. Tourism objects that have not been well ordered. (BPPD of Soppeng Regency, 2016)

Theoretical Review

Bojanic and Reid (2010); Kotler, Bowen and Makens, (2014); Pitana and Diarta, (2009); Tsiotsou and Goldsmith (2012) do not clearly define and define the definition of tourism marketing, but explain how the core marketing concepts are common to both profit and nonprofit organizations, so they can be applied in the tourism sector even though these sectors are services such as, intangible, highly variable, inseparable, and can not be stored. Particularly in the tourism sector there are additional properties of services that are, seasonality, globalization, low loyalty, and complexity (including many sub-sectors such as food and beverage, accommodation, transportation, recreation and travel), the elasticity of demand for income instances when income falls, tourism will be a significant decline.

The results of previous studies are shown in the table below for the theoretical studies that support this research.

Table 1. State of The Art

No.	Marketing Tourism	Source
1.	Geographical space (tourism region, physical space), Technology (natural versus man made versus machine made), authenticity (original	Williams, 2006

No.	Marketing Tourism	Source
	versus imitative), cultural aspect	
2.	Economic psychology, market segmentation and travel patterns, strategic marketing, technological advances, travel/tourism communication	Clark, 1996
3.	Socio Cultural, Economic activities, Information	Ajake, 2016
4.	E-marketing and use of new technology	Tsiotsou and Ratten 2010
5.	Society, Economy, Environment	Jamrozy, 2007

From the table then the dimensions to be used to measure tourism marketing refer to some of the dimensions that have been used in previous research.

Dimensions of tourism marketing:
1. *Economy*
2. *Social*
3. *Culture*
4. *Information Technology*
5. *Environment* (Yoon, 2002, Jamrozy 2007, Tsiotsou & Ratten, 2010)

The Research Methodology

Data collection method used in this research is using FGD method, where FGD method is one of method of collecting research data with final result giving data coming from interaction result of some participant of a research, like generally other data collection methods. In contrast to other data collection methods, the FGD method has a number of characteristics, among others, a data collection method for qualitative research and the resulting data comes from the exploration of social interactions that occurred during the discussion process by the informants involved (Lehoux, Poland, & Daudelin, 2006)

Data collection techniques used the Focus Group Discussion (FGD) method in both areas in Bandung and Soppeng. The FGD participants consisted of representatives of local governments such as the Department of Culture and Tourism, Bappeda, as well as related institutions such as tourism associations (KADIN), business travelers, cultural practitioners, and academics of tourism experts and marketing experts with representatives 2 people with trained and reliable facilitators / moderators and from tourism experts.

FGD implementation method to facilitate the discussion so that the interaction between participants is focused on problem solving hence using semi structural interview (questionnaire) and discussion related to research of Swot Analysis Of Marketing Tourism In Leading Tourism Object Of Bandung And Soppeng

The method used in this research is research method by using qualitative descriptive method relevant to solve generalization problem. This research method prefers to use in-depth analysis, that is to test the problem because the appropriate method to ensure a problem that will be different from other solution properties. The purpose of this problem is generalization but an in-depth understanding of the problem. Qualitative research by providing substantive categories and qualitative research hypotheses.

Result and Discussion

A. Soppeng District

1) Internal Environmental Analysis

Based on the analysis of the internal environment can be identified factors that become the strengths and weaknesses in the development of marketing tourism model on the Soppeng tourist attraction.

Factors that become strengths and weaknesses are described as follows:

a. Strengths

Based on all the variables that become the strength in the development of marketing tourism model on the superior tourist object of Soppeng. In economic variables in the indicators of benefits for business actors and benefits for the community, cultural variables in ethical indicators, norms and beliefs in the community is a dominant variable in determining the power of the development of marketing tourism model on the Soppeng tourist attraction.

b. Weaknesses

Based on all the variables that become weakness in the development of marketing tourism model at Soppeng tourist attraction object, the environment variable in envir-

onmental mapping indicator and the comfort of tourist object location is the dominant variable in determining the weakness of development of tourism marketing model at Soppeng tourist attraction object, and other indicator influence but shows relatively small numbers such as information technology.

