

Application of the 4D Development Model in Increase Sale Products in the Tour and Travel Business

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ABSTRACT

This study aims to evaluate the development of tourism packages by the Tour and Travel Business using the 4D development model. The main objective is to develop innovative and attractive products to enhance competitiveness by offering unique tour packages tailored to themes such as cultural, adventure, and business tours. This study uses a qualitative research design with a research and development approach, focusing on the development of tour packages at Aura Aulia Tour and Travel to increase sales. The data analysis techniques used include the data reduction and data presentation stages. The results of this study indicate that the 4D model approach is effective in increasing the competitiveness of the Tour and Travel Business in the tourism market. The company can produce innovative tour packages by considering market needs and consumer preferences, ultimately providing new experiences for consumers and enhancing customer satisfaction, thereby contributing to increased sales and company revenue. Companies can utilize these findings to develop more innovative, efficient, and productive strategies. This can enhance the overall development of tour packages, increase guest satisfaction, and improve the profitability of the travel business.

Keywords: Development Model, Tour Packages, Sale Product

INTRODUCTION

In decades Lastly, a lot study focused for set existence and excellence sector Indonesian tourism, in general special highlighting riches maritime and diversity culture. For set existence and superiority of Indonesian tourism areas, steps First is claim centrality as a rich maritime country source Power nature and culture(Supriyanto, 2022).According to Labandi & Haris (2023)with own more Lots ocean than mainland, Indonesia in general experience become focus main in context tourist global maritime. Indonesian government active utilise the potential for a wide Exclusive Economic Zone (EEZ). For develop sector tourist as source income significant non-oil and gas foreign exchange. With review results study previously, as stated by Said et al., (2021).Indonesia was recognized as an archipelagic country largest in the world by coastline longest second after Canada, offers attractions amazing nature and life abundant sea.

Through development sector tourism, Indonesia combines riches nature and culture in product interesting tour for traveler domestic nor international. In context this, according to (Brad et al., 2021; Chang, 2020) that role of travel agency tour become crucial in facilitate smooth ride and provides package suitable tour with market needs. With respond challenge like decline sale post COVID-19 pandemic, development strategy product new, innovative and appropriate with need consumer become key in increase return interest tourists and supports growth economy local in various destination Indonesian tourism. In line with(Thesa et al., 2024) that products new, innovative and appropriate with need consumer becomes very clear For return interest tourists and

supports growth economy local in various destination Indonesian tourism. With Thus, development tourist with integrate riches nature and culture in product interesting tour for traveler domestic nor international through development package tour.

Tour and Travel Business, a travel agency in Makassar City, offers package tours, reservations tickets, tourist tours, and in/Out Transfer services. Although based in Makassar, Usaha Tour and Travel has Work The same with companies' supporters in various regions in Indonesia, providing convenience for customer in plan journey tour. However, sales package Tour and Travel business experiences decline drastic in a number of years lastly, especially after COVID-19 pandemic. According to(Demir et al., 2021; Huynh et al., 2021; Velentza & Metaxas, 2023) that Pandemic cause government emit prohibition For outside activities home, incl journey tourism, which results in a decline income company Because lack of customer. Pandemic start eased in 2021, and activities journey return to normal(Aschauer & Egger, 2023).However, the Tour and Travel Business has not yet taken step for develop package tour new, so sale Keep going experience decline. Information Sales of Tour and Travel Business Tour Packages are depicted in the table following:

Table 1: Sales of Tour and Travel Business Tour Packages for 2018-2022

Year	AmountPackage	Percent	Information
2018	48	41%	Pre Covid 19
2019	25	21%	The beginning of Covid 19
2020	-	-	Covid 19
2021	24	20%	New Normal
2022	22	18%	-
Total	119	100%	-

