Management of Tourism Village in Pandemic Through Digital Platform

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Abstract— The research of management Tourism Village based on information technology is the result of previous three- years research related to the management of tourism village in Bogor regency. The research anticipating the application becomes the reference of business development as the digital platform to implement the management of tourism village as the act of tourism activities and the growth of tourism village. Business is the implementation of creativity and innovation to resolve problems and utilize all the opportunities faced by the public every day. Tourism village becomes trend almost at every region but, in 2020, pandemic COVID-19 engulf the world, including Indonesia and affected economy, medical and social sectors to be decreased, especially in the tourism sector. The ability of the community buying power decrease, including the existence of tourism villages that felt a loss of economic power. In 2021, the sectors developed gradually, including tourism. Ministry of Tourism and Creative Economy, MSMEs, and Local Government collaborate to developing the tourism sector in Tourism Villages. The platform prioritizes potentials tourism villages in Indonesia through several stages. The research starts with project pilots in the Bogor region with an output marketplace for tourism villages to promote, organize, and sell the products.

Keywords: tourism village, platform, homestay, information technology, marketplace)

I. INTRODUCTION

Tourism Village is a rural area that offers a whole atmosphere that reflects the authentic elements of the villages such as social culture, customs, and daily life with the unique and attractive architecture of spatial and building structure. It includes socio-economic life and economic activities with lots of developing potentials from various components of tourism, such as attractions, accommodation, food and drinks, souvenirs, and other tourist needs. (According to Priasukmana Mulyadin, 2013)

The factor of developing rural tourism is the sensitivity of the village in facing economic development for optimizing the utilization of economic and socio- cultural potential in the development of tourism in rural areas. The rapid growth of technology affects the current economics in buying and selling system, which unfortunately not all villages can adapt so they cannot reach the market and carry out promotions. Therefore, the tourism village business focuses on the tourism sector and local product marketing to develop the potential villages in Indonesia and its diversity to reach the community through a digital platform for tourism promotion, especially for tourist villages.

The C-19 pandemic brought heavy losses to the tourism sector caused a decline in the number of visitors and sales of local products. However, people will experience boredom and desire to visit nature tourism in the future. The applied digital platform can help tourism villages to provide destinations choices for tourists in the era of new normal by helping tourism villages manage visitors to comply with health proto- cols. The sales of local products will appear on the digital platform, so the product sales will not be depending on visitors who visit the village, but they can order all the products through the platform.

This digital platform creates a marketplace for tourism villages to promote, manage, and sell local products such as tourists entrance tickets, booking homestay rooms, ordering local products, and other tour packages.

This platform is advantageous for the marketing implementation concept. It is more innovative, easy to access, and has a broad reach of audiences. This platform will also help increase the presence of MSMEs to keep running with their production, pro- vide unique and authentic content in marketing and increase the productivity of village youth as the Brand Ambassadors and as the representatives to manage the villager organization. In (the) hope of the long-term,

the platform can also develop the community's economy through tourism village products that are pro- moted and sustainable as the partner of tourism villages, so it becomes independent tourist villages.

Digital tourism platforms generally only provide hotel bookings and rarely provide ticket bookings to tourist destinations. The tourism platform is rarely managed directly by the villagers. There is no marketing content and creative content for promotions. The platform helps tourism villages to focus on promoting local products and tourist destinations that have not been visiting by tourists, so in the future, tourism villages can be more famous and increase the number of visitors and consumers of local products. This platform will be the first digital platform that presents only local products and tourist village destinations in Indonesia, especially the tourism villages of Bogor Regency, the start line of the platform launch.

The problem formulation of this research is how to manage tourism villages to revive business activity through the implemented application as an alternative solution for increasing the tourism villages business in Indonesia.

Most of the morphological conditions of villages in Indonesia support nature tourism which attracts many people to take a break from city life, especially Tourism Villages in Bogor Regency in the form of highlands, hills, and mountains. The market potential of this platform is 69.52 percent of 125.6 million internet users in the 17–45-year age group, so this plat- form has a target market size of 5 percent as users during one year of business development or equivalent to 4,4 million target users.

II. IMPLEMENTED METHOD

The marketplace of this business is through a digital platform in the form of websites and social media. An advanced technologies lifestyle of the people who have depended on the internet is a reason for choosing a digital platform as the easiest way to expand villages branding. The platform is expecting to provide convenience for tourism villages business in reaching out to all customers in the country through speed and the effectiveness of the internet as a connector of information.

This condition is portrayed by massive social media and the internet users, at the age of market seg- mentation, in the range ages 17 to 45 years old. If the digital platform appealing is getting better, then the customer interest in this service will be better, vice versa. Therefore, the sustainability of business defense can be done by the internet and on social media. This research will conduct the marketing phase in the first six months of running, with the market tar- get in the Jabodetabek area. It will take advantage of good performance in services to maintain satisfaction and

trust from old customers, so the promotions occur between customers such as word of mouth, re- view publication on social media, and using the Business Promotion Strategy. Broadly, this business plan is a business that might have lots of initial capital, but maintenance and website development costs will not cost as much as we expected. The use of inter- net networks is easy and has become part of people's lifestyles in a new era for a long time. Following the market segmentation, the purchasing power of prospective customers running by promotional media through advertising. This advertising has a massive influence on potential customers thus is related to the rational, emotional, and moral appeal. The system is also the initial stage to enter the website to see the products offered.