Based on all the variables that become weakness in the development of marketing tourism model at Soppeng tourist attraction object, economic variable in benefit indicator for business actor and benefit for society is dominant power variable in determining development of marketing tourism model at Soppeng tourist attraction object, whereas that become weakness in the development of tourism marketing model is the environment variable in the environmental mapping indicator and the convenience of the location of the tourist attraction and information technology indicators although it is a weakness, but shows a relatively small number.

Table 2. *Strategic Advantages Profile* (SAP)

Variable	Score	Indicator	Indicator Score	Total Score	*Rating*	Score x *Rating*
Ekonomi	30%	Benefits to Local Government	30%	0.09	2.80	0.252
		Benefits for the People	35%	0.11	2.60	0.273
		Benefits for Business Actor	35%	0.11	2.70	0.2835
			100%			
Social	20%	Community behavior	40%	0.08	3.70	0.296
		Community Lifestyle	20%	0.04	3.50	0.14
		Security	40%	0.08	3.70	0.296
			100%			
Culture	25%	Norm	40%	0.10	3.60	0.36
		Community Trust	10%	0.03	3.70	0.0925
		Ethics	40%	0.10	3.70	0.37

Variable	Score	Indicator	Indicator Score	Total Score	*Rating*	Score x *Rating*
		Religious	10%	0.03	3.70	0.0925
			100%			
Information Technology	15%	Internet	35%	0.0525	2.60	0.1365
		Telecommunication Network	35%	0.0525	2.60	0.1365
		Website	30%	0.045	2.60	0.117
			100%			
Environment	10%	Structuring the Environment	40%	0.04	2.70	0.108
		Patterns of Community Life	20%	0.02	3.50	0.07
		Leisure Tourism Place	40%	0.04	2.60	0.104
			100%			
Total	100%					3.1275

From the explanation of internal factors as well as the Strategic Advantages Profile (SAP) table above, then do the grouping to get Internal Factor Analysis Summary (IFAS) data which can be seen in the following table.

Table 3. *Internal Factor Analysis Summary* (EFAS)

Internal Strategic Factor	*Weight*	*Rating*	*Score*
`*Strength :*			
• Rich in tourism destinations	0,113	3	0,339
• Rich in cultural values, ethics and norms	0,129	3	0,387
	0,129	3	0,387
• Good security level in each tourist attraction	0,129	4	0,516
• Transportation is adequate			
Total	0,5		1,629
Weakness :			
• Low level of public awareness about tourism potential	0,167	3	0,500
• Do not have supporting data on each tourist object	0,083	2	0,167
• Uncoordinated archiving of existing cultural records.	0,083	2	0,167
	0,167	3	0,500
• Facilities are very less tourist attraction			
Total	0,5		1,333

2) External Environmental Analysis

Based on the analysis of the external environment can be identified the factors that become opportunities and the threat of developing a model of tourism on the Soppeng tourist attractions are as follows.

a. Opportunities

Based on all variables that become opportunity in developing model of marketing tourism at Soppeng tourist attraction object, in micro environment variable in indicator in indicator of suitability of area potency is the most dominant indicator which become opportunity of development of marketing tourism model at Soppeng

tourist attraction object, while other indicator influence although it is an opportunity, but shows a relatively small number.

b. Threats

Based on all variables that become a threat in the development of marketing tourism model in Soppeng tourist attraction object, the macro variable in economic and political indicator is the most dominant indicator which become the threat of development of marketing tourism model at Soppeng tourist attraction object, while other indicator influence even though it is a threat , but shows a relatively small number.