Source: Processed Researcher, 2023

Table 1 shows sales data package Tour and Travel Business tourism from 2018 to 2022. In 2018, it was recorded sale highest with 48 packages, accounting for 41% of total sales during five-year period the. Sale decrease in a way significantly in 2019 to 25 packages or 21%, shows decline almost half from year previously. 2020 no have data because impact the resulting COVID-19 pandemic industry tourist experience decline drastically around the world, incl closing travel and activities tour. Although thus, in 2021 and 2022, it looks A little recovery with sales of 24 packages (20%) and 22 packages (18%) respectively. By overall, throughout five-year period, the Tour and Travel Business was successful sold a total of 119 packages tour. It can also be concluded based on table 1 that impact Covid-19 pandemic against sale package tour. seen that sale down drastically in 2020 (the year of Covid-19), then improved a bit in 2021 (the new normal), though Still Not yet reach the level before pandemic . 2022 shows A little recovery more carry on although still below the previous level pandemic.

Analysis table This show challenges faced by the company in face crisis pandemic, as well effort ongoing recovery need done for increase return sales and building return trust customer in industry tourist. In line with(Juhanda et al., 2022; Volgger et al., 2021) disclose that there is failure experienced by a number of Tour and Travel for rise from crisis pandemic. Challenges experienced by Tour and Travel for rise from crisis like is decline request tourist(Andulana et al., 2021), disconnection connection work (layoff)(Kuqi et al., 2021), request online/digital transactions and impact hotel use as facility quarantine impact k for traveler For No can occupy hotel rooms.

Recovery strategy in each destination area own the characteristics of each as well as Tour and Travel. In Vietnam,Tour and Travel business increases product tourist quality high , marketing, sourcing Power human, digital transformation (Do et al., 2022; Vu et al., 2022). In Slovakia,Pompuřová et al., (2022) opinion that Tour

and Travel business enriches service tour packages with integrate experience supported authentic with technology platforms. Meanwhile in Bandung, Indonesia that tour and travel business in Bandung faces lost income and termination connection work (layoffs), but responded with increase Management Human Resources, Finance, and Operations. Owner business as informant innovate with rent vehicles, selling hotel vouchers, and launching customized tourism programs(Zain, 2022). They adapt marketing strategies to online platforms such as YouTube, Instagram, and Facebook, with plan For integrate method traditional post-pandemic through platforms such as Tokopedia and Shopee. With Thus, various destinations around the world, including Vietnam, Slovakia, and Bandung, show diversify recovery strategies in Tour and Travel industry, from enhancement quality products and integration technology until adaptation to post-pandemic market changes.

Tour and Travel businesses in Makassar City are considered need for develop new strategies that can expand market and strengthen position companies in the industry tourist. So that study This will highlighting success of the innovative strategy implemented in create package interesting tour interest traveler as well as increase sale company. For reach objective the researcher uses approach development product. Development Tour and Travel Business products are based on the 4D model, namely define, design, develop and disseminate(Thiagarajan, 1974). The advantages of the 4D model according to (Aziza, 2021)that is produce valid, practical and effective products. In line with that is, the disseminate stage according to makes it easier For know reception public wide to developed products(Almainur & Chayati, 2021) . The 4D Model stage begins with define, involving identification problem main problems faced by Tour and Travel Businesses, such as decline sale post pandemic. The design stage focuses on designing innovative strategies for develop product tour suitable new one with preferences and needs traveler moment This. The develop stage involves implementation of the designed strategy, incl testing and refinement package tour in accordance with bait come back customers and markets. Lastly, the disseminate stage will be covers spread information about product tour new to the target market through campaign effective promotion and marketing, with objective increase visibility and interest to product the. With using this 4D model, researchers aim for optimizing development product tour as effort for strengthen Tour and Travel Business position in the industry Makassar tourism.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship has become the main focus in market development with innovative products and wide dissemination of knowledge about entrepreneurship. Entrepreneurship is considered an intangible culture that has an important role in building a business and achieving profits. Excellent entrepreneurs have the characteristics of being creative, innovative, brave enough to take risks, forward-oriented, test-resistant, persistent, not easily discouraged, highly enthusiastic, and disciplined and firm in their convictions (Firmansyah, 2019).The entrepreneurial process involves developing business ideas, strategic planning, financing, resource management, and marketing the products or services offered.

