

## *Improving Quality of Service Interaction Pattern*

### *Related Government, Tourism, and Society*

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**Abstract.** *Indonesia is an archipelago country that has diverse cultures and plentiful natural resources. There is no denying that this gives a special attraction for local and international tourists to see and witness the event held on the unique culture that spread across regions in Indonesia. In addition to the typical Indonesian cultural event, frequently an important event was also held in Indonesia, both events at regional, national, to international. Event held in Indonesia is also very diverse, such as musical performances, sports, cultural tourism, education, and others. There is a fundamental problem that the pattern of interaction between the government, tourists, and society not yet optimal and this study attempts to explore patterns of interaction between the government, tourists and society; obstacles encountered related patterns of interaction between the government, tourists and society; as well as how to improve the quality of tourism services. The methodology used in conducting this study is to collect data from the literature with a qualitative approach (case study in Lombok Tourism). After discovered the pattern of interaction and how improve the quality of service, the next step will be adopted the concept of social media interaction engineering considerations in the digital age that utilize social media among government, tourists, and society.*

**Keywords :** *Interaction Pattern; Management, Quality of Service;*

### **Introductions**

Globally, Indonesia has been suffered in increasing number of foreign tourist, which is 5, 55 % in 2014 (BPS, 2014). That number was still lagging than other neighbour countries, such as Singapore and Malaysia. In 2010, total number of foreign tourist in Singapore has increased 20 % from previous year and Indonesia becomes a highest contribution country to its growth. And also in Malaysia, Indonesia becomes the second highest contribution country to its foreign tourism growth. That number is not comparable with Singapore and Malaysia's tourist that come to Indonesia (Pusat Analisis Pariwisata, 2011). There is an indication about the lack of domestic tourism management, which causes Indonesian people prefer to travel overseas compared with domestic, whereas, Indonesia has bigger area indeed and richer culture. Main difference is those countries can more optimize their tourism

object than Indonesia. Now, responsibility of optimizing tourism object in Indonesia depends on regional government authority.

One of Lombok Regional Government policies is putting tourism sector as a vital sector to improve social welfare and generate revenue for its regional by increasing number of tourist. BPS counts that there is a growth rate in total number tourist who entrance Lombok in 2014, around 214%. That increasing is very significant, but still lower in total number tourist if we compare with Bali. Bali has 247.024 foreign tourists, Lombok has only 2.258. From geographical side, Lombok has strategic position, called Segi tiga Emas (Golden Triangle), located between Bali (on its west), Komodo Island (on its east) and Tana Toraja (on its north). Lombok also has many potential tourist attractions, art, culture, and folk craft. In Lombok Barat, there are 40 tourist objects, 24 of them are natural tourist objects, 15 are culture tourist objects and one another is specific object, but Lombok

regional government realize that the empowerment of them is not optimized yet (Dinas pariwisata Lombok, 2014). There are some indications; lack of communication pattern among related parties, management empowerment, and information technology utilization. Integration of them will be expected to improve quality of service in tourism environment, thus Lombok Regional Government can achieve its objectives in improving social welfare and generating revenues. Moreover, it's giving contributions in global tourism sector.

### **Objectives**

Find the Model to improve Quality of Service by combining Communication Field, management empowerment And Technological Aspect Related Government, Tourism, and Society in Tourism Industry

### **Methodology**

This paper use literature review based on theoretical review and made conclusion about the model we suggest for gaining in the tourism market place, particularly for Lombok' Tourism Industry.

### **Communication Pattern**

Such a social beings, human need social need to interact and to get good relationship with another human in daily life, called communication. Communication is a sharing process through verbal and non-verbal behaviour. Both verbal and non-verbal give significant influence in interaction. Communication also can be defined as delivery process of message with complex phenomenon that often occur error in grasping the meaning of sent messages, the content of the message and choice of media should be considered.

