

Journee: Digital Tourism Platform for Hidden Gems Destination

Indira Alima Pradipta^{1,*} Retnaningsih¹, Raden Isma Anggraini¹

¹School of Business IPB University Bogor, Indonesia

*Corresponding author. Email: indira.prdpt@gmail.com

ABSTRACT

One of the tourist attractions that attract tourists are hidden gems destinations. However, tourists often have difficulty finding accurate information on hidden gems destinations. There are many hidden gems destinations in Indonesia that need to be exposed so that their existence is known by tourism enthusiasts. The purpose of this study is to identify tourist problems and create a business model in the form of a digital mobile application platform prototype. The research method used is customer development which focuses on the customer discovery stage. Respondents were determined purposively by filling in data through questionnaires and in-depth-interviews. The results showed that there were still many tourists who had difficulty finding information about hidden gems destination and the creation of a business model to solve customer problems in the form of a digital platform prototype called Journee with the main feature of finding hidden gem destination. To be released, the Journee digital platform prototype needs further development through the stages of customer validation, customer creation, and company building.

Keywords— customer development, customer discovery, digital platform, hidden gems destination, tourism

1. INTRODUCTION

Tourism is a sector that can boost foreign exchange in Indonesia. The variety of beautiful and exotic natural tourist destinations that are scattered throughout Indonesia is an attraction for tourists to come to visit Indonesia, especially foreign tourists. The variety of beautiful and exotic natural tourist destinations that are spread throughout Indonesia attracts tourists to come to visit Indonesia, especially foreign tourists. The tourism sector is one of the assets that contribute to the Gross Domestic Product (GDP) in Indonesia. Fig. 1 shows that there is an increase in the number of foreign tourists visiting Indonesia.

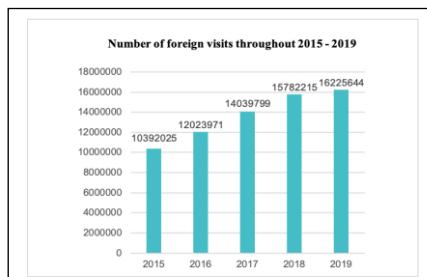


Fig. 1. Number of foreign tourist visits in 2015-2019

According to [1], when compared to May 2019, the number of tourist visits in June 2019 experienced an increase of 15.48%. This has a positive direct impact on business and the economy which can be measured by the increase in the wages of tourism in the tourism sector and the taxes that tourism companies pay to the country. [2] at National Geographic stated that tourists have a positive impact on the places they visit. These positive impacts can take the form of investing in the local economy, supporting conservation projects and local craftsmen, and building cross-cultural bridges. However, tourists also have the potential to cause damage to the tourist attractions they visit if there is over-tourism, in which the large number of visitors exceeds the capacity that the tourist attractions can accommodate. The easiest way to protect popular tourist sites is by providing alternatives to other beautiful tourist destinations that are less exposed (hidden gems destination). According to [3] hidden gems in an area need to be notified to domestic and foreign tourists to enrich further information. Hidden gems destination plays a role in generating a multiplier effect from tourism because they make many tourists visit these hidden gems destination.

In Indonesia, there are still several tourist destinations whose existence has not been exposed

(hidden gems destination) because of their locations known only to the locals, so a platform is needed that can help expose the existence of these hidden gems destination. Tourists tend to read testimonials and reviews about tourist destinations that they want to visit from certain websites. This situation can make tourists have doubts about visiting the tourist destination if the tourist destination does not match the claims in the review. This doubt is based on the existence of inaccurate reviews that may have been written to increase the prestige of the tourist destination.

It is not uncommon for information about tourist destinations on tourism websites is not update from time to time [4]. Some websites also only provide three to four pieces of information about existing tourist attractions, there are still many tourist attractions that can still be visited in these tourist destinations. This condition requires a means that can connect tourists and local tourism to expose hidden gem destinations whose circumstances are still not widely known to tourists. This can be a digital platform that can connect local tour guides who already understand where the hidden gems of destination are in several areas.

