

E-TOURISM DESIGN AS AN ADOPTION OF TOURISM PROMOTION STRATEGY IN PEKALONGAN CITY

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Abstract

Pekalongan City has several tourism objects that have potential attractions such as natural attractions, pilgrimage attractions, artificial tourism objects, and cultural tourism. Some tourist attractions have been equipped with tourist infrastructure facilities even though the conditions and number are not adequate. But some objects still need further handling in order to attract tourists. Limited information makes Pekalongan City tourism not too well known among tourists, especially those from outside the city so that the number of visits has not experienced a significant increase. The Pekalongan City Government has actually provided tourism information through the website or E-Tourism, but it is not so optimal. E-tourism is an application of information and communication technology in the tourism industry (Buhalis & Jun, 2011). The description of e-tourism is a digitalization in running business processes and value chains in the tourism sector, namely travel agencies, hospitalities and the food industry. When viewed from the number of internet users, both in Indonesia and in the world as a whole according to data from the Indonesian Internet Service Providers Association (APJII) in 2017, e-tourism is something that has great potential to be developed. Smartphone users are also increasing, so E-Tourism needs to be developed with Android-based mobile so that tourism information in the city of Pekalongan is more easily accessible anytime and anywhere. The goal to be achieved in this study is to analyze the development of E-Tourism in Pekalongan City at this time and develop Android-based E-Tourism in Pekalongan City as an adoption of tourism promotion strategies in Pekalongan City. This research is a research and development research. This research aims to develop tourist destinations in Pekalongan City through an android-based Tourism Information System (E-Tourism). The methodology used for the design and development of the E-Tourism system is a structured methodology with the SDLC (System Development Life Cycle) model.

Keywords: E-Tourism, Tourism, Pekalongan City

INTRODUCTION

The Pekalongan City Government continues to improve its potentials. So far, Pekalongan City has been known as the City of Batik which is the center of Batik production and sales on a large scale that has reached National and International Markets. Pekalongan City has now been designated as a world creative city (Iglesias, 2014). UNESCO (2006) explains that creative tourism is a journey directed to be able to engage and gain experience, by learning participatively in art, heritage, or special character of a tourist destination.

Pekalongan City has several attractions that are visited by many tourists

from Pekalongan City and its surroundings, both natural attractions, pilgrimage objects, artificial tourism objects, and cultural tourism. Some tourist attractions have been equipped with tourist infrastructure facilities even though the conditions and number are not adequate. But some objects still need further handling in order to attract tourists. Tourism development efforts in Pekalongan City are inseparable from other development efforts that have been carried out so far. These efforts are not only related to the maintenance and preservation of culture as one of the existing tourism objects. But it has also moved to search for various tourism potentials that can be developed in the future.

Currently, the business sector that uses e-commerce the most, one of which is tourism. In the tourism industry, it has become a new habit for consumers to use online media to get various vacation package products, hotels and transportation (Halanawi, 2013). The tourism industry initially used a computerized system (Consumer Reservation System and Global Distribution System) to obtain information processing efficiency internally that facilitates distribution arrangements. Currently, the internet and Information Communication Technology (ICT) are very relevant to be operated structurally and strategically at the marketing level to facilitate suppliers, intermediary, and consumers around the world (Buhalis, 2011). Indirectly, information technology has influenced tourism business actors in their business activities, such as how they market their products into the market (Karanasios, 2008).

E-tourism is an application of information and communication technology in the tourism industry (Buhalis, 2011). The description of e-tourism is a digitalization in running business processes and value chains in the tourism sector, namely travel agencies, hospitalities and the food industry. In its use, e-tourism can optimize and streamline tourism companies. The design of tourism development based on E-Tourism emphasizes the online booking system. This design basically provides a sufficient picture of how the E-Tourism-based tourism development system should work, and as a reference in tourism development in the future (Prantner, et al, 2005). The concept of e-tourism is basically a concept that is still new and has not received attention from various parties engaged in tourism. E tourism is still seen as something that still needs to be studied further about its existence.