Entrepreneurship forms competencies in the form of Soft skills. Soft skills are an individual behavior that can maximize performance through training, development of working together in groups (Rakib, 2022).Social, intellectual and mental capital are important in entrepreneurial readiness, while entrepreneurship education has a greater direct influence on entrepreneurial readiness. However, studies show that the direct influence of entrepreneurship education on entrepreneurial readiness is more significant than the indirect influence that influences social, intellectual and mental capital (Hasan et al., 2024). This highlights the importance of focusing on practical aspects that directly support an individual's ability to start and manage a business, although entrepreneurship education also plays an important role in building the social and intellectual foundations that support the entrepreneurial process as a whole. In the context of the travel and tour business, entrepreneurship has a very important role in the development and sustainability of the business. The travel and tour business requires continuous innovation in developing attractive and different tour packages. Entrepreneurs in this industry must be creative in designing unique and interesting travel experiences for

customers. This includes choosing a destination, arranging an attractive itinerary, and quality service to meet customer expectations (Tsekouropoulos et al., 2022).

Development Theories and Concepts

Research and Development (R&D) is a systematic activity to improve knowledge, technology, products, or processes through scientific research, experimentation, and innovation (Sarpong et al., 2023). According to Borg and Gall, methodologies are commonly used in R&D, such as experimental approaches, surveys, case studies, and prototype development (Torang Siregar, 2023). Research on the internationalization of R&D not only describes technological developments, but also reflects broader transformations in the global economy, business management, and innovation strategy. This makes an important contribution to strengthening national and international competitiveness and building the foundation for sustainable economic growth in this era of globalization (Tun & Juchelková, 2022).

The 4D model provides a systematic framework from the Define, Design, Develop, to Disseminate stages, which are similar to the phases in R&D. The Define stage in the 4D Model, which includes identifying goals and instructional needs, is comparable to the problem formulation and knowledge gap identification phases in R&D. Next, the Design phase in the 4D Model, which involves designing learning or instructional plans, is similar to the research methodology design phase in R&D to test hypotheses or innovative ideas. The Develop phase in the 4D Model, which implements the designed learning plan, is parallel to the experimental implementation or prototype development phase in R&D. Finally, the Disseminate stage in the 4D Model, which disseminates learning materials to the intended audience, can be compared to the stage of disseminating research results and commercializing products or technologies developed in R&D.

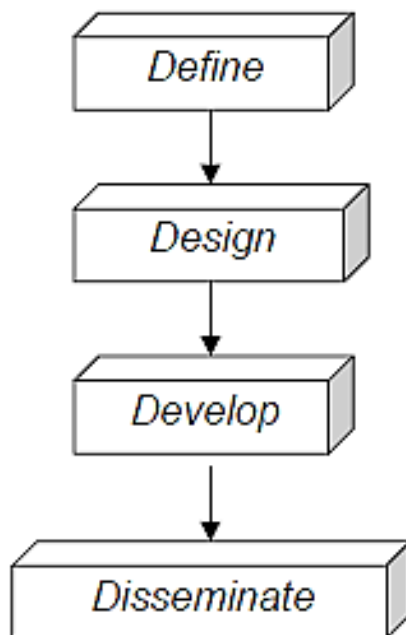


Figure 1: 4D Model Stages(Thiagarajan, 1974)

