



# Utilization of Digital Technology in Managing the Jakarta Walking Tour

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**Abstract.** Technological disruption has made major changes in the development of the tourism industry. Utilization of technology for the management of the travel business, especially tour management, has now become a necessity in order to be able to compete with competitors. The purpose of this paper is to explain the use of digital technology in managing the Jakarta walking tour conducted by the Jakarta Good Guide (JGG) community. This research was conducted using qualitative methods with case studies on the Jakarta Good Guide (JGG). The results showed that JGG utilized digital technology as a means of communication for promotion, marketing, tour management and getting feedback from tourists. JGG also uses various digital and social media platforms to develop Jakarta walking tour activities. The use of digital technology has had a huge impact on the development of Jakarta walking tour activities since JGG was founded in 2014 until now.

**Keywords:** Walking Tour, Digital Technology, Social Media, Guide

## 1. Introduction

The development of digital technology and the emergence of the Internet of Things era has brought transformation to the tourism sector and created new opportunities for the tourism industry which has changed tourist behavior in many ways. Development in various fields has developed rapidly in line with the development of the internet of things (IOT) and digital technology. Some thirty years ago, the word "digital" meant only informatics and mathematicians. Today the word digital is present in all sectors, this era begins the era of technological disruption, thus tourism has entered a new era, namely the era of digital tourism which is an implication of technological disruption. Without digitization, tourism will not be competitive either with foreign destinations or with service providers. Digitalization is necessary for tourism organizations to meet growing consumer expectations. Digital tourism means the use of communication tools and Information technology solutions that can help meet the needs of tourists and increase the competitiveness of organizations and businesses in the tourism sector [1].

The development of the tourism business is increasingly diverse, full of innovation and creativity. Currently, tourism is packaged with various kinds of concepts that are able to attract the interest of various groups. One of the developing tourism concepts is the walking tour. There is a global trend of increasing consumer demand for an authentic

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experience and the growing popularity of tourism involving active tourists in a destination making walking tourism even more relevant [2]. This trend has grown rapidly since the covid 19 pandemic. Walking tourism allows tourists to be more involved with local people, nature and culture. provides examples of walking tours that can serve as a practical reference for destinations looking to expand these offerings.

Walking tour tourism has become a popular trend in the modern tourism industry. This is related to the increasing interest of tourists to get to know local culture and history and to avoid traffic congestion in big cities. One of the destinations that attract tourists to do a walking tour is Jakarta. Jakarta Good Guide (JGG), a community of tour guides that focuses on walking tours in Jakarta, which is now increasingly popular among domestic and foreign tourists. The Jakarta Good Guide succeeded in bringing the participants around the city of Jakarta and introducing the uniqueness of the city of Jakarta in a different and interesting way. This article intends to explain the use of technology in the management of the Jakarta walking tour conducted by the Jakarta Good Guide (JGG).

## 2. Literature Review

Walking is one of the main and common activities carried out by tourists while traveling [3]. Walking is for recreation or free time where "walking itself is a goal and not a means to get somewhere" [4]. Tourism in the Republic of Indonesia Law Number 10 of 2009 [5] concerning Tourism explains that: Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited, in a temporary period . Tourist destinations are one of the important elements in tourism, because they are a place for most tourism facilities and activities to interact with each other [6].

Walking is one of the most popular ways for tourists to see a destination up close and be active during their visit. Walking tours are very popular among tourists not only who like to walk but also those who are interested in nature and authentic local experiences [7]. In the tourism context, the start of walking tourism may have been motivated by the number and availability of trails and the attractiveness of the routes. Walking tourism allows people to experience tourist destinations and interpret the environment, and provides opportunities to enjoy nature, culture and landscapes [8],[9].

Walking tourism can become a tourist attraction, a catalyst for the transformation of urban spaces. Walking tourism activities have an impact on the process of urban renewal and development because there is participation of tourists in the environment and more broadly in designing cities [10] In addition, the motivations that influence participation in walking tourism can be very different, such as the experience of going through various landscapes including small villages, beaches, farms and forests, even in religious rituals there are walking pilgrimage activities [11].

Information and communication technology (ICT) is a very effective tool for promoting and marketing tourism businesses (digital marketing). According to Kotler and Keller

[12], digital marketing is a promotional activity carried out for a brand or product using electronic (digital) media. Promotion can be used as a tool to spread messages for certain [13]. One of the most advanced and effective promotional media in this era is through digital media including social media. Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users to form virtual social bonds [14]. Meanwhile, the notion of social media according to Kotler and Keller [12] is media used by consumers for text-based, image, sound and video information both with other people and companies. ICT and IoT have now become important components in the tourism business development strategy [15], [16], [17].

### **3. Research Method**

This research was conducted using qualitative methods with case studies. Qualitative research is a method for exploring and understanding the meaning that a number of individuals or groups of people ascribe to social or humanitarian issues [18]. The case study raised in this research is the management of the Jakarta walking tour conducted by the Jakarta Good Guide. This study uses data collection techniques in the form of literature studies, observations and interviews with stakeholders related to the use of management technology for the Jakarta Walking Tour.

### **4. Results and Discussion**

Jakarta Good Guide was formed by two people named Farid and Candha, in 2014. The idea was born from a discussion on walking tours in Jakarta that Jakarta is not just malls and shopping centers. There are many interesting places that can be visited, both by local tourists and foreign tourists. The opportunity for many forms and destinations in Jakarta made the two of them form a pedestrian group called Jakarta Good Guide, which later became a tour operator business. Currently the Jakarta Good Guide has more than 40 regular routes and 15 museum routes which are growing. Not only foreign tourists, local tourists can also become participants to be able to enjoy the city of Jakarta. There are many tours available but JGG has a difference. The difference between JGG and other tour guide communities is that JGG has a pay as you wish system, where participants are not limited to a certain price to be able to join tours organized by JGG.

