

Smart Tourism Implementation: Tourism Management During The Covid-19

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ARTICLE INFO



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Keywords:

Tourism Management; Smart Tourism;
Covid-19

DOI:

<https://doi.org/10.33096/mb.v10i2.534>

ABSTRACT

Indonesia's tourism sector can be said to be superior to other countries, one of which is in Kerinci Regency, Jambi Province. This district made a breakthrough in creating a new environment for the world of tourism through smart tourism. Smart Tourism is a pillar of a smart city and an important element of a smart economy. This platform integrates the role of information technology in providing information services on the diversity of tourism offered, cultural, religious, heritage, culinary, and natural tourism for visiting tourists and reviving tourism which had been halted due to the COVID-19 pandemic. This study aims to see the application of smart tourism in tourism management in Kerinci Regency and are there any factors behind the local government, tourism managers in implementing smart tourism. Qualitative descriptive research design. The results obtained by local governments have collaborated with stakeholders, investors, financial institutions, MSMEs, communities around destinations to take long-term policies through "Collaborative Governance for the New Normal Economy" which means gathering information as a basis for decision making in seeing the constraints of smart information. tourism is seen from the flow of visits, making tourists want to stay longer, spend more time and money at tourist destinations.

ABSTRAK

Sektor pariwisata Indonesia bisa dikatakan unggul dari negara lain, salah satunya di Kabupaten Kerinci Provinsi Jambi. Kabupaten ini melakukan terobosan menciptakan lingkungan baru dunia pariwisata melalui smart tourism. Smart Tourism adalah pilar smart city dan elemen penting dari smart economy. Platform ini mengintegrasikan peran teknologi informasi dalam memberikan layanan informasi keragaman wisata yang ditawarkan, wisata budaya, religi, heritage, kuliner, dan alam bagi wisatawan yang berkunjung dan menghidupkan kembali pariwisata yang sempat terhenti akibat virus pandemi covid-19. Penelitian ini bertujuan untuk melihat penerapan smart tourism dalam pengelolaan pariwisata di Kabupaten Kerinci dan adakah faktor yang melatarbelakangi pemerintah daerah, pengelola pariwisata dalam menerapkan smart tourism. Desain penelitian deskriptif kualitatif. Hasil yang diperoleh pemerintah daerah telah menjalin kerjasama dengan stakeholders, investor, lembaga keuangan, UMKM, masyarakat sekitar destinasi mengambil kebijakan jangka panjang melalui "Collaborative Governance for the New Normal Economy" yang mengandung makna pengumpulan informasi sebagai dasar pengambilan keputusan dalam melihat kendala dari informasi smart tourism dilihat dari arus kunjungan, membuat wisatawan ingin tinggal lebih lama, menghabiskan waktu dan uang lebih banyak di tujuan wisata.



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INTRODUCTION

The characteristics and uniqueness of Indonesia that are not owned by any country in the world are culture, customs, abundant natural resource potential, and the spread of thousands of islands, culinary delights in Indonesia. The potential of each region is the most beautiful gift and this is the main capital of tourism in Indonesia (Gettel, 2011). In Indonesia, the tourism sector can be said to win, because the country itself has tremendous potential, including tourist destinations, customs, culture, traditions, culinary arts that will make it a tourist attraction (Nugraha, 2013).

In the era of globalization that is increasingly developing, the role of technology, information and communication creates opportunities for the tourism sector to increase sales value and service quality (Juwita & Hariyanto, 2016). Each region seeks to increase the attractiveness and selling value of the tourism sector in various ways to make it more competitive.

The effective way needed in an effort to increase the tourism attractiveness of the area is through smart tourism, because if it is monitored the current needs of the community are traveling to visit the desired tourist attractions, and how the role of the region intensifies the tourism industry in line with technology and increases the commercialization of tourism areas (Chapman et al., 2016).

The application of a smart tourism platform that is easily accessible with the help of communication tools and the internet can function as a tool for central and local governments in an effort to improve the quality of public services and trigger regional economic growth in the tourism sector accompanied by the integration of infrastructure, communication information technology which is used as the spearhead in increase sales value and expand the tourism market

Smart tourism contains several objectives, including the creation of a database derived from tourism resources, supported by the development of the internet and focused on tourism development through perception and monitoring, advancing regional tourist destinations by innovating and changing the tourism sector, promoting tourism, improving tourism services and tourism management. Expanding the scale of the tourism industry with a real time information platform, integrating tourism service providers and the role of the community in advancing the integrated tourism industry (Varoon et al., 2011).

