Comparison of Achievement Integrated Network-Based Electronic Tourism in Support Visit Indonesia Year 2010

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Abstract-- Technology has an important role in the development of mankind, especially when people run the organization. The rate of technological development brought a major impact on many aspects of life and the environment. Technology itself is an application and / or development of a variety of theoretical findings for the benefit of mankind. The implication of technological progress is preceded by research activities to develop science. Information technology has become an important component in various fields, including the tourism industry, including promotion, marketing, and sales of tourism products. Based tourism information technology known as e-tourism. Problems of e-tourism in Indonesia is not yet optimal marketing of tour packages for the information provided on this website is not interactive tourism with tourists who need information, have not integrated tourism websites with the other components of information systems in the tourism industry, such as airlines, cruise, insurance, travel agents, hotels, and managing their own attractions. This paper examined the comparative achievement of an integrated network of tourism information web based (electronic tourism) is done through exploratory approach. While the analysis used is a qualitative analysis, which will describe the findings of literature studies, and analyze the structure of information in the website. Object of study itself uses case studies in three regions, namely Aceh, Batam, Bangka and Belitung, which is based on the availability of an integrated network of tourism information in each region. There are several indicators used to measure the extent to which the achievement of an integrated network of tourism information-based e-tourism of the region of Aceh, Bangka Belitung, and Batam. The indicators used are: The popularity of search engines, description of institutions, Update information / news, serial data agency, internal service, public service / external feedback email response test, view the homepage, Conformity domain name with the name of the institution (Refer to Ministerial Regulation Depkominfo No.28/2006). From the technology application of e-tourism in Indonesia, concluded that this technology can be a solution for the promotion of tourism in Indonesia. E-tourism can be utilized in the field of tourism to solve the problem of data interoperability, allowing the promotion, marketing, and sales of a more complete tour packages and integrated.

Index Term-- Information Systems, Digital Telecommunications and Computer Networks, Tourism Network, e-Tourism, Visit Indonesia Year 2010

1. INTRODUCTION

Technology has an important role in the development of mankind, especially when people are managing the organization. Especially if the technology is conceptualized as a product or service where the technology not only as a physical object but also an activity or mechanism of action or work procedures and knowledge required to develop and apply the equipment, tools, and metoe-method to produce a given output.

Conceptualization of technology as it implies that any activity is the administration and management of technology and would require technology. When associated with the paradigm of the technological system is a vital component of every element of the system. In fact it can be said, any process of transformation from input to output requires technological assistance. For example in the service system of government bureaucracy, to ensure security, order, and human rights to change the input (needs and demands of society, government bureaucracy resources, cultural values and governmental organizations) into outputs (security, order, and guarantee human rights people who felt society) requires the help of technology.

Increasingly important role of technology in administrative activities as information and telecommunication technology innovation constantly occur. The position of these technologies increasingly more important when the innovation is successfully combining information and telecommunication technology (eg internet). Incorporation of information and communication technology is impacting on the reform in every aspect of human life both businesses, the State, as well as everyday life.

The reforms embodied in the form of e-commerce, e-bussiness, e-government, e-procurement, e-development, e-learning. The use of information and telecommunications technology was making the performance of the organization become more effective, efficient and competitive.

The rate of technological developments have an impact on all aspects of life and the environment. Technology itself is an application and/or development of a variety of
Theoretical findings for the benefit of man. The implication, technological advances are preceded by research activities to develop science.

With regard to technology growing rapidly and also needs time which always requires the presence of innovation, it also needed a new marketing system and easy to digest. One of them is tourism marketing using internet technology. The tourism sector is one sector that plays an important role in advancing the nation in the international world.

The existence of an integrated network of web-based tourism information, known as electronic or tourism website tourism, increasingly important for the government and tourism players in Indonesia in business development in tourism. The power of online media superior in speed, accuracy of data and information more accessible to tourists, especially who want to know the development of tourism. Website for the promotion of tourism can be shared as well as a container that synergistic cooperation with tourism stakeholders in the region. By involving tourism stakeholders, such as the Association of the Indonesian Hotel and Restaurant (PHRI), rural tourism, and tourism services district, is expected to optimize the data needed tourism tourists.

