Analysis of digital tourism development strategies as promotion of water blow tourism Nusa Dua Bali

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Article Info

ABSTRACT

The tourism sector has a large contribution in increasing state and regional income. Therefore, it is important to make efforts to develop tourism in Indonesia. Water Blow Nusa Dua is one of the tourist destinations on the island of Bali which has a unique attraction and can be visited by tourists. One effort that can be made to increase the number of visits is through digital tourism by utilizing technology as a promotional medium. This research aims to find out government policies, strategies and decisions in developing internet-based tourism (digital tourism) using tourism website data, internet reviews about tourism, and social networks related to the Water Blow Nusa Dua Bali tourism. The qualitative method used in the research is an internal factor evaluation (IFE) and external factor evaluation (EFE) matrix with SWOT analysis by reviewing internal factors (strengths and weaknesses) and external factors (opportunities and threats) which are taken into consideration in developing digital tourism in Water Blow Nusa Dua. The results of this research found that tourism promotion through digital tourism using the internet is still not optimally carried out by the Badung Regency government so it is necessary to increase promotion through social media. This research can be used as recommendation material for the government or related parties in determining the direction of digital tourism development

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Introduction

The development of smartphones with increasingly fast internet access has changed the tourism landscape significantly (Zarezadeh et al., 2023) (Amin, 2020). The use of technology in the tourism sector is much more effective and efficient when compared to conventional media (Zainal-Abidin et al., 2023) (Trelohan et al., 2022). The use of digital technology also makes it easier for tourists to search for, order and even pay for tourist services (Reichenberger & Raymond, 2021) (Hu & Liu, 2023). Changes in tourist behavior can be seen when search and share is 70% via digital devices (Pai et al., 2020). Technology can influence and shape the way a person carries out tourism activities, from planning a trip, while traveling, to returning from a trip (Rizkinaswara, 2019). The Indonesian Travel Agent Association (Astindo) said that the majority of its market segments have been eroded by the presence of digital travel platforms and more than half of the current market, namely 60 percent, has switched to digital, therefore the government needs to act more quickly before the impact widens (Deb et al., 2022). The use of digital technology makes it easier for tourists to search for, order and even pay for tourist services. A government that is responsive and innovates in creating an environment that supports digitalization

can help the tourism sector develop, provide better services to tourists, and increase global competitiveness in the digital era.

Increasing digital developments also have an impact on changes in various industrial sectors, including tourism, towards digital tourism (Sari & Batubara, 2021) (Post et al., 2022). There are 50% of foreign tourists who come to Indonesia from the millennial generation who are closely connected to the digital world and technology (Demartoto, 2024). 50% to 70% of tourism marketing and promotion programs now use digital mechanisms (Hysa et al., 2021). Therefore, the Ministry of Tourism has designated Go Digital or Digital Tourism as the Top 1 Program of the Ministry of Tourism (Devasia & P. V., 2022) Tourist attraction (DTW) Water Blow Peninsula Nusa Dua Bali is a tourist attraction that has the characteristics and uniqueness of a natural phenomenon, namely crashing waves that reach a height of up to 8 meters due to crashing on the rocks (Amiruddin, 2020).

Water Blow Peninsula Nusa Dua Bali is one of the favorite destinations for tourists, so development efforts through digital tourism are very necessary. Digital tourism is an effective strategy in promoting various destinations and Indonesia's tourism potential through various platforms (Prastyadewi et al., 2023) (Moyle et al., 2020). This means that digital tourism does not just introduce, but also spreads the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia (Susanti & Amelia, 2021) (Ma & Li, 2023).

Digital tourism is defined as the concept of using ICT to increase the usability of the tourism sector by providing various tourism services to customers in digital form, and making tourism marketing more accessible (Bessie, 2019; Komalasari et al., 2020; Pradiatiningtyas, 2015). The use of digital tourism has been proven to make it easier for people to get tourism information and promotional media that is easier to use and understand and can increase people's enthusiasm for traveling (Haryono & Albetris, 2022; Kadafi et al., 2022; Yuliani & Prasojo, 2017) (Kim & Pomirleanu, 2021). Promotion through digital tourism is seen as much more effective, when compared to promotion through brochures currently carried out (Cai et al., 2023) (Cai et al., 2023). Promotions not only facilitate the purchase of the primary product; they also have the potential to promote subsequent purchase behavior (Ma & Li, 2023) (Yapici & Büyükkaragöz, 2023). The expansion of tourism information through social media platforms will open up new opportunities for the tourism industry, not only in facilitating a better user experience but also in increasing the effectiveness of promotions and influencing tourists' purchasing decisions.

