

THE DEVELOPMENT OF TOURISM VILLAGE BASED ON DIGITAL MANAGEMENT

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Abstract: The purpose of this study was to obtain a model for developing a tourism village based on digital management, through e-marketing, e-tickets and e-reports for tourism villages. This study uses a qualitative research method with a simulation observation research strategy. Observations were made at the Sidowayah Klaten Tourism Village in the Siblarak banner, Dolanan village, Tobing tourism. The problem of the Sidowayah tourist village at this time is that there are few visitors and are local tourists around Klaten district, not yet known on a national scale, MSME products as souvenirs are not widely known to visitors. The research stages were carried out by identifying and mapping the tourism sector and MSME products owned by the Sidowayah Tourism Village, carried out using a qualitative descriptive method. The next stage is to build an application model for a tourism village development program based on digital management based on tourism and entrepreneurship, starting with designing digital marketing applications, e-tickets, e-reports, application testing and application implementation in Sidowayah Tourism Village Management. The results of the research are the mapping of the tourism sector and MSMEs and the application model for developing a tourism village based on Digital Management. From these results, it can solve problems in the development of Tourism Villages, including tourist villages that are easily known to the public, people who are going on vacation can choose tourist attractions and order tickets through the application, buy souvenirs for MSME products and tourism managers can find out ticket financial reports at any time.

Keywords: *Tourism Village, Development, Digital Management*

1. Introduction

The development of tourist villages aims to increase the income of people in tourist villages and increase the income of Micro, Small and Medium Enterprises (MSMEs) in Indonesia. The development of tourist villages encourages accelerated economic growth of the Indonesian state, plays an important role in improving the country's economy, can reduce the number of unemployed and increase the country's productivity. Tourism needs are part of the secondary needs of the Indonesian people, every holiday people look for recreation areas, tourist attractions, shopping for souvenirs. It is estimated that Indonesian tourism will grow by 5.5% in 2015, and grow by 5.5% per year, from 2015-2025, to Rp238,606 billion in 2025 (6.5% of the total). The existence of tourist villages affects the development of business and entrepreneurship in Indonesia.

Sidowayah Village is a tourist village in Klaten Regency which has water attractions, outbound places and Dolanan village. Currently managed by BUMDes Sidowayah. The people of Sidowayah Village on average have home-based businesses, including various snacks processed from fish chips, woven fabric products, making cloth bags, etc. Based on visitor data in the tourist village of Sidowayah, the majority of visitors are local people in the Klaten area and its surroundings. The results of community products in tourist villages have not been well coordinated as souvenir centers. tourism village management is still manual, there is no online ticket booking application, ticket sales are still manual, ticket sales are still manual, tourism village marketing is still limited and does not have an online market place.

Sidowayah Village is a Tourism Village that has the potential to be developed in the tourism sector and the entrepreneurial sector. Currently, Sidowayah Tourism Village has various tourist destinations, including Umbul Manten, Umbul Siblarak, Dolanan village, Arum Jeram Tubing. The management of the Tourism Village has not been maximized, including the absence of souvenir places in every tourist spot, the results of entrepreneurship have not been managed optimally, poor product packaging, poor cleanliness of tourist attractions, changes in community business and unsustainability. Based on the problems mentioned above, a solution is needed to provide business mapping information, tourism village entrepreneurship development models, management of Sidowayah Tourism Village so that it becomes a tourism reference center.

This research is an implementation of digital management-based tourism village development to realize a developing & sustainable Tourism Village, it is very necessary to research a tourism village development model in Indonesia based on Digital Management. This research is designed to obtain a digital management-based tourism village development model in managing tourist villages in Indonesia, so that it is easy to be famous and many foreign tourists come, so that the income of tourist villages in Indonesia increases.