Based on the above description, then formulated the principal problems, namely how the achievement of an integrated network of tourism information web based (electronic tourism) in support of Visit Indonesia Year, in this case to compare between regions of Aceh, Bangka Belitung, and Batam in Indonesia.

This paper analyzes how far does the role of integrated tourism information network of web based (electronic tourism) in support of Visit Indonesia Year 2010. This paper is in line with the launching program “Visit Aceh 2010”, “Visit Bangka Belitung, 2010, and the Visit Batam 2010 expected results of this paper can be useful for the local government of Aceh, Bangka Belitung, and Batam, and the Government of Indonesia, in making decisions and planning of an integrated network of tourism information in the future.

2. METODE

This study was conducted to assess the implementation of an integrated network of tourism information web based (electronic tourism) through exploratory approach. This approach describes a phenomenon that occurs in the community or region, in this case is the phenomenon of implementation of an integrated network of tourism information web based (electronic tourism). The analysis used is a qualitative analysis. The analysis will describe the findings from the literature study, and analyze the structure of information in the website.

The object of this study using the case in three areas of Aceh, Batam and Bangka Belitung. Selection of objects based on the availability of an integrated network of web-based tourism information in the area and announce the program "Visit Aceh 2010", "Visit Bangka Belitung, 2010, and the Visit Batam 2010 that carried respective regions.

Observation of the research objects, that each electronic tourism conducted from 1 March to 14 March 2010.

Solving the problem in this study using the application of semantic web technologies in e-tourism, ie tourism by creating an ontology to perform semantic annotation on an integrated network of tourism information based website, so that the integrated information.

3. CONCEPTUAL FRAMEWORK

The development of information technology is very rapid at this time the public demands and industrial sector to always be creative and innovative thinking. The development of information technology began to be adopted in various fields, not least in tourism. In the tourism sector of information technology is needed to support tourism marketing strategy. In marketing the advantages of tourism, marketing, word of mouth alone is not enough. The speed and ease of information is needed by the tourists who do require information on the tourism sector in question. And information technology through the internet or the website expected to answer this challenge.

Research and development of information technology and telecommunications are very important. Naisbit (1994) divides the four big ideas about communication technologies being developed today, namely:

a) Assimilation of Technology. Information technology and telecommunications now been integrated into Internet technology. Similarly, some equipment has now has a function as computers, televisions and telephones, cameras. Multimedia technology resulted in a shift in focus to the power of the individual organization.

b) Strategic Alliances. Forms of inter-organizational networks easily formed because the data transfer can be done easier, faster, and cheaper. These trends will force organizations to look for alliance partners. Organizations can no longer play alone, they need to look for alliance partners to deal with other organizations.

c) Establishment of the Global Network. The direction of the communication revolution is the establishment of a global network without boundaries that enables each individual to relate to other individuals. These networks are generally digital. This trend will slowly change the way you work, how to organize work, how to play, how to move, and the way people looked at fellow humans from the global network.

d) Tele Personal computer. Home or mobile phone can now function as the engine has started sending data telekomputer emergence. Telekomputer small size is easy to carry anywhere can be used to send data, voice, image and video. The use of tele purely individual computer so that it will erode the character of centralization. The trend will ultimately encourage large organizations to loosen the knot, so that came loose federations of organizations in the form of smaller ones. Therefore, this will encourage changes in organizational structure. Communication tools such as satellite, telephone, mobile, technology developed in
advanced countries like Japan, the United States, France, Germany, South Korea even now. Developing countries and the scientist is just as consumers of these products. For the use of technology in developing countries effectively, efficiently, and keberfungsiannya appropriate to the age of technology that will require the administration to management. The processes of management (administration) is required for each operation that technology tools. Technology administration has a strategic position in the process of management (administration).