There are four functional of communication classifications by Gordon; (1) Social Communication as a social functional of communication to indicate that communication is important to build self

concept, actualization, life sustainability to achieve happiness in live, (2) Expressive Communication a functional of communication to deliver emotional feel in non-verbal form, (3) Ritual Communication as an collective activity by community such routine ceremony called rites of passage, (4) Instrumental Communications as functional of communication to inform, teach, push, change behavioural or beliefs and also entertain. In simple word, is to persuade, or to inform with persuasive material in its content. There are relationship between each functional of communication. Each function is used to achieve its role.

When we talk about how to communicate and interact, it can't be separated from verbal and non-verbal communication. Every individual has own style in its interaction. Language is one of verbal communication form, described in words both spoken and written that give information to the receiver and expected to have same meaning between sender and receiver. In practice, communication not only involves language and word but also symbol, called non-verbal communication form. It can be body language, intonation, or other signs that makes meaning in a society. (Mulyana, 2007).

Based on literature study on communication field, interaction pattern which is, involves communication among parties in a society should be created as effective communication. In tourist industry, main tourist societies are government, tourist and local society, should be created as effective communication. Friendliness in communication between local society and tourist must be considered. Foreign language ability of local society becomes important thing to improve effective communications. Moreover, the content of message that delivered by chosen media should pay more attention, such as, choice of language that is used, in how many kind of language that is

served. Government has potential role to encourage those objective.

### **Management Empowerment**

The debate over the concept of sustainable tourism is phenomenon of the 1990's. After World War 2, general *planning* concept in all forms was introduced, particularly to plan the development of new country after the war. It concluded that the plan concept is related to sustainable development concept in some country practices. But some commentators said that plain concept has failed to achieve sustainable growth, it needs the ability of planners to achieve sustainable development (closely related to human resources management). The debate of sustainable tourism is partly influenced by the general concept of sustainable development. In the Globe 90' Conference, a list general benefits of sustainable tourism, such as, encourage local employment, profitable domestics industry, foreign exchange for the country, capital investment, local infrastructure and facility's productivity, also natural and cultural introduction (Swarbrooke, 1999).

In all industries, management empowerment should be adapted, no exception in tourism industry, to create sustainable development based on four main areas of functional management, in other words; marketing management, operation management, financial management, and human resources management (Swarbrooke, 1999). This paper focused on integrated management empowerment in marketing, operation and human resources as main key drivers to improve quality of service. Moreover, by improving those key drivers will improve financial objective. Marketing management in tourism include; the role of the marketer in the world of tourism from market research, planning, technology, and distribution (Lumsdon 1997, Seaton and Bennet1996). General operation management include; design product and service, managing

quality, process and capacity design, location and layout strategy, human resource design, supply chain management, inventory and material requirement, scheduling, maintenance (Heizer and Render, 2011). Those concepts were overall management in business and were adopted to manage operational in tourism business. Human resources management in tourism industry has contributed to issue of its quality of service. The role of people impacts to level of quality in a service (Riley, 2011). One of major issues in tourism management is quality of human resource. Tourism industry requires trained professional in each and every trade economy such hotel, restaurant, travel agent, security guards, driver, etc. Employee's reward, career path, motivation, compensation are some keys to actualize quality of human resource and it affects to quality of service (Banarjee,2014).With the integration of those management empowerments expected can improve quality of service in tourism industry.

### **Information Technology Utilization**

Information technologies have revolutionised the management of contemporary organisations and introduced a paradigm shift in the way businesses operate (Buhalis, 1997). Information Technology has much impact in tourism sector, such on firms, on the structure of tourism industry and on the tourists themselves (Sheldon, 1997).

Information technology will make competitive advantages (Bennett et al 1991, Sheldon 1997, Buchalis 1999, Braun 2002). Information Technology has impact to distribution and intermediation as critical factors for competitiveness and success of the tourism industry in general and Small and Medium-sized Tourism Enterprise (SMTEs) in particular (Buhalis 1999, Bennett et al (1991), encourages SMTEs' cooperative e-marketing campaigns to enhance market visibility, global positioning, and strategic leverage in the new economy (Braun, 2002), facilitate the inter-organisational and intra-

organisational management and communications in operations and promote products (Buhalis,1997).