2. Research Method

- a. This study uses a qualitative descriptive research design with an observation simulation strategy to apply a tourism village development model based on digital management.
- b. The object of this research is the Sidowayah Tourism Village, Polanharjo District, Klaten Regency.
- c. Methods of collecting data through interviews, documentation, and observation.
- d. Create ticketing applications, digital marketing.
- e. Testing ticketing applications, digital marketing.
- f. The application of the application in the Sidowayah Tourism Village by providing training to the Tourism Village manager.
- g. Consultation on the progress of the application of ticketing and digital marketing applications.
- h. Evaluating ticketing and digital marketing application programs.
- i. Analyze data from the results of program applications and provide a description and analysis.
- j. Compile research reports with interpretations

3. Results and Discussion

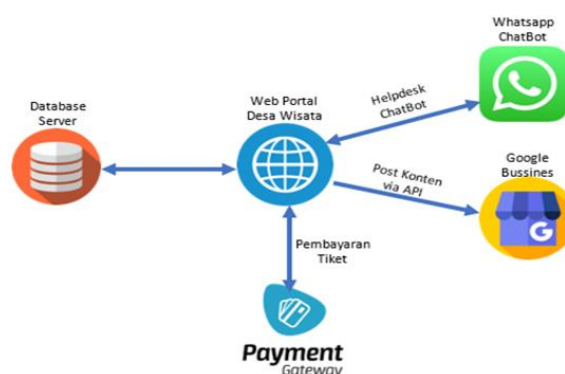
3.1. Results

Sidowayah tourism village is a tourist village that offers traditional natural and cultural tourism located in Klaten Regency. Tourist attractions in the Sidowayah Tourism Village

consist of Umbul Sibirarak, Umbul Manten, tobing tours, Dolanan village and outbound arenas for students and the public. Access to the road to the tourist village of Sidowayah is very easy, there are mosque worship facilities, prayer rooms, guard posts, public toilets. The management of the Sidowayah tourist village has begun to switch to using digital media in promoting the tourism village. With tourism digitization, managers provide information about tourist objects and tour packages and supporting components through websites and social media that are more interactive with tourists to get information. In practice using social media, digitization in the Sidowayah tourist village runs effectively, visitors can easily get information about tourist villages, and can directly fill out an online place order form complete with available tour packages. Management in the management of tourism digitization in the Sidowayah tourism village starts from the planning process by creating social media accounts and websites as a means of promotion. Digital management training was given to the managers of the Sidowayah tourism village

The research results obtained are as follows:

1. The results of business mapping in Tourism Villages obtained three types of businesses, namely:
 - a) Tourism business by utilizing the potential of the natural wealth of the local village, namely water banners, swimming pools, white water rafting.
 - b) Business in the culinary field, namely various snacks, dining restaurants, souvenir places.
 - c) woven fabric handicraft business and various souvenir bags and wallets.
2. Prototype of a digital management-based tourist village management information system in the form of ticketing, digital marketing and business legality.
3. The results of the Digital-Based Tourism Village Application Architecture are as follows:



Picture 1 : Digital-based Tourism Village Application Architecture

3.2. Discussion

Digital Management-Based Tourism Village Application Architecture:

- 1) The tourist village web portal manages digital content, posts content to google bussines via the API (Application Programming Interface), manages chatbots from the whatsapp application that will reply to whatsapp messages automatically
- 2) Whatsapp Chatbot is used as a customer helpesk service. The application will read all incoming messages and reply to messages with the data bank that has been stored in the database. Messages will be replied automatically by the app.

- 3) Google Bussines is a service from Google that is used to promote business on the Google search engine. The content displayed on Google Bussine will be retrieved from the web portal database via API.
- 4) Payment Gateway is an online payment service from various ATM, m-banking, e-banking or e-wallet channels. The payment gateway is integrated with a web application that will be used for financial statement management. The discussion section describes the results of data processing, interpreting the findings logically, linking with relevant reference sources.

4. Conclusion

Based on the results and discussion of the problem, it is known that in the tourist village mapped into three types of businesses, namely businesses in the field of water pennant tourism, swimming pools, white water rafting, businesses in the culinary field of restaurants, gift shops, businesses in the field of weaving crafts and various souvenirs for women's wallets and bags. . Based on the results of our research, we produced a digital management prototype in the form of ticketing applications, digital marketing applications and financial management that can be applied to the tourist village, by implementing this application it makes it easier for potential tourists to get to know tourist villages, easy to get tickets and managers are able to find out the income they get from daily tickets. . It is hoped that the Tourism Village will be famous quickly, can develop & be sustainable, making the Sidowayah tourist village a tourist reference, culinary, souvenir and souvenir center .

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