Table 4. Environmental Threat and Opportunity Profile *(ETOP)*

Variable	Score	Indicator	Weight Indica-tor	Weight Total	*Rat-ing*	Weight x *Rating*
Micro Envi-ronment	50%	Development of Marketing Tourism Model	40%	0.2	2.60	0.52
		Appropriateness of Regional Potential	60%	0.3	3.50	1.05
			100%			0
Macro Envi-ronment	50%	Economics	45%	0.225	2.70	0.6075
		Socio-cultural	15%	0.075	2.60	0.195
		Politic	40%	0.2	3.50	0.7
			100%			
Total	100%					3.0725

From the explanation of internal factors as well as the tables of Strategic Advantages Profile (SAP) and the Environmental Threat and Opportunity Profile

(ETOP) tables above, we are grouped to obtain External Factor Analysis Summary (EFAS) data which can be seen in the following table.

Table 5. *External Factor Analysis Summary* (EFAS)

External Strategic Factor	*Weight*	*Rating*	*Score*
Opportunity : • The central government program as an increase in foreign exchange	0,25	4	1

• Local governments fully support tourism promotion programs	0,25	4	1
Total	0,5		2,000
Threat : • Local government is still rigid in adjusting management	0,182	2	0,364
• Still a strong cultural element that colored political activity in local government	0,182	2	0,364
• Economic factors that are vulnerable in the process of developing tourism programs	0,136	4	0,545
Total	0,5		1,273

B.   Bandung City

1)   Internal Environmental Analysis

Based on the analysis of the internal environment can be identified factors that become strengths and weaknesses in the development of marketing tourism model on Bandung's leading tourism object.

Factors that become strengths and weaknesses are described as follows:

c.   Strengths

Based on all the variables that become the strength in the development of mark-eting tourism model on Bandung's leading tourism object. In Economic variables in the indicators of benefits for the community, Social variables in security indicators, technological variables in the website indicator is the dominant variable in determining the power of the development of marketing tourism model on Bandung's leading tourism object.

d.   Weaknesses

Based on all the variables that become weakness in the development of marketing tourism model on Bandung's flagship tourist object, the social variables in the community lifestyle indicator is the dominant variable in determining the weakness of the development of tourism marketing model on Bandung's leading tourism object, as well as the influence of other indicators but shows the number relatively small as religious.

Based on all the variables that become weakness in the development of marketing tourism model on Bandung's leading tourist object, Economic variables in the indicators of benefits for the community, Social variables in security indicators, technological variables in the website indicator is the dominant force variable in determining the development of marketing tourism model on the leading tourism object of Bandung, while the weakness in the development of tourism marketing model is the social variable in the indicator of the lifestyle of the information technology indicators indicator although it is a weakness, but shows a relatively small number.

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Table 6. *Strategic Advantages Profile* (SAP)

Variable	Weight	Indicator	Weight Indicator	Weight Total	*Rating*	Weight x *Rating*
Ekonomi	30%	Benefits to Local Government	25%	0.05	2.80	0.14
		Benefits for the People	40%	0.08	2.60	0.208
		Benefits for Business Actor	35%	0.07	2.70	0.189
			100%			
Sosial	20%	Community behavior	40%	0.04	3.70	0.148
		Community Lifestyle	20%	0.02	3.50	0.07
		Security	40%	0.04	3.70	0.148
			100%			
Budaya	25%	Norm	25%	0.06	3.60	0.225
		Community Trust	25%	0.06	3.70	0.23125
		Ethics	30%	0.08	3.70	0.2775
		Religious	20%	0.05	3.70	0.185
			100%			
Teknologi Informasi	15%	Internet	30%	0.105	2.60	0.273
		Telecommunication Network	30%	0.105	2.60	0.273
		Website	40%	0.14	2.60	0.364
			100%			
Lingkungan	10%	Structuring the Environment	30%	0.03	2.70	0.081
		Patterns of Community Life	30%	0.03	3.50	0.105
		Leisure Tourism Place	40%	0.04	2.60	0.104
			100%			
Total	100%					3.022

From the explanation of internal factors as well as the Strategic Advantages Profile (SAP) table above, then do the grouping to get Internal Factor Analysis Summary (IFAS) data which can be seen in Table 7.

