



ASITA'S IN MANAGEMENT OF TRAVEL AGENCY IN SOUTHERN TANGERANG AS CULTURAL TOURISM BUSINESS OPPORTUNITIES IN THE ERA OF DIGITALISATION

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Abstract

Many travel agency business owners face a tourism industry crisis that has not improved in the last two decades due to the effects of the *covid 19* outbreak, which has been the focus of community service efforts in recent years. The South Tangerang ASITA community, in conjunction with the South Tangerang City Tourism Office (Dispar), recently hosted a Travel Agency (BPW) Training and deliberations on the *Tangerang Association of The Indonesia Tour & Travel Agencies* (ASITA) branch as part of efforts to revitalise the city's tourism industry during the current endemic period. Southern Tangerang also cooperates with Universitas Respati Indonesia and LSP WHI. This training event proves that ASITA South Tangerang is ready to exist again as an entry point for Banten tourism and alternative tourism for residents and foreign *tourists*. As a result, ASITA is reaching out to *travel agents* to explore *online travel* business opportunities in this age of rapid digitalisation together. South Tangerang's tourist attractions are evidence of the region's appeal to domestic and international travellers; seizing this opportunity, ASITA members have relaunched their *tour* and *travel agency*.

South Tangerang City's tourism industry players need to get creative in the face of digital disruption if they want to grow their enterprises and thrive in the emerging *market* conditions. Tourism marketing management has undergone significant transformations to adapt to the digital age. South Tangerang City's government, hotels, gastronomic SMEs, the Creative Economy, and ancillary service providers are all working together to boost the quality of their human resources in the tourism sector. Then, employ digital tourism for more proactive advertising and to maintain infrastructure on access to tourist destinations and communities near tourist destinations.

Keywords: *ASITA Tourism Business, Digitalization, Human Resources, Tourism and Training*

INTRODUCTION

During the Covid-19 pandemic, the challenges faced by business actors in the tourism sector have become extremely difficult, forcing them to find new careers to continue existing. However, at this time, through the *use of the digital tourism* platform, it has started to show signs of resurgence by attempting to carry out a variety of promotions for travel agencies and tourist destinations.

Dr Nunung Rusmiati, Chairman of the Association of Indonesian Travel Agency Companies (ASITA), stated during a conversation at the BPW management training.

In the digitalisation era and the ASITA branch of Tangsel deliberation in the 3rd-floor building, South Tangerang mayor's office, Banten Province, ASITA supervises approximately 7,000 *travel agents* from 34 provinces. Companies that are members of ASITA always maintain healthy competition in the travel agency business through promotions and multi-destination tour package deals. This activity does encourage the tourism industry.



Figure 1 Training Activities by the Community Service Team



Figure 2 Training Activities at the South Tangerang Mayor's Office Building

According to Ir. E. Wiwi Martawijaya, M.Sc., Head of the South Tangerang City Tourism Office, ASITA, aims to manage tourists professionally in Tangerang City by cooperating with tour and *travel bureaus*. Members of ASITA will, in conjunction with the Tangerang City Tourism Office, be responsible for managing tour packages. ASITA members will manage tour packages in collaboration with the Tangerang City Tourism Office. It is necessary so that South Tangerang City's tourist hotspots can once again function under effective management. Hotels, restaurants, shops, attractions, villages, and even private tours or buses are all part of the available packages. He thinks that if Tangerang City's tourism is better structured, domestic and international visitors will increase and thrive. Safe," he pleaded during the practice session.

South Tangerang cultural tourism destination, Banten province, has excellent business potential. With various artistic attractions, pilgrimage tours, beach tours, Baduy villages, cultural heritage sites and many other potential tourist places, revitalisation continues to be encouraged by the tourism department. Therefore, it is hoping to increase the business potential of these cultural tourism destinations. A goal's success depends on the ability to organise local resources and coordinate and manage the *value* generated from the tourism system through the involvement of all sectors from the public sector, business, tourists and the local community (*host community*). In this day and age of digitalisation, the level of competition is very high, which is why tourist destinations need to develop marketing strategies that are relevant, simple, and quick. "Business and marketing strategies are carried out by business organisations to succeed and survive in an increasingly complex and dynamic global business environment," as stated by Cravens and Piercy (2013).