However, to implement it all, it is still said to be difficult to implement. The emergence of the COVID-19 pandemic has hampered activity in all industrial sectors. This pandemic is a global threat as well as a negative impact on the human and social dimensions. If you look at the data on arrivals of foreign tourists visiting Indonesia, data from the Central Statistics Agency in 2021 reached 1.56 million visits. This number experienced a decrease from the previous years of 61.57%. The cause of this large depreciation can be seen from foreign tourists making massive cancellations and reducing ticket bookings, lodging and others, in addition to the fear of local people to travel, worried about the impact of the Covid 19 virus pandemic, whereas before this problem occurred, tourism is a labor-intensive sector that absorbs more than 13 million workers (Dewi & Hermawan, 2018).

Kerinci Regency is a regency that is considered to have very abundant potential for tourism objects so that it can be developed and designated for natural tourism areas or historical tourism and cultural conservation (<https://disbudpar.jambiprov.go.id/>). The abundance of existing natural resources can increase economic growth when these resources can be managed properly according to what the community is most interested in, so that the utilization of these natural resources will not waste time or material due to failure in managing a natural resource and resource. man. In managing tourism, the Kerinci district government always involves elements of the private sector and local communities to be involved in order to create good and sustainable tourism governance.

Table 1. Kerinci Regency Tourist Attractions

Description	Total	Percentage (%)
Natural Tourist Attractions	95	68.84

Man-made Tourist Attraction	28	20,29
Tourist Attraction History/Culture	15	10,87

The research has a goal, namely the extent to which the application of smart tourism in tourism management in the midst of the COVID-19 pandemic in Kerinci Regency, as well as knowing the supporting and inhibiting factors behind the Kerinci Regency government in implementing smart tourism.

The existence of a region in the tourism sector can have a positive and negative influence. Obtaining the goals and missions of profitable tourism development, sustainable tourism and environmentally sound can be obtained from the implementation of the achievement process which can be carried out through good tourism governance, namely by harmonizing and synchronizing programs between stakeholders, involving active participation that synergizes between stakeholders (Kiswanto, 2020). Government, private, and community as well as other stakeholders.

Rinanda (2020) in his research analyzed coastal tourism objects in the Pandan Bay KSPD area. The results of the analysis show that the level of readiness for implementing smart tourism in the destination tourism object is stated to be somewhat ready to be seen from the willingness and quality of basic infrastructure services and information and communication technology, transportation, tourist attractions and tourism support facilities. Based on the results of a review of all components of the implementation of smart tourism, the transportation component shows that it is not ready to implement smart tourism (Primadany, 2013).

Rong (2012) explains smart tourism from a tourism platform that prioritizes the application of technology-based information and communication in an integrated manner with the aim of creating a database related to tourism resources, advancing tourist destinations, and expanding the scale of the tourism industry. This is where regional tourism organizations play an important role, coordinating all the potentials in the area.

The application of the technology-based concept of smart tourism is the best solution for all parties (Djausal et al., 2020). In addition, the application of the concept of smart tourism can bring a better tourist experience, the welfare of the population, increase the effectiveness - competitiveness - of business goals and will further lead to overall competitive sustainability has been researched by Femenia-Serra, Francisco & Neuhofer, Barbara (2019) . The results of their research prove that the application of the Smart Tourism concept allows tourists to communicate and interact better and refers to the development of a smart tourism economy.

RESEARCH METHODS

This research is a qualitative research by conducting model formation and testing the model. The research design used a sample survey method using direct interviews with informants to obtain information from the communication process during the research in order to obtain valid and accountable information as a basis for making future policies. The selection of this design was done on the grounds that the measurement of this design is in accordance with the research objectives and is expected to achieve the desired objectives (Sugiyono, 2010).

