



IMPROVING TOURISM ACCESS THROUGH WEBSITE-BASED DIGITAL TECHNOLOGY UTILIZATION

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Abstract

The tourism industry is a sector that has great potential in driving the economy of a region. To optimize this potential, the use of technology can be an effective alternative. Therefore, this community service aims to develop a technology-based tourism system through an e-tourism website at the Regency-level Tourism, Youth and Sports Office. In the early stages, an analysis of the existing tourism system was carried out and identification of user needs. Then, technology-based system development is carried out through the creation of an e-tourism website that displays information about tourist objects, travel routes, and other supporting services. The use of this technology is expected to provide convenience for tourists in accessing information about tourism at the district level. In addition, the development of e-tourism is also expected to expand the Madiun Regency tourism market by accommodating the needs of tourists who are more inclined to use digital technology in planning their tour trips. Through this community service, it is hoped that the Regency Tourism, Youth and Sports Office can increase the competitiveness of the tourism industry through the use of more modern and effective technology.

Keyword: tourism, digital technology

INTRODUCTION

Tourism industry has a great potential in driving the economy of a region. To optimize this potential, the use of technology can be an effective alternative. Therefore, this community service aims to develop a technology-based tourism system through an e-tourism website at the Tourism, Youth, and Sports Office of Regency. In East Java. In the initial stage, an analysis of the existing tourism system was carried out and the identification of user needs was identified. Then, a technology-based system was developed through the creation of an e-tourism website that displays information about tourist attractions, travel routes, and other supporting services.

The use of this technology is expected to provide convenience for tourists in accessing information about tourism in Regency at East Java. In addition, the development of e-tourism is also expected to expand the tourism market of Regency by accommodating the needs of tourists who tend to use digital technology in planning their trips. Through this community service, it is expected that the Tourism, Youth, and Sports Office of Regency at East Java can improve the competitiveness of the tourism industry through the use of more modern and effective technology [1-3].

At this time the process of delivering promotions through newspapers, brochures. The process of using promotional media uses local newspapers, brochures, banners, posters, pamphlets and radio media. This promotion is considered to have a less wide reach. The use of web-based promotion on the official website of the Regency in East Java Tourism and Culture Office is constrained by the development process of the website [4-6].

The website is used as an information media and tourism promotion tool, which has a wide reach. The purpose of presenting this information is to be able to provide additional information that can be

used by the general public and tourists, as well as information that attracts potential local and foreign tourists to come and visit a Regency [7-8].

The process of withdrawing information on the website, takes advantage of the use of text content, which is enabled to provide a brief explanation of the origin/history and a brief description of the tourist object. In addition, there is also the utilization of the use of photos and videos which function to show location information, location and show information on the state of nature around tourist objects that are not seen in real time.

METHODS AND PROCEDURES

Method and Procedure for the Implementation of Community Service entitled "Improving Tourism Access through Website-Based Digital Technology Utilization":

1. Literature Review
 - a. Conduct a literature review on the use of digital technology in improving tourism access
 - b. Search for references on the use of websites in promoting tourism
2. Needs and Challenges
 - a. Survey Conduct a survey on the needs and challenges of tourism in the targeted area
 - b. Collect data on digital infrastructure, tourist needs, and obstacles faced by tourists
3. Implementation of Website-Based Digital Technology Implement website-based digital technology to improve tourism access
4. Training Provide
 - a. training to relevant parties on website usage and management
 - b. Teach ways to optimize the website to increase tourism access
5. Evaluation
 - a. Evaluate the use of the website in improving tourism access
 - b. Gather feedback from users and improve the website according to their needs and requests
6. Dissemination
 - a. Promote the website and the results of the community service to the public, media, and relevant parties
 - b. Expand networks and encourage public participation in expanding tourism access through digital technology

RESULTS

The community service program entitled "Improving Tourism Access through Website-Based Digital Technology Utilization" has been successfully implemented in the destination area by involving related parties such as the tourism agency, community, and local tourism industry players. Through literature studies and surveys of needs and challenges in the destination area, the service

team was able to identify problems that needed to be addressed in increasing tourism access [9]. The implementation of website-based digital technology was successfully carried out by developing a website that contains complete information about tourism in the area. This website is equipped with features such as interactive maps, tourist information, and testimonials from previous tourists [10]. Through the training held, related parties are able to optimize the use of the website to promote tourism destinations and facilitate tourist access in Figure 1.