The importance of digital tourism is to increase tourist attraction because it makes it easier to search for information via the internet, tourists can easily access information about tourist destinations, accommodation, restaurants (Tamaratika et al., 2021). Digital tourism can also make travel easier, and improve the tourist experience (Sultan & Choudhry, 2022). With proper use, digital tourism can be a powerful tool in increasing the tourism attractiveness of an area (Raki et al., 2021). According to (Yapici & Büyükkaragöz, 2023) the tourism sector must make extensive use of social platforms to be able to compete, increase market share and ensure customer satisfaction.

Based on the problems described above, researchers consider it necessary to conduct a study regarding the development of digital tourism as a promotional medium for Water Blow Nusa Dua Bali tourism. This is because understanding the need for digitalization in tourism promotion is increasingly important considering the shift in consumer behavior who are more inclined to seek information boldly and based on technology. Therefore, this research aims to determine the government's policies, strategies and decisions in developing internet-based tourism (digital tourism) for the development of digital tourism as a promotion for Water Blow Nusa Dua Bali tourism. The method used to determine government policies, strategies and decisions in developing internet-based tourism (digital tourism) uses an internal factor evaluation (IFE) and external factor evaluation (EFE) matrix with SWOT analysis by reviewing internal factors (strengths and weaknesses) and external factors (opportunities and threats) that are taken into consideration in developing digital tourism in Water Blow Nusa Dua. It is hoped that this research will provide benefits to related parties, namely the Nusa Dua Bali Tourism and Culture Office, to develop digital tourism as a tourism promotion in Water Blow Nusa Dua Bali.

Method

This research uses a qualitative approach by looking at the development of tourism websites (digital tourism) and reviewing government policies related to tourism development in Water Blow Nusa Dua Bali. Data collection was carried out through direct observation in the field (Maurer, 2022). In this research, observations were made of government policies, strategies and decisions in developing internet-based tourism (digital tourism) in Water Blow Nusa Dua Bali. Apart from that, observations were also made through observing

tourism websites, reviews or reviews on the internet about tourism, and social networks related to the Water Blow Nusa Dua Bali tourism.

The analysis technique used is through the SWOT analysis method which evaluates strengths, weaknesses, opportunities and threats (Gürel, 2017). SWOT analysis is a strategic planning technique which is divided into two factors, namely external factors and internal factors (Gürel, 2017). Factors originating from outside or external play a role in monitoring the micro and macro economic environment through opportunities and threats related to the organization. Meanwhile, internal factors consist of the company's strengths and weaknesses (Kotler & Keller, 2012). The results of this SWOT analysis can be used by the government in determining policy direction and strategy in developing tourism in Water Blow Nusa Dua Bali.

Data collection technique

In research, there are always systematic and standard data collection techniques to obtain the required data. Data collection is a very important step in the scientific method, because in general, the data collected is used except for exploratory research, to test hypotheses that have been formulated. The data collection techniques in this research are as follows;

Interview

The interview technique takes several informants along with the things that will be explored to complete the data for preparing this research. Some of the information that will be extracted by researchers from participants is: 1) information about digital tourism development as a promotion for Water Blow Nusa Dua Bali tourism, 2) information about strategies in developing internet-based tourism (digital tourism) as a promotion for Water Blow Nusa Dua Bali tourism, 3) information about government decisions in developing internet-based tourism (digital tourism) as a promotion for Water Blow Nusa Dua Bali tourism.

Observation

Observation is used to find out something about a phenomenon. Observations are usually carried out by reviewing, supervising and researching an object, until data is valid. The objects of observation in this research are tourism websites, internet reviews about tourism, and social networks related to the Water Blow Nusa Dua Bali tourism.

Documentation

The results obtained from documentation techniques in this research can be in the form of tourism website data documents, internet reviews about tourism, and social networks related to the Water Blow Nusa Dua Bali tourism.

Results and Discussions

The development of digital tourism in Water Blow Nusa Bali is a threat, so it must always be able to survive by improving the quality of information services and digital tourism performance. The competition for the digital tourism development of Water Blow Nusa Bali with other destinations around Nusa Dua Bali is relatively balanced, even though Water Blow Nusa Bali has the advantage of an interesting natural phenomenon that is second to none in Bali, competition with other destinations remains a threat. However, this competition can also be a motivator for the management of Water Blow Nusa Bali to be able to work better in tourism development efforts. The management of digital tourism at Water Blow Nusa Bali is still considered less than optimal, so an effective strategy is needed in developing and managing digital tourism for the tourism industry. The following is the internal factor evaluation (IFE) and external factor evaluation (EFE) matrix for digital tourism Water Blow Nusa Bali.