2) External Environmental Analysis

Based on the analysis of the external environment can be identified the factors that become opportunities and threats development model of tourism tourism on Bandung's leading tourismt objects are as follows:

c. Opportunity

Based on all variables who becomes opportunity in development marketing Tourism model in leading tourism objective Bandung, in micro environmental variable

Table 7. *Internal Factor Analysis Summary* (EFAS)

Internal Strategic Factor	*Weight*	*Rating*	*Score*
Strength :			
• Rich in tourism destinations	0,091	4	0,364
• Rich in cultural values, ethics and norms	0,068	3	0,205
	0,068	4	0,273
• Transportation is adequate	0,045	3	0,136
• High levels of community awareness	0,045	3	0,136
• Data on tourism objects and culture is sufficient	0,091	4	0,364
• Have good facilities in every tourism place	0,091	3	0,273
• Implementation of promotion in various media is well done			
Total	0,5		1,750
Weakness :			
• Community lifestyle that is less supportive	0,100	3	0,300
• Security levels are starting to drop in some tourism places	0,200	2	0,400
• The level of supervision is relatively decreased	0,200	3	0,600
Total	0,5		1,300

conformance potential area indicator is prime indicator, while the other indicator although it is an opportunity to keep showing a small number. Based on all the variables that become opportunity in developing the model of tourism tourism in Bandung's leading tourismt object, the micro environment variable in indicator in the indicator of conformity of regional potency is the most dominant indicator which become the opportunity of development of marketing model at Bandung's leading tourism object, while other indicator influence although it is an opportunity, but shows a relatively small number.

d. Threat

Based on all variables that become a threat in the development of marketing tourism model on Bandung's leading tourism object, macro variable in economic and political indicator is the most dominant indicator which become the threat of development of tourism marketing model on Bandung's leading tourism object, while other indicators influence even though it is a threat , but shows a relatively small number.

Based on all variables that become a threat in the development of marketing tourism model on Bandung's flagship tourism object, macro variable in economic and political indicator is the most dominant indicator which become the threat of

Table 8. Environmental *Threat and Opportunity Profile* (ETOP)

Variable	Score	Indicator	Indicator Score	Total Score	*Rating*	Bobot x *Rating*
Micro Environment	50%	Development of Marketing Tourism Model	40%	0.2	2.60	0.52
		Appropriateness of Regional Potential	60%	0.3	3.50	1.05
			100%			0
Macro Environment	50%	Ekonomi Economics	30%	0.15	2.70	0.405
		Socio-cultural	40%	0.2	3.50	0.7
		Politic	40%	0.2	2.60	0.52
			110%			
Total	100%					3.195

development of tourism marketing model on Bandung's leading tourism object, while other indicators influence even though it is a threat , but shows a relatively small number.

From the explanation of internal factors as well as the tables of Strategic Advantages Profile (SAP) and the Environmental Threat and Opportunity Profile (ETOP) tables above, we are grouped to obtain External Factor Analysis Summary (IFAS) data which can be seen in the following table.

Table 9. *External Factor Analysis Summary* (EFAS)

External Strategic Factor	Weight	Rating	Score
Opportunity : • The central government program as an increase in foreign exchange	0,25	4	1
• Local governments fully support tourism promotion programs	0,25	4	1
Total	0,5		2,000
Threat : • Increased population	0,167	2	0,333
• The condition of the city is uncomfortable due to increasing congestion	0,167	2	0,333
• The destruction of the ecosystem of the tourist environment due to the density of visitors	0,167	3	0,500
Total	0,5		1,167

c. Strategy SWOT Based on Grand Strategy Matrix and General Electric (GE) Matrix.