Tjakraatmaja (1997) does not define technology, but expressed traits or characteristics of the technology. According to the principal nature of the technology are:

a) Science and practice/experiment is a prerequisite for growth and bekembangnya technology. Controlled technology will be developed further if it is divided or unused.

b) Technology can be either virtual form of competition knowledge inherent in human beings (human embedded technology), can be either physical (in the form of explicit knowledge) are attached to the machinery and equipment and the information contained by the system and organization. Teknologi needed as an instrument pewujud and professional double folding individual potential.

c) Technology does not provide a use value if not applied (not divided and used appropriately in order).

d) As one of the assets, technology can be found, developed, purchased, sold, wanted or becomes worthless in order if the technology we have expired.

e) Generally (from a positive outlook) technology used to create human welfare, both material aspects of life and non-material (humanity).

Information technology has become an important component in various fields, including tourism industry, including promotion, marketing, and sales of tourism products (e-commerce in the tourism industry). Tourism-based information technology known as e-tourism (IT-enabled tourism). Problem of e-tourism in Indonesia is not optimal marketing of tour packages for the information provided on the tourism website is not interactive with the tourists who need information, have not integrated tourism websites with other components of information systems in the tourism industry, such as airlines, shipping, insurance, travel agents, hotel and tourism managers themselves (Putera, 2009).

There are several indicators used to measure the extent to which the performance of the tourism information network based integrated their respective websites that promote tourism areas visit of 2010, namely Aceh, Bangka Belitung, and Batam can be known. The nine indicators used are (Warta e-Gov, 2009):

a) The popularity of search engines (Testing agency name in the search engines).
b) Explanation of agency (Vision and Mission, history, names and contact officials, organizational structure).
c) Up-date information/news (Frequency up-date news every week).
d) Institutions serial data (statistics, graphs, tables).
e) Internal Services (internal webmail, employee data, NIK, links to other government agencies).
f) Service public/ external (public information, guest book, forum, complaints, email, etc.).
g) Test email response feedback (test emails answered by the web admin/institution).
h) Views homepage (design, layout, selection of font type letters and photos, comfort reading, composition, color).
i) Compliance is a domain name with the name of the institution (Refer to the Regulation of the Minister of Communications and Information, Republic of Indonesia No.28/2006)

The above assessment has a range of indicators a number between 0 to 10. Where is the lowest number is 0, while the highest is 10.

4. DISCUSSION AND RESULTS

The development of information technology globally has hit all aspects of life and brought many revolutionary changes. In the business world, the use of email and website have been able to improve performance and business competitiveness in the era of globalization. This era of rapid communication is needed and the availability of data for decision-making processes and process complex transactions that require businesses to always improve the utilization of information technology in various aspects of the business, than just displaying company info (web presence) until the process is more complex transactions (such as e-commerce and e-bussiness).

In the field of governance known as the term e-government, how use of information technology in government? It turned out that the use of IT in government is not as we imagine, the notion of IT in government is still limited to a computer for typing and supports the administrative process only. IT functions for data processing and complex transactions and the provision of public information is still far from expectations. Moreover, IT-based decision-making process (eg DSS/EIS) is not the focus of attention. This is the simplest example, the provision of data/public information for the public interest is sometimes still found some bureaucrat's reluctance to open up access to the public in order to request data and public information (share data) which is the data/ information for public consumption.

In line with the increasing prosperity of the people then the need for a vacation to increase. To achieve these objectives necessary information about tourist destinations, tourism objects of interest, available facilities such as transport to reach tourist destinations, tourism products of interest and so forth. To obtain such information travelers often have difficulty because they do not know where and to whom should ask for information. In short the information
needs in tourism increases and the need to put up with a neat and structured to be accessible easily.

World tourism to be an area for ongoing local government in implementing e-government to publish or market the tourism potential in the region. Information technology base in this case means the existence of a management information system based on electronic data processing, to facilitate the tourists will provide complete, accurate and easy to obtain. Other parties also need data and information is the manager of the tourism industry and government as the decision makers and decision makers in tourism. But the emphasis needs data and information for each party is different. If for tourists is to enable them to determine the tour itinerary while for the tourism industry and the government of a good information system is helping them for the purpose of decision making. In line with government's desire to promote the tourism industry is certainly no great desire to organize information on tourism data as well as possible for people who need to obtain fast, accurate and can be disseminated easily, too.