2.1 Website Design

As the first step, we have to plan the creation of the website, what types and categories are appropriate for the services provided on the website, what is on the website, and how we display the website. We design the UI as well as make a rough sketch of the components.

2.2 Determination of Hosting and Domain Name

At this stage, we will choose the hosting and domain name to use. We have to prepare the ideal hosting for the website. The website must have adequate re- sources because the way it works is like e-commerce. The website must have been able to handle the high traffic users on the server. Therefore, the hosting used is cloud hosting. Cloud Hosting is a type of web hosting that uses multiple servers to balance the load and maximize uptime. This type of web hosting has several advantages, such as:

- Fully Managed: Ease of managing high traffic even without technical expertise.

- You can build a website with fewer distractions with more resources.

- Easy to Manage: The freedom to choose the plat- form and the ease of installation will help you fo- cus on growing your business.

- Good Security Protection: With protection from malware, and an encrypted connection (SSL), your website can be more secure from intrusion.

For domain names, we have a choice between .id or .com. Determination of a domain name has to see which domain is more suitable and possible to use.

2.3 Content Creation

Content creation is the process in which we collect the required content on the website. The content is in the form of text, photos, images, and videos that inform about the services offered by the village. We

have to collect all the data and information through direct research on the field. From these activities, we can have the data as content for further use on the website.

2.4 Website Creation

Website creation is the front-end development of the website by making your own UI/UX or website appearance using the coding process. In working on the website, we use Sublime Text 3 software and a browser. Sublime Text 3 software is a text editor application for writing code. Many programming languages exist in this application. There are PHP, CSS, C, C++, HTML, ASP, Java, etc. To make this web- site, the programs used are HTML, CSS, PHP, and Javascript. As for the browser, we will use it as a testing tool in website creation.

All the written programs will be stored in the same folder and combined with folders containing various contents with other finished website work. This folder will later be saved into Cloud Hosting so that the program can be accessed online by every user.

2.5 Database Creation

This stage is the stage of developing a back-end web- site. The process where data received through the website can reach in a structured storage media. In this process, we will make placements for each data, including transaction data, user data, and other data. We also connect the database with the website so it can be linked and stored in the database.

III. COMMODITY PACKAGING TECHNIQUE

On the main page, including various keys information. The main page divides into several sections, including:

- In the header, there is a navigation bar that functions as a connecting button to other information. The navigation bar contains shortcuts to any key's information available on the website, such as the option to log in to a registered account, view the various destinations provided, user experience, and booking widgets.

- Popular Destinations section contains tourist destinations provided by our website. If users want to see more complete descriptions and information about these destinations, users can directly see them on this page.

- In this section, we list special offers for users. This section also contains travel and tour packages that are economical compared to a la carte. This page will direct the user to the transaction page.

- On this page, users can see what tourist attractions are in demand and try them out. Users can also discover new places they haven't visited here.

- On this page, we list testimonials from users who have used our services.

- This section provides additional information links such as social media pages, information links websites, and payment methods.

- This page contains a form for logging into the account registered. Users can log in via the registered email or through a Google account. There is also a register button for users who have not signed up their email to the registration page.

- This page contains information regarding the user's profile. The user can change the account displayed with the edit profile button. Users can also view information about transactions, blogs, travel schedules, and promos.

- On this page, the user can make the desired travel transactions. This page provides transaction details such as price details and order details. Users who have completed their orders can go to the transaction page.

This web manager only requires one operator. There are steps to anticipate various internal and external obstacles, such as:

- Cooperate with parties involved in this activity through relations or colleagues to collaborate as business partners in managing this platform.

- Consult with the local community and governments for promotional content and the complete look of the website.

- Increase awareness regarding the new concept of tourism villages, which will affect the current condition of tourism villages, such as health protocol and safe accommodations.

- Convincing visitors with health protocol, safety, and the structured maintenance of tourist destinations thus are under the control of government policy and health protocol so they can stay in a rural area with nature and authentic social culture in a peaceful state.

IV. CONCLUSIONS AND SUGGESTION

The application is an innovative and creative step to increase the number of tourist village visits in Indonesia. The application is suitable for use by local governments and tourism villages as a forum for management information tourist visits to tourist villages in Indonesia. With the effective and efficient way while recording and displaying information displayed in tourist visits, both local and foreign tourists per region. We named this application DesaYuk! that helps tourists to enjoy the content and book places or locations with online payments.

DesaYuk application still needs help from the government or the local sector to support the data and

financing system development to support facilities and infrastructure of tourism village, including workshop and program to develop the potentials resources of DesaYuk application and tourism village.

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