Based on the observations made, researchers formulated the main problems

faced by e-tourism in Indonesia. First, tourism growth in Indonesia is uneven and undeveloped. Second, lack of understanding of the development of the etourism industry in Indonesia. Third, there is no known relationship between the government and the private sector in the development of tourism sites in Indonesia. Fourth, many e-tourism sites are growing, but there has been no learning and evaluation of the services or features contained on the site. Fifth, industry players tend to assume the wishes of internet users that must be accommodated by the site to be created, without any study of the services actually needed by internet users. In conclusion, E-Tourism in Indonesia is still limited to the appearance of information in the form of text and the provision of images, without interactive communication between companies that sell tour packages with prospective tourists, and the lack of integrated tourism information from various information systems that have been owned by parties involved in the tourism industry. The issue of communication in disaster management presented by Shaw and Gupta (2009) highlights aspects of communication, but there are actually more implications when we link between the communication management cycle and aspects of communication, namely the dimensions of information, coordination and cooperation. The stage before the disaster event, the communication aspect will include accurate information, coordination and aspects of cooperation, especially to communities who are vulnerable to disaster events. The fourth stage of disaster events: communication, information, cooperation and coordination is the key to successful disaster management, especially for handling victims and avoiding further risks.

METHODS

The data collection method used is literature study, observation, interview with

the location of cooperation is the Tourism and Culture Office of Pekalongan City to obtain data on the location of tourism objects in Pekalongan City and data on tourism supporting facilities in Pekalongan City. Data sources are obtained from person and paper sources. In addition, data on the list of tourist attractions in Pekalongan City was also obtained in the form of paper. Paper data is obtained from the results of literature studies and observations.

1. Literature Study

Literature studies conducted by researchers to collect information relevant to the topic or problem that will be or are being researched. The information can be obtained from scientific books, research reports, scientific essays, theses and dissertations, regulations, statutes, yearbooks, encyclopedias, and other written sources both printed and electronic. Literature studies conducted by researchers to collect information relevant to the topic or problem that will be or are being researched. The information can be obtained from scientific books, research reports, scientific essays, theses and dissertations, regulations, statutes, yearbooks, encyclopedias, and other written and electronic sources.

2. Observation

Through observation we can get a picture of social life that is difficult to know by

other methods. Observations are made to explore so that exploitation functions. From observation we will get a clear picture of the problem and perhaps clues on how to solve it. So, it is clear that the purpose of observation is to obtain various concrete data directly in the field or place of research.

3. Interview

According to (Moleong, 2005) in-depth interviews are the process of digging information deeply, openly, and freely with problems and research focus and directed at the research center. In this case, the in-depth interview method is carried out with a list of questions that have been prepared in advance. In the interview, dig deeply into a predetermined topic (based on the purpose and intent of the interview) using open-ended questions. Excavation is carried out to find out their opinions based on the perspective of respondents in looking at a problem. This interview technique is carried out by an interviewer by interviewing one person face-to-face.

4. Design Method

The software design method uses a geographic information system, namely the Prototype method. The prototype method is suitable for developing a device that will be redeveloped. The stages of the prototype method can be described as follows:

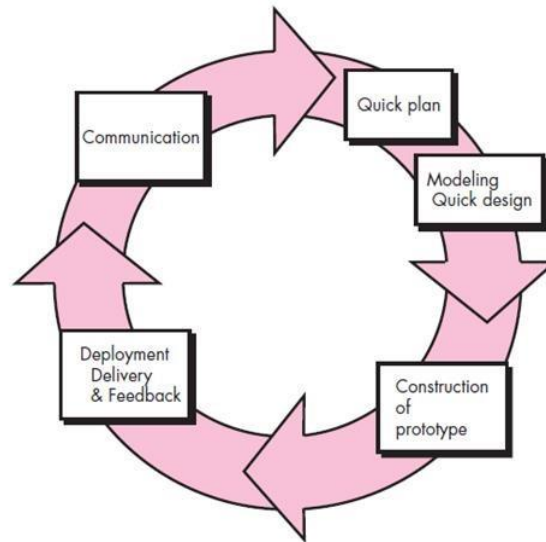


Figure 1. Prototype Model

The prototype method starts from the communication stage. The software development team meets with stakeholders to determine the then known software needs and to describe areas where further definitions are available for later iterations. Planning iterations of prototyping is done quickly. After that, modeling is carried out in the form of a "quick draft". Quick design based on the representation of aspects of the software that will be visible to end users (e.g. user interface design or display format). Quick design is the basis for starting construction prototyping. The prototype is then handed over to stakeholders to evaluate the prototype that has been made previously and provide feedback that will be used to improve the specification requirements. Iteration occurs when the developer makes improvements to the prototype.