Therefore, a solution is needed in the form of a platform that connects tourists with local tour guides in a desired hidden gems tourist destination with a tour guide as an information center that will be made in the form of an application called Journee. Journee has the vision to facilitate the journey of tourists who want to visit a hidden gems destination with accurate information and provide facilities and accommodation that make it easier for tourists to travel while visiting the hidden gems destination. The business model at Journee was designed using The Customer Development method with a focus on the first step Customer Discovery with Lean Canvas as the business canvas [5].

2. MATERIALS AND METHODS

This research was conducted from January to July 2020 which consisted of preliminary research and data collection. Preliminary research was conducted to identify problems from January to May 2020, while data collection was carried out from June to July 2020. The location of the research was conducted in the Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area, based on statistical data on domestic tourists published by Statistics Indonesia (BPS) in 2019 which stated that the highest number of tourists came from Java Island and domiciled in Jabodetabek.

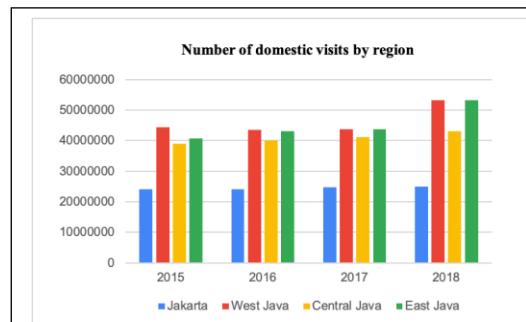


Fig. 2. Number of domestic tourist visits in 2015-2019

The method used in this research is customer discovery with a qualitative descriptive approach. The customer discovery method or customer search is an early stage of customer development. The data obtained were then analyzed by reducing data, presenting data, and drawing conclusions.

The data used in this study are primary and secondary. Primary data were obtained by filling out questionnaires online via google form by 50 respondents and in-depth interviews with 25 potential respondents. Secondary data were obtained through various relevant literature sources regarding tourism based on reviews of journals, research, books, and various related agencies.

The technique of determining respondents in this study is non-probability sampling, which is a purposive sampling technique. The sampling technique used was purposive sampling. The criteria for respondents in this study are: (1) in the past year have been doing tourism activities; (2) domiciled in Jabodetabek; (3) belonging to generations X, Y, and Z; and (4) having an interest in traveling, especially visiting hidden gems destination. The choice of respondent characteristics is based on travelers' tendency to seek the latest information about the latest tourist attractions. This information includes tourist attractions or the latest digital platforms regarding tourism. The age selection of respondents selected based on a generation was also triggered by generations Y and Z's tendency to be very updated with the latest technological developments and digital platforms to meet their needs. Generation X was also chosen as a respondent considering that several X generations who are updated with the latest technological developments and digital platforms and their intensity for traveling are relatively high, for example, for reunions, office gatherings, or just for refreshing.

The number of respondents needed is 50 respondents at the problem testing stage and 25 respondents at the solution testing stage. 50 respondents at the problem test stage were determined based on the theory [6], the sample size is determined with the consideration of selecting at least 50 respondents who have the same problem and have a great concern so that the problem is

resolved. Then, from the 50 respondents filtered back into 25 respondents for the solution test phase. The selection of 25 respondents for the solution test stage refers to the Charmaz Methods, which states that 25 respondents are sufficient for small-scale qualitative research.

Data were analyzed qualitatively by reducing data, presenting data, and drawing conclusions. The stages of data processing will be described as follows:

Identification of problems with literature studies through journals and research on tourism. The data found is then summarized into a hypothetical problem;

- Market analysis by looking for secondary data [7] which is then processed by measuring the Total Addressable Market (TAM), Served Available Market (SAM), and Target Market™ of Journee products;
- Hypothesizing a business model using a lean canvas as a business canvas. Data obtained from brainstorming and conducting literature studies through journals and research on tourism. After that, the data is processed by extracting nine elements of the Lean Canvas (LC 0);
- Testing the problem by filling out a questionnaire to 50 respondents to find respondents' problems. The data is processed by checking whether respondents' problems are by the hypotheses that have been made. At this stage, there is an improvement in lean canvas in adding points to several elements of lean canvas based on the results of filling out questionnaires by respondents. This improvement in lean canvas becomes a guideline for making product prototypes that respondents want. Prototyping is done using the platform provided by Figma and Adobe Photoshop.
- Testing the solution begins with making a product prototype, which will then be simulated to the respondent. The data was obtained through interviewing respondents who could be called potential customers. Data processing is done by extracting customer suggestions and input on the prototype that has been simulated to point to several lean canvas elements;
- Verification of the business model based on data obtained from problem testing and solution testing.