Related to the above Indonesia launched "Visit Indonesia. And to support the program, several areas began to declare the program "visit" in every area. Like Aceh, Bangka Belitung, and Batam. The three areas are devoting more attention to the tourism industry in their area. Various ways done to promote or market the tourism potential of their region. One way is by making a website about tourism information.

Aceh create an integrated network of tourism information with http:// address http://visitaceh.com (Figure 1), Batam also make a similar thing with a web-based information technology menerapan through http://www.visit-batam.com/ address (Figure 2), and Bangka Belitung enable integrated network of tourism information via http:// http://www.visitbangkabelitung.com/ (Figure 3). Third is information technology networks implement an integrated network of web-based tourism information that is more known for tourism electronic (e-tourism).

The advantages and disadvantages that exist in each of the different regions, which usually are caused by the ability of different resources in each region. In Batam for example, applications using the existing tourism website was good, the English version already available. It's just that the response of the response will be a question of website visitors is a little bit slow.

The greatest response and rapid response will question is the website promotion website visitors Bangka Belitung. In this website there are also running text as well as detailed information about the travel agent who is on Bangka Belitung. Unfortunately this website is not available in Home versions.

As for the Acehnese, the response is about the responses of questions visitors are still lacking. But this very complete website with institutional information in it and also available in Bahasa. For more information about what are the advantages and disadvantages of each of the three regional websites in support of Visit Indonesia Year, discussed below.

e-Tourism Visit Aceh

In Aceh Visit website 2010 was mentioned in detail about the potential of tourism on the islands and the coast of Aceh, where important history, culture and arts, spiritual tours, culinary tours and not forgetting of course. This website is widely mentioned about the potential of tourism in the region of Aceh are very full on tourist attractions, the location of the district, and location map. Excess e tourism visit Aceh is equipped with the English language so it is very helpful in communicating to the international world. In addition, e-tourism visit Aceh also have full institutional explanation. In this visitaceh.com website is described in a complete and detailed information about governmental agencies located in the city of Aceh. Not only that, this website also provides links related to the potential of tourism in the city of Aceh, Aceh's why getting good value for the internal service. Lack of e-tourism in terms of responding to or are taking any questions.

e-Tourism Visit Batam

Visit Batam 2010 Program is a program of tourists visit the acceleration roller interest to come to the island of Batam. The program is conducted by the management of tourism organizations in the city of Batam. One way is by utilizing information technology tourism through the Internet. Through-batam.com visit Batam City government can easily do the promotion of tourism in Batam and also can interact directly with the tourists who want to visit Batam by providing information through the website.

The advantages offered by web-batam.com visit is the existence of information about any events that will take place in Batam, and there is also information about locations tours in Batam which is separated into several parts according to its type, whether it's historical tourism, culinary tourism, marine tourism, and do not miss shopping too, and still many other types of tours. on this website are only provided English language version only, without any Indonesian, so it is quite difficult for domestic tourists in obtaining information.


**e-Tourism Visit Bangka Belitung**

Local Government in the Bangka Belitung has launched the Visit Babel archipelagic 2010 in the year 2009. Visit Bangka Belitung archipelagic (Visit Babel Archi) is one of the flagship program based on the Tourism sector which is supported by the strength of other development sectors in an integrated, focused and sustainable. This program provides optimal service in order to receive the visit of both domestic and foreign tourists to the province of Bangka Belitung Islands. It is expected that these efforts will lead and spur the development of the tourism sector berkeunggulan competitive in regional and global level. As the expected outcome is the tourism sector can contribute a great deal in the acceleration of economic growth in regional/national level, the creation of employment and field effort, and to improve the welfare of society (Putera, 2009).

The program was implemented with the presence of e-tourism web visitbangkabelitung.com. Tourism information network of the Pacific Islands region is equipped with information on tourism potential in the area of Bangka Belitung. Not much different from Aceh, complete information about nautical tourism, nature tourism, cultural tourism, historical tourism, religious tourism, as well as culinary tourism, and many more are also included in this site.

Not only that, in visit babel website also included a foreign exchange that can help the tourists to know the value of each currency, which of course is useful to conduct economic activities during the visit of the tour.