By combining the results of External Factor Analysis Summary (EFAS) and Internal Factor Analysis Summary (EFAS), the strategy is determined as an initial analysis on the development of marketing tourism model in Bandung and Soppeng tourist attraction. In this analysis, two methods are used to make a correction on the strategy to be determined. The methods used for Soppeng and Bandung are as follows:

1. *Grand Strategy Matrix*
   The first step is to calculate the first IFAS and EFAS values in order to be plotted on the Matrix, as for the calculation is as follows:

Table 10. Recapitulation of Calculations for Soppeng City:

No	Explanation	Score
1	Internal Factors	
	Strengths	1,629
	Weaknesses	1,333
	Difference	0,296
2	External Factors	
	Opportunities	2,000
	Threats	1,273
	Difference	0,727

Table 11. Recapitulation of Calculations for Bandung city:

No	Explanation	Score
1	Internal Factors	
	Strengths	1,750
	Weaknesses	1,300
	Difference	0,450
2	External Factors	
	Opportunities	2,000
	Threats	1,167
	Difference	0,833

From the calculation results then mapping on the following matrix:

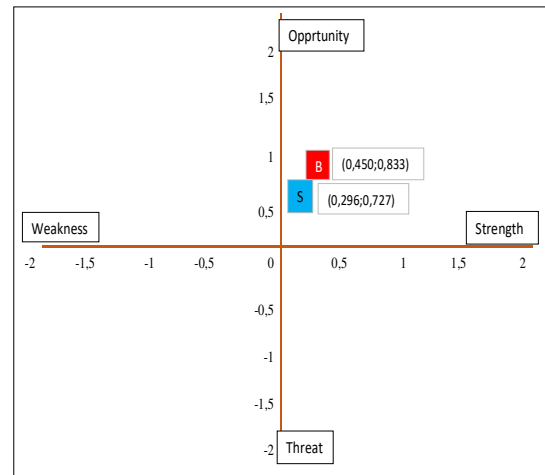Figure 1. Image Mapping Strategy on *Matrix Grand Strategy*

 = Bandung

 = Soppeng

Based on the results of mapping on the above matrix, the position in determining the strategy between the city of Soppeng and Bandung is the same where based on this method then enter in the Awareness I, which means the strategies undertaken both cities are.

Both cities are in a position of excellent strategy. Companies continue to concentrate on growing concentration strategies such as forward or backward integration, or horizontal integration can also perform intensive strategies such as market penetration or market development.

2. *General Electric (GE) Matrix*
   The first step is to calculate the first IFAS and EFAS values in order to be plotted on the Matrix, as for the calculation is as follows:

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Table 12. Calculation Recapitulation
For Soppeng City :

No	Description	Score Value
1	Internal Factors	
	Strengths	1,629
	Weaknesses	1,333
	Difference	2,962
2	External Factors	
	Opportunities	2,000
	Threats	1,273
	Difference	3,273

Table 13. Calculation Recapitulation
For Bandung City

No	Description	Score Value
1	internal Factor	
	Strength	1,750
	Weakness	1,300
	Difference	3,050
2	External Factors	
	Opportunities	2,000
	Threats	1,167
	Difference	3,167

From the above calculation results then the data is mapped on the matrix image below.
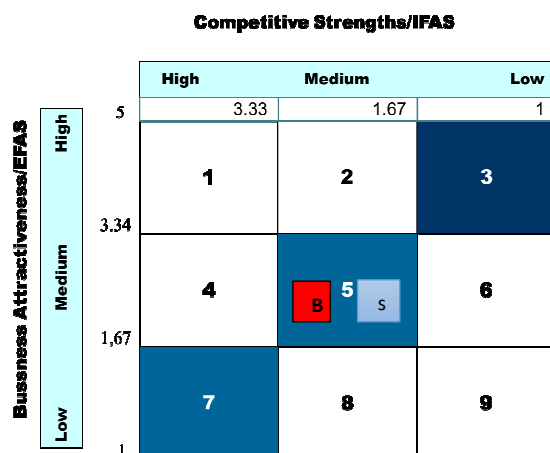
Figure 2. Image Mapping Strategy on General Electric (GE) Matrix