The data is then processed by extracting the results of problem testing and testing solutions to ensure that the business model created has been verified from a

financial perspective, product compatibility with the market, and channels to reach customers.

This study examines new business ideas that meet market needs in solving consumer problems in finding hidden gems in tourist destinations. This study will focus on using the customer discovery method taken from the customer development stage. By using this method, it is expected to produce the right business model for this application. This method consists of five stages. The first stage of this research is market analysis. Then proceed with four customer discovery stages, namely designing a business model hypothesis, testing problems, followed by testing solutions, and verifying the business model to find out whether this business model is feasible to run. The research framework can be seen in Fig. 3.

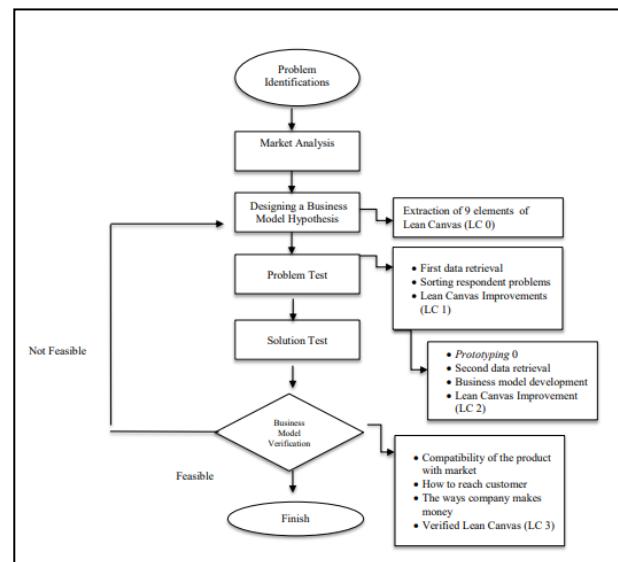


Fig. 3. The Research Framework

3. RESULTS

Business Model Hypotheses

1) Problem

The hypothesis of the problem originates from tourists who feel that there is inaccurate information about hidden gems destination in Indonesia as well as existing accommodations to get to these hidden gems destination.

2) Solution

Journee provides a solution, to be able to assist tourists in finding hidden gems destination in a tourist destination. Journee is also expected to be able to assist tourists in making travel plans during their trip. This solution is also expected to empower local tour guides

of tourist areas to increase the prestige of local tourist areas.

3) Unique Value Proposition

The unique value propositions offered by Journee are providing accurate information about tourist attractions, especially hidden gems destination at a tourist location, the Journee application will attach profiles and portfolios of hidden gems destination that has been visited by tour guides in a tourist destination, as well as tour packages and accommodations.

4) Unfair Advantage

The unfair advantage of Journee is that Journee partners with tour guides and transportation service providers in tourist destinations. Journee provides curriculum vitae and tour guide portfolios available to take tourists to hidden gems destination

5) Key Metric

Key metrics on Journee are measured from the number of users who downloaded the Journee application in the application store, the total number of Journee application users, and active users on the Journee application.

6) Customer Segment

Journee customer segmentation is taken by demographics, namely customers who come from generations X, Y, Z, and live in Jabodetabek. With specific criteria, namely in the past year has been doing tourism activities and mainly has an interest in traveling, especially visiting hidden gems destination.

7) Channel

The channels Journee will use to reach customers are through application stores and social media such as Instagram, YouTube Twitter, and Facebook.

8) Revenue Stream

The revenue streams at Journee are obtained from the fee for each tour guide booking and accommodation booking for tours. The Journee revenue stream is then also generated through advertisements and Paid Ads for tour guides, restaurants and transportation.

9) Cost Structure

The costs required by Journee are the pre-investment costs for making a digital marketing platform, digital platform maintenance costs, and operational costs.

Problem Test Result

At this stage, in addition to testing hypotheses of problems experienced by respondents, researchers also explore problems experienced by respondents while traveling. The problems that were explored for respondents were the constraints when compiling a travel plan and the problem regarding inaccurate

information when visiting hidden gems destination in Indonesia. In testing the problem, the initial hypothesis on the customer is under the problems experienced by the respondents.