**Achievement e-Tourism In Support Visit Indonesia Year**

Information technology and its application has now become one important component in various fields and industries, including tourism. It now develops promotional, marketing, and sales of tourism products utilizing information technology, or especially if it is better known in the field of tourism with tourism electronic (e-tourism).

Hendriksson (2005) conducted a study on E-Tourism in Europe and in writing, stated that tourism was an industry that involves a lot of information. The information required in a trip such as accommodation, transport, processing passports and visas, travel guide, and so forth. Therefore, a traveler planning a trip should have access to various sources of information. Tourism products themselves have many unique characteristics, where the product is immaterial which means that potential tourists can not see or touch of a tourism product before they actually do travel.

The problems that exist in the e-Tourism in Indonesia today is not optimal marketing of package tours of Indonesia. The information provided on some of Indonesia's tourism web site mentioned earlier, has not included the potential of tourism throughout Indonesia, not be interactive with the tourists who want to obtain complete information on Indonesian tourism, and information was limited to objects and tourist attractions, hotels, accommodations, and souvenirs -souvenir, but tourists can not make a reservation in an integrated package tours, ranging from airline tickets, hotels, car rental, tickets to attractions, via the web.

Another problem is the same with the problems of e-Tourism in Europe, which is not yet integrated web site web site with information systems of other components involved in the tourism industry, such as airlines, shipping, insurance, travel agents, hotels, and managers tourist attraction itself. As a result of the spread of this information, to obtain complete information before making a tourist visit to Indonesia, potential tourists must visit the various web sites.

Both the above problems listed in (Ministry of Culture and Tourism Republic of Indonesia, 2005), although in a more general scope, that is not optimal marketing information system to support marketing and promotion of Indonesian tourism, as well as coordination and integration.
between stakeholders are still weak. In conclusion, the e-Tourism in Indonesia is still limited to the appearance of text-based information and the provision of images, without any interactive communication between the companies that sell tour packages to potential tourists, and tourism has not been integrated from various information systems that is already held by the interested parties involved in the industry tourism.

Along with the development of e-Tourism in Indonesia, this will be linked also with the benefits of e-Tourism is for the tourism service users who do need information regarding the tourist places they want to go. Then it was as far as whether the tourists or the users of e-tourism takes advantage of existing tourism website. The author tries to compare the number of visitors daily average of some tourism website owned by several regions as shown in the table below:

From table I it can be observed that not every tourism website shows the number of visitors who come to or seek information via the website of each area. Which presents the complete statistical data about website visitors only Batam alone. Bangka Belitung only displays a daily visitor, but no visitors as a whole. While Aceh alone there is no statistical data about the visitors who opened the visitaceh.com.

In this case the e-tourism has become a separate mechanism that promises to promote or market the tourism potentials of anything contained in each region. Technological advances make a person will know that he wanted to get information relating to tourist attractions that would be visited. E-tourism can also facilitate the performance of government in promoting and marketing the tourism potential in Indonesia.

Achieving e-Tourism in support of Visit Indonesia Year can not be ignored. Moreover, coupled with support from some areas which did have its own website specifically for the tourism sector, such as Aceh, Bangka Belitung, and Batam, of course will support the achievement of the success of Visit Indonesia Year. Tourists local and foreign tourists will be easier to get information about tourism in Indonesia through a special website for tourism, which of course in turn will increase the number of tourist visits to Indonesia, which will have implications for the success of Visit Indonesia Year.

The marriage of technology and tourism is a very good thing, especially in supporting the achievement of Visit Indonesia Year. Existing technologies can be used to promote the tourism potential in areas of Indonesia, which of course aims to share information not only with local Indonesian community, but with foreign tourists who are interested in natural resources in Indonesia. By using e-tourism is expected to tourism potential in Indonesia can be exploited very well and brought many benefits to the advancement of tourism in Indonesia. Regions other than Aceh, Bangka Belitung, and Batam must use this as an e-tourism promotion and marketing of tourism potential in their respective regions, which of course does not lose its beauty with the potential of tourism in the region of Aceh, Bangka Belitung, and Batam.