Travel Agency

Travel agency Tourism (BPW) is purposeful company for organize journey for individual or group. BPW is the company that prepared it journey for somebody. BPW regulates people's journeys and sojourns from One place to place others, both domestically and internationally to overseas. With Thus, BPW automatically special arrange all aspect journey from preparation departure until equipment during journey. Product tour covers solutions that customers want and expect(Ridwan et al., 2024). Needs, desires, and hopes customer need understood and fulfilled in a way constant. Product tour consists from attractions, amenities, and accessibility. Attractions is Power pull Mainly, amenities is facilities and services, meanwhile accessibility covers

convenience access (Rakib, 2017). Important For understand needs and preferences customer in formulate product tour. Tour packages is product structured journey with price certain, incl cost travel, accommodation and facilities other. There is two types package Tour: Ready Made Tour (arranged without request) and Tailored Made Tour (arranged based on request). Component package tour covers transportation, accommodation, food/drink, objects tourism, entertainment, shops souvenirs, and guides tou. Purpose of preparation package tour is giving service integrated and satisfying for tourists. Market segmentation, positioning competes products, innovation products, and experiences customer important in packaging product tourist. Good service, consider expectations and perceptions customers, as well the role of contact personnel in give Satisfactory service is also crucial.

METHOD

Study This use approach qualitative in form study descriptive. Method used is research and development (R&D), which aims for produce product specific and testing effectiveness product the. Implemented development model is a 4D development model, which includes stages Define, Design, Develop, and Disseminate (Maydiantoro, 2021). Stage Define For define problem. Stage Design For designing product. Stage Develop For develop product. Stage Disseminate For disseminate product. Study carried out in the Village Mangasa, District Tamalate, Makassar City, South Sulawesi, for 1-2 months, from February until April 2024. The focus is developing package Tour and Travel Business tourism for increase sales, with three aspects main: development packages, variations products, and packaging.

Subject his research is managers and staff of the Tour and Travel Business who provide information about situation and condition company. For get data, researchers use observation, interviews, and documentation. Observation carried out on location research, meanwhile interview done with Tour and Travel Business managers and staff. Documentation used for collect secondary data from various document like archives and reports company. Triangulation is technique important in validate results study with combine data from various resources and techniques and shared become three types: triangulation resources, techniques, and time. Deep data analysis techniques study qualitative done since enter field until finished field (Wijaya, 2018).

RESULTS AND DISCUSSIONS

Results

Based on activity observations and interviews with Tour and Travel Business managers and staff, several topics discussed. First, development package tour covers market analysis, innovation products, and experiences customer. Second, product tours offered including Pleasure tourism, cultural tourism, adventure tourism, business tourism, and convention tourism. Third, packaging package tour involve analysis market and employment needs the same with partner local. Fourth, 4D development applied to the Tour and Travel business.

Define

Based on results from The Define stage carried out by the Tour and Travel business exists a number of points it's important that you can concluded. First, analyze their market moment This only focuses on demand existing from customer constant and cooperative with government and private without notice potency more market segments wide. Companies need see more in about current market trends this is like preference destinations, activities of interest, and range the right price for determine market segment that will be targeted. As stated by the managertour and travel business,

Market segments in our company during This only based on from customer keep it normal buy package tour as well as company Good government or private sector already do Work The same with our travel. Purchase package tour continuously requested or purchased only difference location and area (Interview Monday 18 March 2024).

Additionally, in matter innovation product tourism, the Tour and Travel business recognizes that they have packing product based on request existing consumers and budgets, however need for develop new ideas and approaches creative as you can be interesting more Lots customer with create mark added clearly. In context Here, manager The Tour and Travel Business also stated,

During This We sell product package existing tours packed or made by parts planning product package tour But most our package sell during This customized with request consumers and budgets which they have (Interview Monday 18 March 2024).

Lastly, inside experience customers, parties company realize importance give efficient, responsive and experiential service memorable tour for ensure satisfaction high customer and image positive for company. As stated by the Tour and Travel Business staff,

Based on experience customer during this is what it uses package Tour and Travel Business always give good and positive feedback and assessments Because during This travel parties always give the best service to consumers (Interview Monday 18 March 2024).