The selection of informants will help carry out research, obtained from the community around the tourist attraction, stakeholders who know the subject matter of the research, where these

informants are expected to provide information and data in an objective, neutral and accountable manner. Informants are not tied in number so that the sample will be used as a representative to obtain valid information, then 4 (four) informants who represent the location of tourist destinations in Kerinci Regency consist of representatives of tourist destination managers, visitors (tourists), the community around the tourist attraction, and MSME actors. Data analysis is the stage in systematically searching and sorting evidence, facts, information information that will be obtained from interview activities, field notes, and photo archives or video recordings. Thus the research model that will be discussed next is as follows :

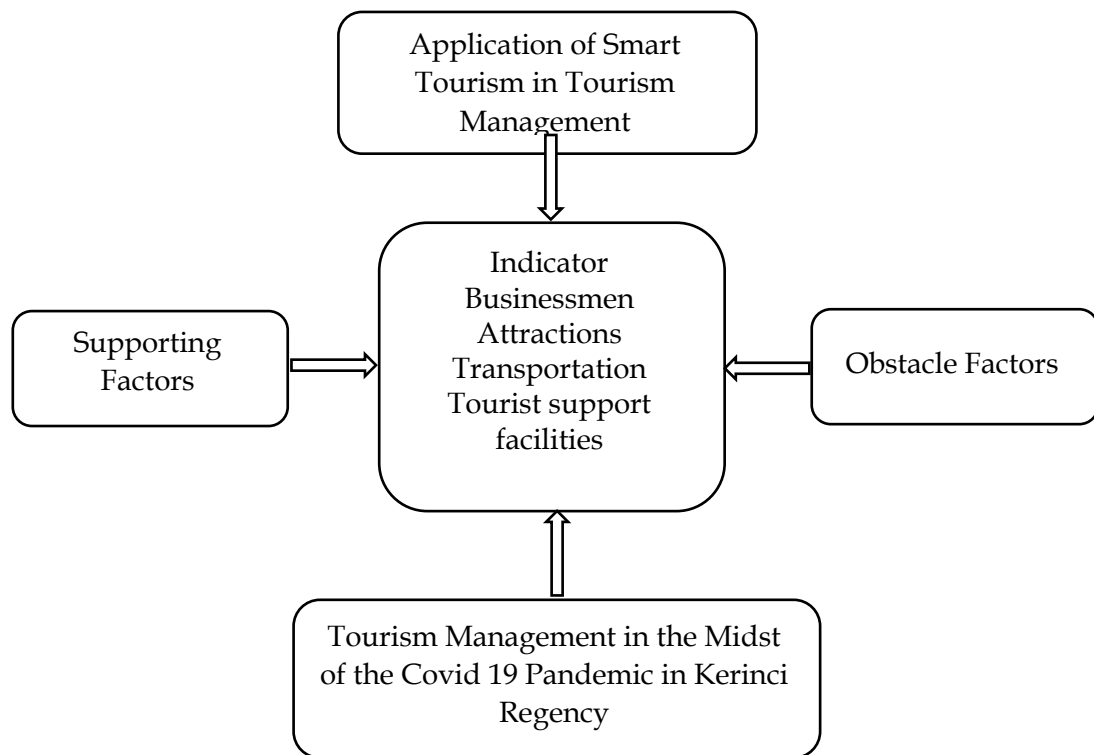


Figure 1. Research Model

RESULTS AND DISCUSSION

Based on the results of interviews with several informants, it can be seen that the initial process of implementing smart tourism is through interactions that are carried out either with peers or interactions with new people, and the role of social media spends time together discussing how to improve and manage tourist destinations that are much more comprehensive. better than in previous years so that it can be more widely known, not only limited to Jambi Province, but is expected to be much better known to national and foreign countries. The following is a description of the informant's biodata and transcripts from the results of interviews by researchers with informants in tourist destinations in Kerinci Regency, Jambi Province.

Table 2. Research Informant Data

Location of Tourist Destination	Informant Name	Position
Aroma Pecco	Supri	Destination Manager
Air Terjun Telun Berasap	Linawati	MSME actors

A. Destination Manager Aroma Pecco (Supri)

Supri started his activities as the manager of the Aroma Pecco tourist destination since 2018. When asked about the form of management and development of tourism in the Aroma Pecco area, what were the roles of Pak Supri while managing this tourist destination before and during the covid 19 pandemic, here is a snippet of his answer :

"My role is not too big in the management and development of tourist destinations here, in fact the biggest key players who can help manage and develop this tourist destination are entrepreneurs, communities/communities, government, media and academics because they need each other and must collaborate with each other, compact in supporting tourism development in destinations (NADA LIESANDANI, 2022). My job is only to monitor tourist visiting activities such as paying for entrance tickets, providing information on the smell of pecco if anyone asks, providing masks and hand washing facilities and reminding tourists not to litter, but to dispose of it in the place provided.