Jakarta Good Guide has the concept of a walking tour by going around the urban sides of Jakarta. This concept offers its own experience for tourists who want to have a healthy lifestyle by walking while learning history, culture and other aspects. Tourists' desires for new routes also arise if they are bored with following the same tour routes, consumers often ask JGG to create new routes that they can try. Many tourists have the same goal or vision, by joining a walking tour at JGG they can socialize with new people, make acquaintances and make friends, and by walking make a lifestyle for them. This is relevant to the concept of destinations as a means of interaction and socialization and learning between tourists [6].

For tour business managers, information technology is considered important in today's tourism business innovation. One of the most common is a website presence. This website is not only a communication mediator with customers but also has an impact on the growth of competitiveness in the tourism sector [19]. The tourism platform has an important meaning in integrating interdisciplinary technology to create collaboration between tourism and information technology [13], [14]. The use of ICT by JGG has taken place in various activities, briefly divided into several activities as follows:

### 1. Promotional marketing for the Jakarta Walking Tour Package

Marketing and promotion through social media is very important in the current era [11] [12], [13] Jakarta Good Guide conducts promotions and marketing through social media accounts, namely @jktgoodguide on Instagram. On Instagram, JGG already has 67.7 thousand followers and as of May 2023 there have been 1864 posts. With this social media, Jakarta Good Guide often invites pedestrians to join their walking tours. Every week, Jakarta Good Guide always informs about products in the form of tour routes that they promote.

In addition to social media that helps Jakarta Good Guide to promote, the website also plays an important role. The website is used to register for the Jakarta Good Guide tour, jakartagoodguide.wordpress.com is a website for registering for a walking tour. Usually tour participants also participate in promotions by always making creative photos/videos and then uploading them to their social media and don't forget to add the Jakarta Good Guide account to their content.

### 2. Registration and confirmation process for Jakarta Walking Tour Participants

Registration or registration to take part in the Jakarta Good Guide tour is done through a website. The website is <https://jakartagoodguide.wordpress.com/>. The role of technology makes it very easy for participants to register for tours, only through a website participants can choose various tour routes. The website is well connected with Google form media, apart from facilitating participants, the Jakarta Good Guide admin is also assisted in this to confirm and see which participants are taking the tour. After registering through the website that has been provided, participants will then receive confirmation via the email that was registered when filling out the registration form. Participants will usually receive an email confirmation one to three days after registering. The e-mail contains information in the form of tour meeting point locations, date and time of implementation as well as information about what items are needed by participants during the tour.

### 3. Implementation of Jakarta Walking Tour Activities

The Jakarta Good Guide tour starts from the meeting point determined by the admin via email, the tour is carried out with a duration of 1.5-2 hours. When carrying out a tour, usually each tour guide has 15 participants. Starting from the introduction of the tour guide, explanation of the itinerary and points where to go, technical explanations of the tour and other explanations. After the initial briefing, the tour begins by visiting

predetermined points. If there is a culinary spot, participants will buy it and it will take an estimated 5-10 minutes to buy it. The walking tour here was very enjoyable, even though we only circled around the corner of the city, passing pedestrians, small alleys, residential housing complexes and several hidden gems in an object, but participants felt new vibes and environments. Here, participants are free to make creative photos/videos, but if they enter a sacred place of worship, they must see the conditions first. This is in line with the concept of Crosby [10] and Harris [11] that tourist participation and tourist experience must pay attention to culture and contribute to the environment and tourist self-development in accordance with the motivation to carry out tourism activities.

#### 4. Activities After the Tour

The tour ends after all the tourist objects and points have been visited, when the tour ends, the Jakarta Good Guide usually holds a quiz with some small prizes as a tour memento. This can encourage the enthusiasm of the participants and recall the tour discussion that has been explained by a tourist guide. Participants will be enthusiastic to win over and fight the competition to get it. After the quiz is finished, the next step is to review the tour or fill in the feedback form from the QR provided by the tour guide.

Filling in the feedback form is important as evaluation material for tour guides as part of performance appraisal. The feedback form contains a number of important questions as consideration for the satisfaction survey with a scale from 1-10, with 1 being the lowest score and 10 being the highest. The feedback form has been filled in, next is tour payment via QRIS (Quick Response Code Indonesia Standard), participants can scan directly via their smartphone using M-Banking, Digital Bank, and E-Wallet. After completing QRIS, the tour is over and participants return to their respective activities. The development of the Jakarta walking tour managed by JGG proves that the use of technology is a must for a sustainable business.

### 5. Conclusion

Utilization of information and communication technology as well as digital technology is urgently needed by tour business managers, including managers of the Jakarta walking tour, namely the Jakarta Good Guide. The use of digital media as a means of communication for promotion, marketing through various digital platforms such as websites, Facebook, YouTube, Twitter, Instagram and various other social media facilities greatly impacts the development of Jakarta walking tour activities. Communication through social media also takes place in two directions so that a lot of tourist input can be accommodated, such as adding new routes, the registration process for tour participants, and post-tour feedback. Based on the results of this study, the use of digital technology has had a huge impact on the development of Jakarta walking tour activities since JGG was founded in 2014 until now. JGG is growing and has a growing number of customers, both local and foreign tourists, so that its business continues to be sustainable.

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