With Thus, the Tour and Travel business can Keep going improve their strategy in develop package interesting and fulfilling tour expectation customer with Good.Packaging package customized tours with analysis market needs are key for interesting caring and satisfying customer. Some strategies for fulfil relevant market needs including consider appropriate activity with needs and desired market segments. With packing package tour with careful, appropriate with market needs, companies can increase Power appeal and relevance offer package as well as build strong relationship with customer or candidate customer. As stated by the manager of the Tour and Travel Business.

Packaging package tours for sale during This served very simply and in detail so that customers more easy understand to all packages that we offer during this (Interview Friday 22 March 2024).

Simple packaging but these details make it easier customer for understand all packages available, so increase satisfaction customer.Packaging package involving tourism Work The same with partner local can be a very effective strategy for increase value and power pull offer package tour. Work The same This covers provision facility like accommodation, restaurants, objects tourism,transportation, and souvenirs are available provide more experience diverse and interesting for customer. According to explanation manager tour and travel business,

Our trip is over do Work The same with a number of parties related in provision facilities on the package the tours we offer to customer. We have do Work The same with party provider facility accommodation, facilities eating and drinking, object tourism, transportation, figures souvenirs and some provider means others in the area destination tourism (Interview Friday 22 March 2024).

With increase Work The same with partner local, Tour and Travel businesses are not only increasing mark plus in offer package tour them, but also supportive growth economy local and expanding network Work The same business they in a way significant.

Design

The Tour and Travel business uses the 4D development model in designing package interesting and unique tours, which are appropriate with market needs and desires. The process starts with identification theme such as Pleasure Tourism, Cultural Tourism, Adventure Tourism, Business Tourism, and Convention Tourism, each of which offers experience special in accordance with preference customer. This company prioritize uniqueness and value plus in every package tour for distinguish it from competitors, with notice aspect security, comfort, and accessibility as well as compile relevant activities with selected theme.

After planning product package tour validation tests are carried out by expert's tourist for ensure that design package tour that, accordingly with standard and can interesting interest tourists. Validation results show that

package proposed tour has fulfil condition preparation package interesting tour, with capable innovations give experience valuable for customers. Approach This help company No only expand market share and increase Power competitive, but also ensuring that every their journey offer give satisfaction and value significant addition for customer they in the world of tourism

Develop

The Tour and Travel business develops tour packages by referring to the 4D development model, the focus is on the Develop stage after designing products that are attractive and in line with market needs. This process includes close collaboration with local partners such as accommodation, transportation, restaurants and tourist attraction providers to guarantee high quality of service in line with company standards. By utilizing new product design and packaging, the Tour and Travel business strives to create a unique and satisfying tourism experience for customers, covering all aspects from accommodation to interesting and memorable tourist activities.

Apart from that, in an effort to expand market share and increase sales, the Tour and Travel business also designs effective marketing strategies. This involves tailoring marketing to different market segments through social media, advertising, and collaboration with local travel agents in various tourist destinations. This strategy aims to increase visibility and attract potential customers' interest in the new tour packages that have been designed. Furthermore, this company also carries out human resource development by providing training to staff to improve skills in service and product knowledge. In this way, the Tour and Travel business hopes to strengthen a professional team and be able to provide an extraordinary tourism experience for each of their customers.

Disseminate

At the deep disseminate stage development product package tour with the 4D model, the Tour and Travel business focuses on distribution information and innovation for increase income. Success product package tour reflected from its height level customer use and satisfaction them, which is direct contribute to growth income and profits company. Innovative efforts in spread information ensure package tour still relevant and interesting with presenting creative new ideas for increase experience customer from stage booking until end journey. Tour and Travel business regular evaluate bait come back customer for adapt product with market needs and preferences, while Work The same with partner local for ensure quality service and experience satisfying tour.