From the test result, the majority of the problem that is faced by the respondents is they hardly find any accurate information regarding the destination they want to visit. This is because of lack of information about hidden gems destination and limited accurate information about accommodation in tourist destinations, causing tourists to feel doubt about the conditions of tourist destinations that they want to visit. These constraints are usually caused by false reviews commonly found on several tourism sites and the existence of hidden gems destination, which are mostly known only to the locals in tourist destinations. This situation makes tourists have doubts about visiting hidden gems destination if the tourist destinations do not match the claims in the review.

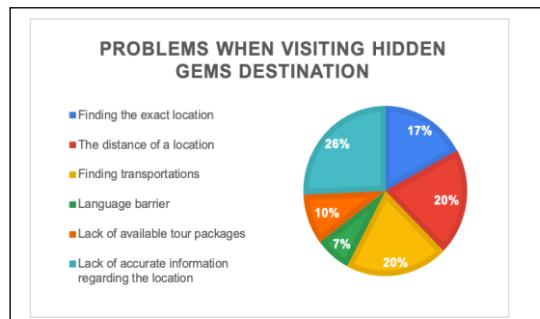


Fig. 4. Problems that commonly faced by respondents on visiting hidden gems destination

In Fig. 4, 20% of respondents also felt that there were obstacles regarding the distance to the location of hidden gems destination and transportation to visit these hidden gems destination. The next problem was that 17% of respondents stated that the difficulty in finding the location was an obstacle for respondents who wanted to visit a hidden gems destination in a tourist destination. Furthermore, 10% of respondents stated that their problem was the unavailability of tour packages at affordable prices and as many as 7% of respondents stated that their problem when they wanted to visit hidden gems destinations was worry if they did not understand the language of the local population.

Creating the MVP

Based on the problem shows in Fig. 4, a minimum viable product (MVP) will be made based on the unique value propositions and it contains the main features to solve the customer's problem. The main features of the product can be seen in Table 1 below.

Table 1. Minimum Viable Product

Unique Value Propositions	Feature	Category
<ul style="list-style-type: none"> Provide information regarding hidden gems destination 	Tour guide's CV and portfolio	Tour guide feature
<ul style="list-style-type: none"> Provide information regarding local cuisine, accommodation and transportation Provide location detail and best time to visit the location Provide affordable tour packages 	Tourism article Review about hidden gems destination and experience on using the tour guide's service Information about local culinary, available transportation, and transportation in hidden gems destination Available tour packages when visiting hidden gems destination	Insight feature Community feature Explore places feature: <ul style="list-style-type: none"> places to go explore cuisine available transportation Package deal feature

Making the MVP or initial prototype is required before carrying out the solution test phase. The product prototype will then be displayed to the potential respondents so that respondents understand the purpose of making the digital platform and assess whether the solutions offered have answered respondent problems. By creating an MVP, it will produce the minimum features that you want to offer to the potential respondents.

The minimum features offered will be a unique value proposition in the MVP. The MVP is then used as the basis for creating a prototype in the form of an application which is then tested to the respondent through the solution test phase. Fig. 5 is a design plan of the prototype whilst further explanation and tutorial on how to use the mobile application prototype can be accessed by scanning the QR code in Fig. 6.

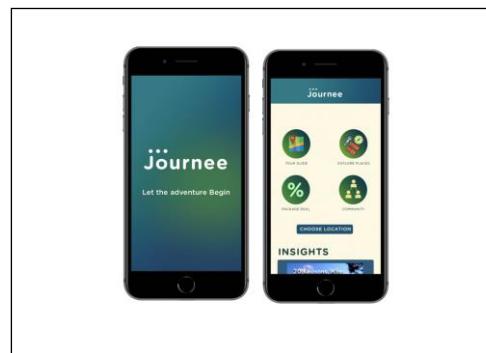

Fig. 5. Journee Prototype

Fig. 6. Video of Journee Prototype

The prototype will be made in a form of a mobile application named Journee. The name Journee was chosen with the consideration that the term journey in English means journey. Journee has a vision to facilitate the journey of tourists who want to visit a hidden gems destination with accurate information and provide facilities and accommodation that make it easier for tourists to travel while visiting the hidden gems destination. This application is intended for local and foreign tourists who wish to visit hidden gems destinations in Indonesia.