Leung *et al* (2013) made literature review base on social media field in hospitality and tourist industry. Marked that social media has important role in travellers decisions making, tourism operations and management impact, and tourism industry competitiveness.

Citation from Min *et al* (2014), many researchers focus on information technology in tourism industry. Based on 401 conference paper (2005-2012) from ENTER conference that was held by International Federation for Information Technologies in Travel and Tourism (IFITT), some new research topics with regard to the new trends of tourism information study, new research areas, new research method, and new innovative applications. Additionally, the topics of tourism destination managing and marketing as well as some other tourism research issues, the semantic web, dynamic packaging, web services and other related topics concerning information science were discussed many times at the conference. This literature research suggests that the following aspects should receive attentions from researchers: (1) The applications of mobile Internet in tourism. With the popularity of Tablet PC, smart phones, tourist APPs, more and more people begin to enjoy the convenience brought by mobile Internet, which provides huge opportunities for the development of tourism industry; (2) The impact of social media on tourism. Some new media forms like micro blogging, social networking and virtual travel communities are facilitating information sharing; (3) The research on tourists behavior under the background of new technology. The trend of networked and socialized tourism will bring tourists into a totally new world; (4) Research on the innovative business models of tourism e-commerce. More diverse types of e-commerce models are emerging, such as travel booking models, travel planning models,

travel social network, travel details, etc. The comprehensive discussions about tourism e-commerce model, tourism e-marketing effects and performance measurements, tourism electronic distribution channels and other related issues will be beneficial to the further development of tourism e-commerce industry theoretically.

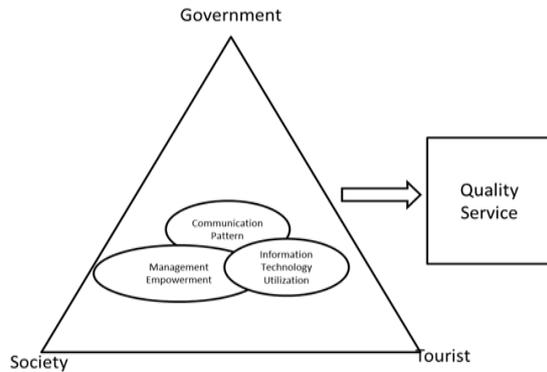
### **Service Quality**

Service quality is related to the concept of consumer-perceived quality, which is based on the perspective of customers when they examine after service that was offered from a company (AbuKhalifeh & Som, 2012). Quality Service is the gap between a customer's expectation of a service and the actual service perception received. Abuh khalifeh & Som (2012) review famous literature in service quality and explains the use of five dimensions developed by Parasuraman *et al.* (1985) and Zeithaml *et al.* (1996) (1)tangibles, that refers to physical facilities, equipment, appearance of personal, etc.; (2) reliability, ability to dependably and accurately perform the promised service; (3) responsiveness, willingness to help customers and provide prompt service; (4) assurance – knowledge and courtesy of employees, and their ability to convey trust and confidence; and (5) empathy – care for and individualized attention to guests, namely SERVQUAL. Getty and Thomson (2003) test five dimension of service quality, applied in hotel industry in the united states, namely lodging quality index; tangibility, reliability, responsiveness, confidence, and communication.

There are some identifies and summarizes numerous theoretical and empirical criticisms of the SERVQUAL scale. Based on review of Several studies reported that the SERVQUAL scale is not universal because the dimensionality of service quality apparently depends on the type of service examined Despite these criticisms, the paper concludes that SERVQUAL remains a useful instrument for service-quality research (Ladhari, 2009).

**Conclusion**

At the end of this paper and based on the literature review, we suggest the model for gaining in the tourism market place, particularly for Lombok’ Tourism Industry in the following figure:



Integration between effective communication pattern among parties (Government, tourist, and society), management empowerment include marketing management, operation management, financial management, and human resources management, and also information technology to intermedate among parties expected can improve dimensions of quality service of tourist industry in general, Lombok tourism in particularly, thus Lombok Regional Government can achieve its objectives in improving social welfare and generating revenues. Moreover, it’s giving contributions in global tourism sector.

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