Table 1. IFE and EFE matrix for digital tourism Water Blow Nusa Bali

Main factor	Weight	Ratings	Weight x Rating
Strength			
Number of internet users	0,04	2	0,08
Internet infrastructure at Water Blow Nusa Bali	0,04	3	0,12
Vision and mission related to digital tourism	0,03	2	0,06
Government policy regarding digital tourism	0,04	2	0,08
Ease of searching on the internet with the keyword Water Blow Nusa Bali	0,04	3	0,12
Water Blow Nusa Bali tourism promotion work program related to digital tourism	0,04	2	0,08
Social network promotion media	0,06	4	0,24
Internet broadband population	0,05	3	0,15

Main factor	Weight	Ratings	Weight x Rating
Cellphone user population	0,03	2	0,06
Ease of online reservation	0,05	3	0,15
Ease of use of the website	0,05	3	0,15
Total Strength Score	**0,47**		**1,29**
Weakness			
Number of digital tourism websites	0,06	4	0,24
Appeal for creating a digital tourism website	0,05	3	0,15
Human resources are proficient in the field of networks and the internet	0,04	3	0,12
The ecosystem is not yet integrated	0,04	3	0,12
There is no monitoring and control system yet	0,04	2	0,08
There is no data management yet	0,04	2	0,08
Digital tourism content	0,05	3	0,15
Information on public facilities in digital tourism	0,04	3	0,12
Feedback response (chat room, FAQ)	0,04	3	0,12
Government performance as a provider of digital tourism (resources)	0,05	3	0,15
Search engine optimization (search engine)	0,04	2	0,08
Complete and up to date Tobasa tourism data is not yet available	0,03	2	0,06
Total Weakness Score	**0,53**		**1,49**
Opportunity			
Travel agency website that promotes tourism	0,08	4	0,32
Installation of CCTV in tourist destinations	0,06	2	0,12
Tourism marketing partnership	0,08	3	0,24
Number of Tobasa tourism reviews on the internet	0,08	4	0,32
Digital marketing through partnerships	0,07	3	0,21
Indonesia is ranked 6th most beautiful country in the world	0,07	2	0,14
Tourism promotion budget	0,08	4	0,32
Total Opportunity Score	**0,52**		**1,67**
Threat			
Promotion of digital tourism in other regions	0,05	2	0,10
Digital tourism marketing graphic displays in other areas	0,05	3	0,15
Ranking of tourism traffic on the internet	0,04	2	0,08
Online payment feature	0,05	2	0,10
E-commerce facilities (other transactions)	0,05	2	0,10
World tourism competition	0,04	2	0,08
Insufficient information updates (website management).	0,04	2	0,08
Sociocultural problems related to awkwardness and lack of interaction with humans	0,04	2	0,08
Security of online transactions in the payment system at the start	0,05	2	0,10
Global trends in world tourism	0,04	2	0,08
Implementation of the ASEAN Free Trade Area (AFTA) and the ASEAN Framework Agreement on Services	0,03	2	0,06
Total Threat Score	**0,48**		**1,01**

Source: Data Processed by Researchers (2023)

After obtaining the IFE and EFE matrices above, researchers can compile a SWOT matrix by reviewing the opportunities and threats for digital tourism development compared with strengths and weaknesses to see the position of Water Blow Nusa Dua Bali's capabilities in the competition. This SWOT matrix is obtained by comparing the results of internal analysis (strengths and weaknesses) with external analysis (opportunities and threats). The SWOT matrix is arranged in diagram form with quadrants (X, Y) as follows:

X = *Strength – Weakness* = 1,29 – 1,49 = -0,20
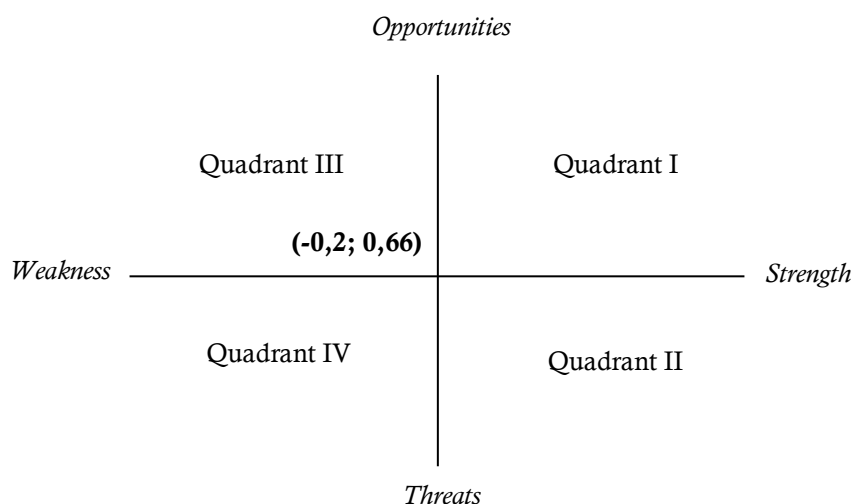Y = *Opportunities – Threats* = 1,67 - 1,01 = 0,66