From the interview snippet, it is written that there is very little form of management and development of tourist destinations from the managers of this destination (Kurniawati et al., 2020). This was clearly seen when the researcher asked the informants whether they knew the concept of smart tourism?

Admittedly, Supri knows a little about the term smart tourism, but I have participated in the discussion of managing destinations where technology and communication tools will be provided, but it is very unfortunate because of the covid 19 pandemic that dream has not yet become a reality, so to carry out other revitalization programs such as development technology, information, communication, facilities and infrastructure, transportation are obstacles in themselves and this is a challenge in the future to be able to implement smart tourism.

B. MSME actors Air Tejun Telun Berasap

Linawati started her activities as a micro, small and medium business actor in the Telun Smoke Waterfall tourist destination since 2010. When asked about the impact received by MSME actors with this Smoked Waterfall tourist destination, what are the roles of mothers in supporting the management and development of tourist destinations this before and during the covid 19 pandemic, here's a snippet of the answer:

"In my opinion, with the existence of this smoky waterfall tourist destination, there will be an increase in the welfare of business actors, from an economic perspective, the community will greatly benefit from the opening of new job opportunities, providing opportunities to earn additional income so that they can develop their businesses, invest, and fulfill their needs better. . From a social perspective, business actors still welcome tourists who continue to visit, business actors consider visiting tourists as a field of abundant sustenance. Then the role of MSME actors in the management of tourist destinations, Mrs. Linawati provided information, "My role is not too big in the management and development of tourist destinations here, it is precisely those who can help manage and develop these tourist destinations, namely entrepreneurs, local governments, village

officials, generations young people by collaborating and being united in supporting the development of tourist destinations.

In this Telun Berasap Waterfall tourist destination, traditional activities, events or community culture have not yet held traditional activities or attractions developed in this tourist destination so that MSME actors only sell traditional food and snacks for visitors, because the information obtained from this informant They are very enthusiastic if in this tourist destination a big event is made, so that MSME actors do not only sell food but also take part in developing their business such as selling souvenirs". Then if you look at the tourist support facilities, during the COVID-19 pandemic, MSME actors are provided such as masks, hand sanitizers for free.

C. Visitors Depati Tujuh (Esti)

Esti is one of the visitors who often visits and travels to Depati VII tourist destinations since 2019 until now. on the green hills at the top of KM.15 from Sungai Penuh City and can learn how to grow coffee while enjoying brewing coffee, and also this tourist destination is very easy to reach, by taking the travel time from the full river city about 2 hours, and road access The good thing is that visitors can easily reach the location of the Depati VII tourist destination. In addition, the researchers did not forget to ask visitors what impact they received by the existence of this Depati VII tourist destination, as well as what role it could play in supporting the management and development of this tourist destination before and during the COVID-19 pandemic, here is a snippet of the answer:

"In my opinion, with the Depati VII tourist destination and an increase in the number of visitors, it can increase the welfare of managers, and in terms of human resources, it will greatly benefit from the opening of new job opportunities. From a social perspective, visitors are still welcome to carry out repeated activities in visiting this tourist destination. Then my role as a visitor to the management of tourist destinations, you must provide information, "My role is not too big in helping the management and development of tourist destinations here, it is precisely those who can help manage and develop these tourist destinations, namely entrepreneurs, local governments, village officials, the younger generation by collaborating and being compact in supporting the development of tourist destinations.

D. Communities Around the Destination (Chesy)

Chesy is one of the residents who live around the tourist destination area of Pentagen village where this destination was established on January 1, 2017 and this location was previously a swamp with an area of 1.8 hectares which was converted into a village reservoir with the main purpose of storing water for the residents. rice farmers who previously often complained about lack of water for farming during the dry season, and another goal was to store water stocks for farmers so that villagers could cultivate fish to later become a business unit of BUMDes.