RESULTS AND DISCUSSION

In a publication made by the World Tourism Organization, "Tourism E-

commerce", it is written that the understanding of e-tourism is the use of technology to improve tourism relations, help companies engaged in tourism to improve business processes, and improve the knowledge-sharing process. E-tourism utilizes several features of information technology, such as tourism information databases, user databases, electronic payments, using computer networks as a means of delivery and service transactions, as part of e-commerce (Zhang, 2009).

There are four main characteristics to develop an E-tourism, namely 1) tourism products, 2) chain impacts caused by the tourism industry, 3) tourism industry structure, 4) availability of communication and information technology devices. In preparing the characteristics of E-Tourism, it is necessary to develop to achieve improvements to the electronic market such as the legacy of existing systems, diversity of information, there is no global standard in the exchange of unlimited operating data.

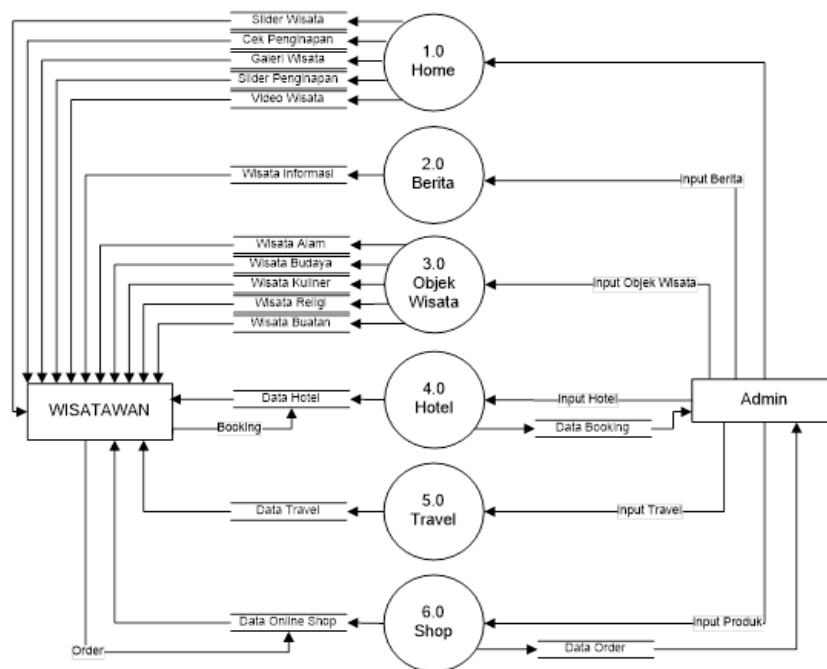
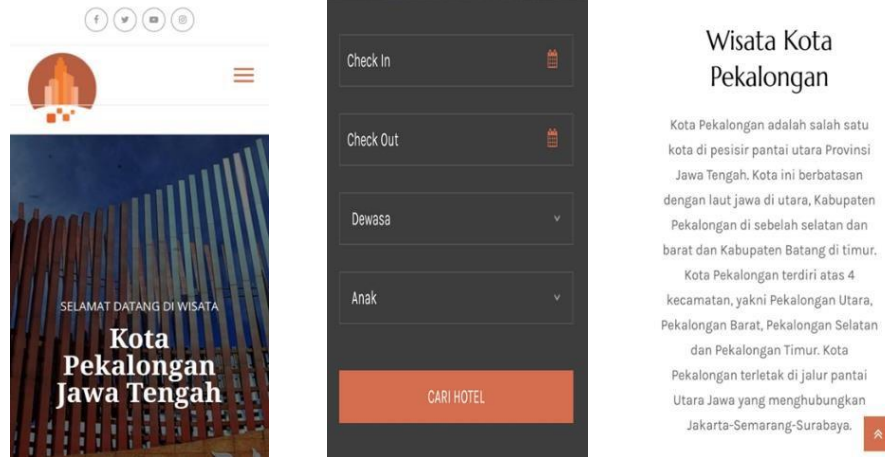