Figure 1. implementation if digital tourism

Evaluation is carried out to determine the effectiveness of using the website in increasing tourism access. The results show that the use of the website has succeeded in increasing the interest of tourists to visit the area. With the feedback provided by users, the website can continue to be improved and improved according to the needs and requests of tourists. In dissemination, the website and the results of the service are introduced to the community and related parties. Relevant parties include local MSME managers and the community involved in community service activities. This dissemination aims to introduce digital technology adaptation and also expand tourism access and promote the area as an attractive tourist destination. It is hoped that this service program can increase tourism access and help develop tourism in the destination area.



Figure 2. implementation of community service

Several questions were given to the public as a form of evaluation of the activity, namely providing assessments and input for the development and implementation of digital tourism, namely 65% stated that they agreed and were very enthusiastic about the development of digital tourism and the rest stated that it was normal, this was partly due to the absence of digital technology supporting facilities.

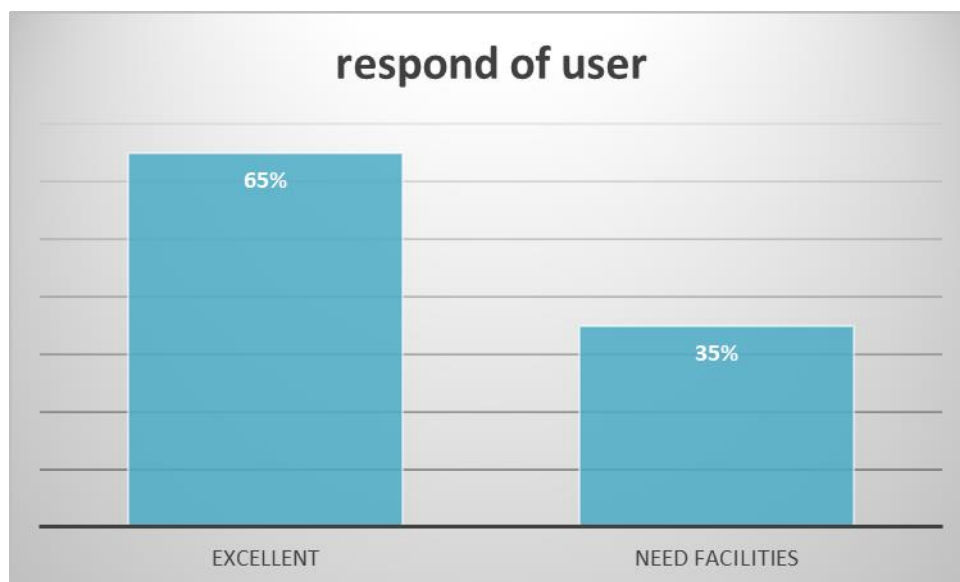


Figure 3. respon of user

This is certainly a challenge in the development of digital technology which can be more utilized by the community in Figure 3 with spss analysis [11]. Based on the results of this service, it can be concluded that the use of website-based digital technology can increase access to tourism. By optimizing the use of the website in tourism promotion, visitors can obtain more complete and accurate information about the tourist objects they want to visit. Through a survey of needs and

challenges, we can find out the obstacles faced by tourists and can provide solutions through an easily accessible and informative website. In addition, by providing training to related parties such as tourism, business actors and the community, they can increase their understanding and skills in using digital technology to promote tourism. Evaluations carried out on the use of the website also showed positive results, where feedback from visitors and tour managers indicated that the created website could provide easier access and help increase the number of tourist visitors.

In disseminating the results of community service, promotions carried out to the public, media and related parties can increase awareness of the importance of using digital technology in tourism. By expanding the network and inviting community participation in expanding access to tourism with digital technology, it is hoped that it can increase the number of tourist visitors and contribute to developing tourism in the future.

CONCLUSION

The service entitled "Increasing Access to Tourism Through Utilization of Website-Based Digital Technology" is well implemented and can provide significant benefits for tourism development in the intended area. Utilization of website-based digital technology can increase tourism access, expand the reach of tourism promotion, and increase public awareness of tourism potential in the region.

ACKNOWLEDGMENTS

Thanks for all Support from All community who have helped and participated in this activity very well and useful for education.

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