Since then, together with local residents and managers, the BUMDes business unit was created which is a form of tourism business unit with a tourist attraction called Taman Pertiwi. The addition of facilities and tourist objects continues to be perfected by BUMDes, the Head of Pendung Talang Genting Village, the role of local residents to support this tourism so that it can be what it is now. The main tour of the Pendung Talang Genting Tourism Village is an artificial water park

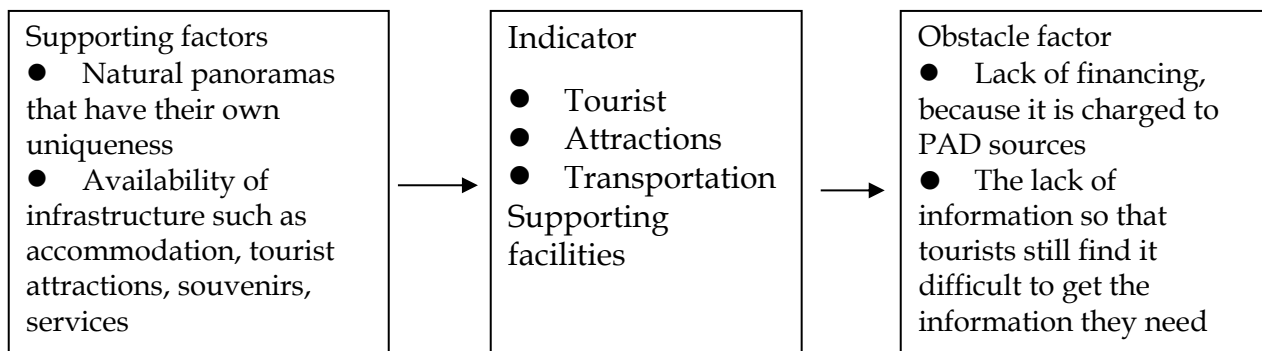
originating from the village reservoir, Taman Pertiwi. Various activities and rides at the Pentagon Tourism Village are centered in Taman Pertiwi, such as water bikes or rowing ducks, hanging bicycles, flying fox, and interacting with fish. Interacting with fish is one of the family tours in Taman Pertiwi. Visitors can feed the fish, even holding the heads of the famous tame fish when fed.

Around the water park are also provided facilities for visitors who want to rest or gather. Around the garden area, there are large trees that can be used as a vehicle for installing hammocks. There is also a gazebo on the outskirts of the park that can be rented by visitors. The researcher did not forget to ask the community around the tourist destination what the impact was received by the community with the existence of this Pentagon tourist destination, as well as how the role of the community in managing waste in the tourist destination of the Pentagon Tourism Village, here is a snippet of the answer:

"In my opinion, with the existence of this Pentagon Tourism Village tourist destination, there will be an increase in community welfare, the community can open small businesses to improve the community's economy. Together with the manager, the community is given the opportunity to earn additional income by jointly managing this tourist destination. From a social point of view, the community around tourist destinations still welcomes tourists who continue to visit, business actors consider visiting tourists as a field of abundant sustenance, and for waste management in tourist destinations this Pentagon Tourism Village has been socialized by the relevant agencies to all managers, MSMEs, visitors, communities around the destination and have implemented the Minister of Environment Regulation No.13 of 2012 concerning Guidelines for the Implementation of Reduce, Reuse and Recycle (3R) through the Waste Bank.

CONCLUSION

The following is a summary of the research results that became the model in this study:



Source: Research Results, 2022

The potential development of the smart tourism concept in Kerinci Regency can influence supply and demand factors by collaborating between local governments, managers, community leaders, young people in improving tourism governance with the support of technology-based information using the internet network, where all tourist sites in the Regency Kerinci can provide information related to tourism which can be an area for tourists to visit. In addition, there is a need for cooperation and support from the Kerinci Regency government and private companies in an effort to develop applications for the dissemination of tourism information, including in order to assist the government in promoting tourism activities. Meanwhile in Kerinci Regency itself, the

management is more centered on the budget that is charged to Regional Original Revenue so that the process of creating a tourism information space is not yet complete and is still in the process of fulfilling completeness.

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