### Table I

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Indicators</th>
<th>Aceh</th>
<th>Babel</th>
<th>Batam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Search engine's Popularity</td>
<td>7</td>
<td>8</td>
<td>8</td>
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<tr>
<td>2.</td>
<td>Explanation of Institution</td>
<td>9</td>
<td>9</td>
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<tr>
<td>3.</td>
<td>Information Up-date</td>
<td>8</td>
<td>9</td>
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<td>4.</td>
<td>Serial Data of Institution</td>
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<td>8</td>
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<td>5.</td>
<td>Internal Service</td>
<td>8</td>
<td>9</td>
<td>7</td>
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<tr>
<td>6.</td>
<td>Eksteral/Public Service</td>
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<td>9</td>
<td>8</td>
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<tr>
<td>7.</td>
<td>Test Respom of Email Feedback</td>
<td>6</td>
<td>9</td>
<td>7</td>
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<tr>
<td>8.</td>
<td>Homepage Layout</td>
<td>9</td>
<td>8</td>
<td>6</td>
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<tr>
<td>9.</td>
<td>Suitability of a domain name</td>
<td>6</td>
<td>6</td>
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<td>with the name of institution</td>
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<tr>
<td></td>
<td><strong>Average</strong></td>
<td><strong>7.44</strong></td>
<td><strong>8.33</strong></td>
<td><strong>7.66</strong></td>
</tr>
</tbody>
</table>

Source: Adapted by authors from March 1 - March 14, 2010

The average value listed in Table II still indicates that not all e-tourism in Indonesia that meet standards of good e-tourism. From the above table only Bangka Belitung assessment score above 8. Standard value enough to be a motivation for the parties involved to improve the performance of the procurement of complete facilities listed on the website, in order to facilitate the search for information that is needed by the tourists. From the above table that needs to be underlined about the deficiencies contained in any website is about an institution that includes a serial data statistics, graphs, tables or tourism. Only a few e-Tourism, translating a few things related to the information in the form of tables or graphs. Another weakness is visible almost in every e-Tourism on the suitability of a domain name with the name of the institution. It is expected that the managers of e-tourism of each tourism region above to complete the website by improving the existing deficiencies.

### Supporting Success Factors

It is inevitable that with the electronic tourism to facilitate the tourists who wish to obtain data on tourist areas who want visited by more easy, practical, and fast. Regarding the completeness of the information is dependent of each region manager, but at least the e-tourism is to simplify the Indonesian Government in realizing the performance and success of “Visit Indonesia Year”.

However, the above is not an easy thing if it is not supported by the various parties involved. There are several
factors supporting the success of e-tourism to be implemented in Indonesia. These factors include:
   a. Government's performance as a presenter e-tourism (resources)
   b. Repairs complete facilities in e-tourism
   c. Cooperation among relevant stakeholders

5. CONCLUSION

Basically, the implementation of tourism promotion through the website to change the old paradigm in tourism promotion tekesan ancient and difficult become easier and faster. Through e-tourism, in this case the introduction of tourism through the website, visitors are expected to be easily and quickly obtain information related to tourism, and to attract them to visit the tourism to the area to support the Visit Indonesia Year.

There are several benefits and advantages that can be obtained by utilizing the means of the internet or the website to promote tourism. For decision makers, in this case the government, to make his performance to be much lighter because it is only enough to manage an existing site, and not an expensive cost to promote local tourism. Meanwhile, another advantage to be gained from tourism promotion through this website was obtained also by the tourists who access the tourism website, which can be easier and certainly quicker in getting the desired information.

E-Tourism can be utilized in the field of tourism to solve problems interoperability of data, allowing the promotion, marketing, and sales of a tour package more complete and integrated. With the e-tourism, so prospective tourists can find enough information on tour packages from the internet. E-tourism should be developed by the parties involved in the tourism industry in Indonesia. In addition to bringing the benefits to potential tourists, also brings benefits for companies engaged in tourism because of the information on his website more useful to optimal, so that by itself can increase the promotion and marketing of its products. The regions in Indonesia should have more contributions in the field of tourism. By combining the technology and tourism through the e-tourism is expected to support the achievement of the results of the Visit Indonesia Year program.

REFERENCES