Solution Test Result

Based on the results of in-depth interviews with potential respondents, the most notable is that the user experience and overall appearance of the Journee application are quite good. When operating the Journee application, customers navigate that the navigation and usage flow of the application is easy to operate.

First, in the Tour Guide Feature, the majority of respondents think that the tour guide feature can certainly solve their problems when they want to visit hidden gems destination. Moreover, the transportation package that is automatically given when booking a tour guide gives customers a relief not to think about finding transportation to access hidden gems destination.

Second, in the Insight Feature, the majority of respondents said that the Insight feature was very practical and interactive. Respondents complain that they tend to be uncomfortable opening two or more

applications at the same time to search for articles and book tickets and travel accommodation.

Third, in the Explore Places Feature, the majority of respondents stated that the Explore Places feature greatly resolved their problems in finding information about the location of hidden gems destination in a tourist location. Respondents like the detailed information provided on the Places to Go page regarding the estimated costs to be incurred and the best time to visit hidden gems destination at a tourist location. Respondents often complain that they often choose the wrong time to visit a tourist destination and often incur unexpected costs due to a lack of information on detailed tourist locations. Respondents also like the information available on the Explore Cuisines page, which contains restaurant choices in locations around hidden gems destination. One of the things that Respondents like on the Explore Cuisines page is the filter that provides restaurants with halal food choices, because when traveling, Respondents complain that halal information is often not included in the available culinary information.

Fourth, in Package Deal Feature, 80% of respondents think that the Package Deal feature provided by Journee is very helpful if respondents are confused about which tourist destinations they want to visit. So that respondents prefer pre-planned tour packages from travel agents. However, 20% of respondents stated that the Package Deal feature is common when they book travel packages available on the Internet.

Fifth, in the Community Feature, the majority of respondents stated that they like the Community feature, because it is very helpful for respondents in finding reviews about hidden gems destination they want to visit. After reading reviews on the Community feature, respondents feel confident about visiting hidden gems destination at a tourist location because customer reviews using the Journee application are considered accurate.

Business Model Verification

The final stage of the customer discovery stage is the verification of the business model. Verification is used to ensure and validate that there is a product-market fit between the problems faced by the customer and the solutions offered. The Solution Test on potential respondents stated that the features provided by Journee had solved their problem and 96% of respondents said that they were interested in using Journee mobile application products.

CONCLUSION

Problems that are still faced by many respondents in traveling to hidden gems destination are the

unavailability of accurate information choices about hidden gems destination that they want to visit, not knowing the exact location, distance, and transportation to get to the location, not knowing the right season to visit the hidden gems destination, language barriers with the locals, and unavailability of adequate tourism options.

The design process of the lean canvas model consists of problems containing tourists' problems in visiting hidden gems destination, customer segments, namely tourists in around capital city (JABODETABEK) who want hidden gems destination as tourist destinations and come from generations X, Y, and Z, unique value propositions in the form of information about hidden gems destination in the tour guide portfolio, a solution in the form of a Journee digital platform that provides accurate information about hidden gems destination, channels for marketing Journee products through application stores and social media, revenue streams derived from tour guide booking fees, travel accommodation booking fees, local restaurant promotion fees, and paid ads, a cost structure consisting of pre-investment costs for application development, maintenance, operations and marketing, key metrics in the form of the number of users downloading the Journee application, total users, and active users, unfair advantages in the form of partner with local tour guide and transportation service providers as well as providing curriculum vitae and tour guide portfolios.

This digital prototype platform is named Journee with five features, namely a tour guide to find hidden gems destination, explore places to find information about local culinary, transportation and details of the locations, package deals to find tour packages at affordable prices, and insight to find articles about tourism.

RECOMMENDATION

Further research can be done by selecting respondents from the tour guide and transportation service providers. Further research can be carried out by focusing on customer discovery, customer validation, customer creation, and company building. The Journee business model can be realized and helps expose hidden gems destinations in Indonesia. In the next development, it is necessary to group tourism types based on the education and education category and add accommodation features. If the Journee digital platform is realized in the future, Journee should partner with existing digital tourism platforms, transportation service providers, and lodging accommodation in the hidden gems destination.

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