DIGITALTOURISM: OPPORTUNITIES AND CHALLENGES FOR TOURISM IN INDONESIA

Benny Ade Saputra[1], Nina Mistriani*[2]
Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia[12]
Email: ninamistriani.stiepari@gmail.com

Abstract

The concept of tourism has taken a step higher following digital flows in every sector and one of them is the tourism secto. One side of the digital tourism concept can make tourism in Indonesia more advanced through digital marketing, the concept of virtual tourism, and so on. However, on the other hand, the concept of digital tourism can actually become a new type of digital crime in Indonesia in the form of fraud, cyber crimes, data breaches, and so on. This research is qualitative research with a descriptive approach which contains a description of the advantages and disadvantages of the presence of the Digital Tourism concept in Indonesia. The data that researchers use in this article is primary data that researchers obtained from credible websites, scientific articles, books, and so on which are usually used in scientific articles. Advantages and disadvantages in this research are measured using the standard SWOT analysis technique. The result n this article show The concept of digital tourism can make tourism even busier, known to many people because marketing methods through digital systems have a wide reach, save time and have minimal costs which in the end can increase income from the world of Indonesian tourism. On the other hand, the concept of digital terrorism can create new types of crime including online fraud, theft of personal data, and other types of cyber crime. From the SWOT analysis carried out by researchers, the Digital Tourism concept has many advantages and disadvantages. To minimize losses as much as possible, protection is needed.

Keywords: Digitaltourism, Opportunities, Challenges

1. INTRODUCTION

The word tourism is generally accepted as a translation of the words tourism (English) or tourism (Dutch). This translation, if viewed from an etymological perspective (the science of the origins of words), is actually not quite correct. According to linguists, the word tourism comes from Sanskrit and consists of two syllables, namely pari and tourism. Pari means whole, all and full. Tourism means travel. Thus, tourism can be interpreted as a complete journey, namely departing from a place, going to and stopping at one or several places, and returning to the original place of origin. As for the meaning, the word tourism refers to a conceptual understanding related to the meaning of tour. The word tour itself refers to a more technical understanding of a form of human activity. In this regard, a more appropriate translation of the word tourism is tourism. However, in general the word tourism is still used as a translation of the word tourism so that it is actually a confusion of terminology (Heliany, 2019).

English introduced the word tourism in the 19th century. The suffix -ism attached to the word tour refers to an understanding or phenomenon related to the meaning of tour. As is the case with the suffix -ism in the word ideal so it becomes idealism, at or capital becomes capitalism, the word feudal becomes feudalism, and so on. Apart from that, the word tourism is

often also interpreted as an organized tour. Some even interpret it as the commercialization of human needs when traveling. The word tourism emerged after the Second Tourism National Conference was held in Tretes, East Java in 1958 (previously the term tourism was used). At that time, the word tourisme was replaced with Dharmawisata for travel between domestic tourist destination cities (Indonesia), and Tourism for travel between continents or countries. Henceforth, in 1960 the term tourism was better known, when the Indonesian Tourism Council changed to the Indonesian Tourism Council. Meanwhile, people who do this are classified into two categories, namely foreign tourists (foreigners) and domestic tourists (domestic)(Akbar et al., 2022).

Some terms related to tourism are as follows: 1. Tourism, namely travel, 2. Tourists: people who travel (traveller), 3. Tourism: trips made from one place to another (tour). 4. Picnic: a trip for recreational purposes which, carried out not far from the place of residence, is planned and organized individually or together and the trip takes less than 12 hours. 5.Tour: a trip made from one place to another with a purpose, but always relying on the trip for the purpose of having fun (pleasure) and the trip is carried out for more than 24 hours. 6.Trip/excursion: a trip carried out as part of a tour that is being carried out (Hidayah, 2018).

As time goes by, the concept of tourism in Indonesia has taken a slightly more advanced step towards digital. According to (Sujana et al., 2023) electronic marketing (e-commerce) is defined as the activity of buying, selling, transferring or exchanging products and marketing for products and services via electronic systems such as the internet. This includes electronic data delivery, distribution management, online marketing, online transactions, sales stock automation management systems (Bramantyo & Ismail, 2021). E-tourism is part of electronic marketing. E-tourism is a phenomenon which is an adaptation of information and communication technology used by tourists and tourist/hotel entrepreneurs to change processes and value chains in the tourism industry. E-tourism involves a consumer following several aspects: electronic information, online booking (hotels, transportation, etc.) and electronic payments (et al., 2020).

Digital Tourism/ E-Tourism is an effective strategy in promoting various destinations and Indonesia's tourism potential through various platforms. This means that digital tourism does not just introduce, but also spreads the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia. On the one hand, this can have a good impact on Indonesian tourism, but on the other hand it can also boomerang, such as online fraud, cyber crime, and other things that can damage the image of tourism in Indonesia (Yakob, 2023).

2. RESEARCH METHODS

The concept of tourism has taken a step higher following digital flows in every sector and one of them is the tourism sector (Lexy J. Moleong, 2014). One side of the digital tourism concept can make tourism in Indonesia more advanced through digital marketing (Manzilati, 2017), the concept of virtual tourism, and so on. However, on the other hand, the concept of digital tourism can actually become a new type of digital crime in Indonesia in the form of fraud, cyber crimes, data breaches, and so on (Lexy J. Moleong, 2018). This research is qualitative research with a descriptive approach which contains a description of the advantages and disadvantages of the presence of the Digital Tourism concept in Indonesia (Jonathan Sarwono, 2016). The data that researchers use in this article is primary data that researchers obtained from credible websites, scientific articles, books, and so on which are usually used in scientific articles (Achmad, 2020). Advantages and disadvantages in this research are measured

using the standard SWOT analysis technique, if there are more advantages then it can be categorized as beneficial and if there are more weaknesses and threats it can be categorized as detrimental (Saripudin et al., 2021).

3. RESULT AND DISCUSSION
Tourism and Digital Tourism

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SWOT Analysis

Table 1
SWOT Analysis

Strenghts	Weaknesses	Oportunities	Threats
Can reach a wider range of potential tourists	Weak in terms of verification	Tourist destinations become crowded	Online fraud is rampant
More practical and cheaper	Requires qualified human resources	Income from tourist attractions increases	Personal data breached
The time used is more efficient and effective		Finances from the results of tourism management become stable	

4. CONCLUSION

Based on the explanation above, several points can be concluded regarding the advantages and disadvantages of the digital tourism concept in Indonesia as follows:

1. The concept of digital tourism can make tourism even busier, known to many people because marketing methods through digital systems have a wide reach, save time and have minimal costs which in the end can increase income from the world of Indonesian tourism.
2. On the other hand, the concept of digital terrorism can create new types of crime including online fraud, theft of personal data, and other types of cyber crime.
3. From the SWOT analysis carried out by researchers, the Digital Tourism concept has many advantages and disadvantages. To minimize losses as much as possible, protection is needed

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