Currently, Tourism in the city of South Tangerang noticed that the implementation of PPKM did not dampen the interest of tourists to visit tourism in Banten Province. Based on the *tangerangonline. Id website*, the number of tourist visits in Banten Province decreased in 2019 from 19 million. However, from the end of 2020 until November 2020, it reached 17 million from the target of 16.5 million tourists. Tourist destinations in Banten Province were closed from May 15 to May 30, 2021, due to COVID-19. In addition, the Eid al-Fitr holiday was closed to tourist destinations because it could create a vulnerability to protocol violations. South Tangerang has many tourist destinations.

Including Lake Situ Gintung, City Park BSD City, Tanah Stay Tour, an urban forest, Froggy Floating Castle, a unique building reaching 58 metres high, Kampung Tale, Ocean Park OSD City, Boen Hay Bio Temple is one of the oldest temples in South Tangerang, Little Jungle Playground, Marcopolo Serpong Waterpark, Branchsto (a place for archery, horse riding, and playing in the park), Kandang.



Figure 3 South Tangerang City Tour



Figure 4 Froggy Floating Castle



Figure 5 Ocean Park BSD City



Figure 6 Cage Jurang Doan
(School of Nature)



Figure 7
The Breeze BSD City, Air Lifestyle &
Entertainment Center



Picture 8 Boen Hay Bio Temple

IMPLEMENTATION METHODS AND PROCEDURES

Through a question-and-answer technique and a situation analysis that considers the actual conditions of the object of service to tourist destinations in South Tangerang, Banten Province, a problem-solving framework is an implementation as part of community service (PKM). The service programme is implemented through well-planned and coordinated human resource management, as well as through training activities that incorporate question and answer sessions, as well as other forms of interactive problem solving for both internal and external issues. The service programme is implemented through well-planned and coordinated human resource management, as well as through training activities that incorporate question and answer sessions, as well as other forms of interactive problem solving for both internal and external issues.

In the tourism industry, Kirovska (2011) states that strategic management has a considerable role in formulating, planning and implementing strategic tourism development

and management. The tourism management strategy includes developing and constructing tourist destinations, developing human resources and tourism institutions, and strategic development of tourism marketing.

IMPLEMENTATION RESULT

Successful tourist destinations can foster productive synergies between culture and tourism, and this phase of community service preparation begins there. However, ASITA is responsible for promoting and nurturing this synergy. Therefore, tour-travel agency business actors will require training, seminars/*workshops*, and *Training of Trainers* (ToT) once the agency's management becomes more structured in its implementation and its goals yield quantifiable results.



Figure 9 ASITA South Tangerang members in training activities

In the implementation stage of this activity, the dedication held training activities attended by members of ASITA South Tangerang. This activity hopes that it could provide solutions to the crisis problems of non-moving tourism business actors. Academics from Respati Indonesia University and ASITA members from South Tangerang attended this training event, which took place in the 3rd-floor building of the South Tangerang mayor's office in Banten Province from 12.00 to 17.00 WIB.

Training on digitally managing travel agencies, including creating *websites*, a *platform* for *digital marketing* and promotion, and processing and publishing the results of various actors in the tourism industry, and the activity aims to improve the quality of human resources for business actors in every South Tangerang tourist destination. Participants were very enthusiastic about participating in the training, which delivers by a team of community service

lecturers, resource persons from academia by Sakti Brata Ismaya and speakers from LSP-Wisata Hasanah Indonesia.

Namely, H. Sahlan Toro in explaining the training material using the question and answer method and solving problems faced by members of the South Tangerang travel agency and making participants proactive in participating in training activities to completion.

CONCLUSION

Banten's tourism destination managers, overseen by the tourism office (Dispar) of South Tangerang city, and the surrounding community, must increase networking and collaboration with various parties to take into account and improve upon the things necessary to attract tourists. With the advent of the post-endemic new order and the application of CHSE, tourist destinations must adhere to stringent health protocols to reassure their visitors (*Cleanliness, Health, Safety, Environment Sustainability*). Improving the calibre of tourism workers and the neighbourhood surrounding popular destinations are critically important aspects of modern human resource management and competence. Incorporating digital tourism can help with infrastructure upkeep and visitor access, souvenir diversification, and promotional activity.

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