Figure 2. Data Flow Diagram E-Tourism

Review and Basic Concept of E-Tourism in Indonesia is basically a new form of concept and still has not received attention from various parties and tourism actors. E-Tourism is still seen as a part of system development that still needs to be studied further about the functions and benefits that will be obtained. Although on the other hand in tourism development the emphasis on the use of the Internet as a medium of promotion and dissemination of information has been very wide, but this is not accompanied by the internet application as a tool for disseminating information on tourism and

tourist destinations owned by each region. In essence, the internet has a role that is not separate in technological developments, especially tourism. The internet has become one of the solutions offered to facilitate the performance of tourism development in Indonesia. Through the internet many things can be accessed easily, and used by most people in the world. This allows the dissemination of information about tourism development to be accessed when, where, and by anyone. Especially in Indonesia, since it was developed in 1994, the internet has experienced very rapid development.



The concept of E-Tourism designed is the use of information and communication technology to increase usability in the field of tourism, provide various tourism services to the community, and make the implementation of tourism marketing more accessible. Review and Basic Concept of E-Tourism is basically a new form of concept and still has not received attention from various parties and tourism actors. E-Tourism is still seen as a part of system development that still needs to be studied further about the functions and benefits that will be obtained. Therefore, e-tourism can provide benefits including: 1). Relatively cheap, because it does not know the concept of door to door promotion so that limited promotional funds and still weak marketing networks owned so far will be overcome by utilizing advances in information technology. 2). Shorten the distribution chain, because it is resolved by the use of information technology so that all information is available in the form of telematics services.

- a. Stages of electronic information involve providing information on specialized portals, electronic brochures, audio travel guides, photo albums (location and panoramic photo images), real-time images or videos, and even travel diaries through blogs or communities.
- b. E- Booking Online booking is mostly used in the area of hotels, airlines and car

rental services. Online ordering services, as an information society service, must comply with legal requirements that have their source in regulations referring to Internet services in general, and e-commerce and distance contracts, in particular.

- c. E-Payment Consumers can use credit cards, electronic checks, digital money. Many electronic payment systems on the internet are electronic equivalent systems that are used on a daily basis, such as credit cards or checks. The effectiveness of Internet marketing can be determined quite quickly and accurately by providing statistics, obtained through online technologies, that help create customer profiles and actions, which ultimately leads to better knowledge and adaptation to the needs of the target

The system in this study is based on a service concept that can be said to be unlimited for tourists or consumers who will travel in Batang district. The concept of service to satisfy tourists or consumers is based on several important aspects of system readiness which include, among others, Attraction, Accessibility, Amenities, Availability of Facilities (Ancillary Service). So that users can make online reservations to the hotels they want. In other words, a consumer gets more solid, accurate and fast information so that he can directly decide

which hotel will be his destination. The concept of e-tourism has principles that are aligned with its utilization, namely in increasing tourism development. Based on the definition of e-tourism Caribbean Tourism Organization (2005), there are three elements that are prerequisites of e-tourism, namely ICT (Information and Communication Technologies), Tourism and Business.

CONCLUSIONS

The goal to be achieved in this study is to analyze the development of E-Tourism in Pekalongan City at this time and develop Android-based E-Tourism in Pekalongan City as an adoption of tourism promotion strategies in Pekalongan City. This research is a research and development research. This research aims to develop tourist destinations in Pekalongan City through an android-based Tourism Information System (E-Tourism). The methodology used for the design and development of the E-Tourism system is a structured methodology with the SDLC (System Development Life Cycle) model. The concept of e-tourism in question is the use of information and communication technology to increase usability in the field of tourism, provide various tourism services to customers in the form of telematics, and make the implementation of tourism marketing more accessible. Therefore, e-tourism can provide benefits, including: 1. Relatively cheap, because it does not know the concept of door to door promotion so that limited promotional funds and still weak marketing networks owned so far will be overcome by utilizing advances in information technology. 2. Shorten the distribution chain, because it is resolved by the use of information technology so that all information is available in the form of telematics services.

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