Figure 1. Digital Tourism Water Blow Nusa Dua Bali SWOT Quadrant
(Source: Data Processed by Researchers, 2023)

Figure 1 shows that the position of digital tourism Water Blow Nusa Dua Bali is in quadrant III (negative – positive quadrant), so the strategy used is the WO (weakness opportunities) strategy. This position shows that digital tourism experiences weaknesses in various internal matters, so that profitable opportunities are difficult to achieve. Therefore, the right strategy to implement is a strategy of consolidation, improvement, changing perspectives and eliminating the causes of problems in order to avoid threats. Several WO strategies that can be implemented in efforts to develop digital tourism in Water Blow Nusa Dua Bali are as follows: 1) The Badung Regency Government and related agencies can increase the number of digital tourism in the form of regional tourism websites and share content containing the latest information related to tourism. The tourism website that will be created needs to add several features, such as information on public facilities, frequently asked questions (FAQ), and chat rooms as a means for tourists to ask questions, especially those related to the Nusa Dua Bali Water Blow. Therefore, the government needs to prepare human resources who are skilled in the field of information technology to develop digital tourism in their regions; 2) The Badung Regency Government and related agencies can formulate an integrated tourism system to facilitate data transactions between one website and another. Data integration is carried out on tourism websites (digital tourism) with websites of travel agents, restaurants, airlines and others related to tourist needs; 3) The Badung Regency Government and related agencies can collaborate with travel agents to not only sell products/services, but also help in promoting tourism via the internet and increase the ranking of Water Blow Nusa Dua Bali tourism traffic; 4) The Badung Regency Government and related agencies can manage and update social networks such as Facebook, Instagram, YouTube, Twitter, and others to promote Water Blow Nusa Dua Bali tourism. Apart from that, you can also use promotional techniques for reviewing Water Blow Nusa Dua Bali tourism on the internet.

In the context of the Internal Factor Evaluation Matrix (IFE), the weakness strategy for the Water Blow Nusa Dua Bali tourism industry is by increasing the use of information technology through digital toursim which is more efficient and user friendly, thus taking advantage of opportunities to increase the attractiveness of tourists searching online related to the Water Blow Nusa Dua tourism distenation. Bali. This cannot be separated from the role of local governments by increasing the number of digital tourism websites, content containing the latest information related to tourism. The tourism website that will be created needs to add several features, such as information and human resources who are skilled in information technology in order to develop digital tourism (Laksana et al., 2022). Meanwhile, from the context of the External Factor Evaluation Matrix (EFE), the weakness strategy for the Water Blow Nusa Dua Bali tourism industry is by increasing environmentally friendly tourism, the desire for and exploiting the market and digital payments in the tourism sector (Putra et al., 2018). In terms of SWOT analysis for the development of internet-based tourism (digital tourism) for the development of digital tourism as a promotion for Water Blow Nusa Dua Bali tourism;

Strength
(1) Water Blow Nusa Dua Bali has a strong natural attraction, and the use of information technology can expand its reach and increase its visibility online. (2) The existence of local governments to increase tourism through information technology and development of tourism websites.

Weakness
(1) Limited human resources, namely the lack of limited personnel in the field of information technology, may be an obstacle in developing digital tourism. (2) Limited technological infrastructure is an obstacle in building seamless digital experiences.

Opportunity
(1) Increasing online use in tourism searches, thereby increasing online search habits for tourist destinations, can be an opportunity to increase the digital presence of Water Blow Nusa Dua Bali. (2) Increasing tourist engagement with user-friendly and informative features can increase tourist engagement online.

Threats
Competition in the tourism industry with other destinations that are also increasing their online presence can be a threat and reliance on technology and data security vulnerabilities can disrupt the tourist experience. Ultimately, to take advantage of opportunities and overcome challenges, close collaboration with local governments, local entrepreneurs and information technology experts is necessary. Synergy between various parties can help in developing sustainable and technology-based tourism in Water Blow Nusa Dua Bali.

Conclusions

Based on the results of the previous analysis and discussion, the strategies that the Badung Regency Bali government must use in developing digital tourism include: 1) Using a WO (weakness opportunities) strategy which focuses on internal coordination in evaluating itself regarding the implementation of digital tourism. 2) The Badung Regency government feels that promoting tourism through digital tourism using the internet is still not optimal, because the number of interesting tourism websites and social media is still minimal and the information tends to be less up-to-date if used as a reference by tourists visiting Water Blow Nusa Dua Bali. Some suggestions that can be given by researchers are improving tourism promotion strategies through digital tourism (websites and social media) to meet tourists' information needs when viewing, searching and ordering tourist packages of interest to online payments. In addition, the Bali Badung Regency government and related agencies can develop applications that can provide tourist attraction recommendations to tourists based on tourist characteristics.

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