Discussions

In the Disseminate stage of development product package tour with the 4D model, the Tour and Travel Business puts forward spread information and innovation as the main strategy for increase income and satisfaction customer. Based on literature, dissemination effective information is key For maintain relevance product and interesting interest consumer(Hanaysha, 2022). With utilise bait come back customer in a way regular, company can identify areas of need repair and ensure that experience customer Keep going improved in accordance with changing market preferences(Lemon & Verhoef, 2016). Close collaboration with partner local activities, such as those carried out by Tour and Travel businesses, are also strengthened by research that shows that Work The same sort of This can increase mark plus products and experiences customer in a way significant(Maturbongs, 2020; Perkins et al., 2021).

In the context of Makassar City, Tour and Travel Business can strengthen deployment strategies information and innovation for increase Power pull product package tour they. Makassar City as destination potential offer various Power pull culture, history, and nature that can be promoted through collaboration with partner local like manager destination tourism, provider accommodation, and local restaurants(Fadlin & Marfai, 2016; Rahayu et al., 2024). According to data from the Makassar City Central Statistics Agency, growth sector Makassar City tourism continues increasing, shows potency big for development product tourism that focuses on uniqueness and authenticity local experience. With consider characteristics unique inner city of Makassar packaging product tourism, Tour and Travel Business can optimizing spread effective information and

innovation strategies for interesting interest customer potential, expanding market share, as well increase contribution economy local in a way sustainable.

Implications from approach This is Tour and Travel business does not only expand market share and increase profit, but also build strong relationship with partner local for support growth economy local. With ensure delivery effective and providing information experience satisfying tour, company can maintain satisfaction high customer and image sustainable positivity(Singh et al., 2023; Wattoo & Iqbal, 2022). In context this, deployment strategy customized information with market preferences and innovation continuous product continuously is step important for Tour and Travel Businesses in maintain Power competition in the industry competitive tourism. Limitations from study This is its limited focus on development product package tours by Tour and Travel Business only without consider in a way deep factors external that can influence the success of their strategy, such as change global market trends or factor economy macros that can influence Power buy consumer. Additionally, research neither does this involve studies deep about perceptions and preferences direct from candidate consumer potential in Makassar City, which can give outlook more carry on about How optimizing development product tour in accordance with local market needs.

For future research, is suggested for do studies further involving comprehensive market analysis, incl survey to candidate consumer potential in Makassar City for understand more in preferences and expectations they to package tour. Additionally, expand scope study for identify factor external that can influence industry tourism, like change regulations or change in preference global consumers, will help Tour and Travel Businesses for develop more strategies adaptive and sustainable. Technology integration in development product tourism is also becoming recommendation important for increase efficiency operations and experience customer in a way whole.

CONCLUSIONS AND RECOMMENDATIONS

By overall, development product package tourism by Tour and Travel businesses using 4D models has been describe a structured approach and focus on compliance need as well as market expectations. The Define stage provides deep understanding about existing and potential markets, temporary Design stage shows commitment company in create experience different and interesting tours. In the Develop stage, collaboration with partner local emphasized for increase quality service, temporary The Disseminate stage highlights the dissemination strategy information and innovation as key for increase income and satisfaction customer. Although thus, research These own limitations especially in matter No involve more analysis deep to factors external that can influence the success of their strategy, such as change global market and economic trends macro.

For overcome limitations This is a recommendation For future research is involve studies more further covering more market analysis comprehensive in Makassar City. Survey direct to candidate consumer potential can give more insight deep about preferences and expectations they to product package tour. Besides, it is necessary done monitoring Keep going continuously to change in regulations and global trends that can influence industry tourist. Technology integration in development product tourism is also necessary strengthened for increase efficiency operations and experience customer in a way whole. With Thus, the Tour and Travel Business can more Ready face challenge and exploit existing opportunities in develop product empowered tourism competitive high in the market continues changed This.

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