= Bandung

= Soppeng

From the mapping of Soppeng city and Bandung are in the same cell that is in cell number 5. Which means the company must be selective in choosing the strategy where the advice given is to do the strategy Grow via horizontal integration, or do the stability does not change.

a. Discussion of Results Analysis on Both Methods For Soppeng City and Bandung City

From the results of the use of the above two methods based on the results of field observations, FGD, the interview for Soppeng City does not match the proposed strategy of calculation and mapping using GE matrix because Soppeng city requires an aggressive strategy in accordance with the suggestion of Matrix Grand Strategy method by applying various strategy such as the forward integration of the community with the government began to think about distribution in this case introduce various kinds of potential tourist attraction to the consumer's clan supported by backward integration plan, that is society together with government develop supply resources at tourist place so that worth to be visited. What can be done also by the city of Soppeng is doing market development through more introducing the existing attractions in new markets. Among others, through introducing it not only to local people but also to foreign consumers, doing tourism object packaging in different ways, introducing in new ways, making ease policy on tourist visitors and others.

While the city of Bandung can use the advice of the GE matrix, from the results of FGD Bandung has also started to apply horizontal strategies such as starting a Lit-

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tle Bandung program in potential areas. Consumers city of Bandung continues to increase so that it can be more focused in maintaining the stability of existing tourist attractions by continuing to maintain the quality and quality of various factors that will support. Look at the suggested strategy on Matrix Grand Strategy method is to conduct market penetration in which the company focuses on sales products that exist in pre-existing markets. The city of Bandung can do a combination of competitive pricing strategies, advertising, intense promotion, supported by a pricing strategy. It also tries to implement a consumer loyalty program and further performs marketing intelligence to gain information about competitors and customer needs.
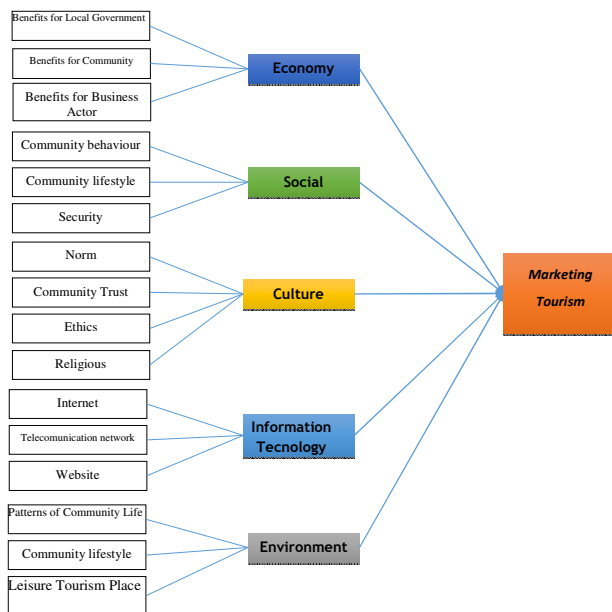

Figure 3. Model Marketing Tourism

for further research this model will be developed. so do not just look at marketing tourism alone but illustrate how much influence on visit intention and decisions to visit

Conclusion and Recommendations

From the existing strategy then the collaboration that can be done is to support each other on the plan to be determined by each city. What can be done among them:
1. Doing promotional activities vigorously together.
2. Mutually introduce each tourist attraction in the area of each city.
3. Study Soppeng Appeal to the City of Bandung
4. Forming Little Bandung or Little Soppeng in each city.
5. Make a policy that makes it easier between the two cities e.g. visitors to Bandung city going to Soppeng will be facilitated including through additional price policy treats and others.

The contribution in this research is to develop the marketing tourism model that will be applied in these two areas (Bandung & Soppeng) to develop tourism

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