The Digitalization of Tourism Allows Local Governments to Reach International Tourists

Andi Cudai Nur[*], Haedar Akib, Risma Niswaty

Public Administration Science Study Program, Department of Administrative Science, Faculty of Social & Legal Sciences, Makassar State University, South Sulawesi, Indonesia

Email address:

cudainur@unm.ac.id (Andi Cudai Nur)

[*]Corresponding author

Abstract: The research results found an increase in tourist visits to local tourist destinations, with various backgrounds and regional origins. The aim of this research is to find out more about the influence of technology on increasing tourist visits. Regional governments have made various breakthroughs and continue to increase the use of technology to develop regional development in the tourism sector with digitalization strategies. The local government utilizes digitalization strategies to achieve excellence in developing the tourism sector to realize competitive and sustainable development. The research method uses a combination of sequential explanatory models which combine a combination of quantitative and qualitative research methods in series, namely in the first stage the research was carried out using quantitative methods and in the second stage using qualitative methods. The increase in visitors to tourism destinations is quite high after the Co-19 outbreak, this is shown by the number of tourists visiting tourist locations which continues to increase. Demand for digitalization services in tourist areas is also increasingly showing an increase. The regional government has formulated regional policies that are more adaptive to change, and are also supported by digitalization of technology in terms of: 1) Cultural preservation, tracing the history of tourism, application of technology that influences the process and results of data collection on various tourism activities. 2) Administrative, legal and political framework, with various administrative provisions for tourism development. 3) The level of integration of tourist destination locations and the implementation of a sustainable tourism industry model.

Keywords: Digitalization of Local Tourism, Regional Development, Government Commitment

1. Introduction

As a result of advances in science and technology, the face of the world is slowly changing from the conventional era to developments based on information technology (especially the internet). These changes and developments will certainly change the direction of several aspects of life, especially in Indonesia, where social, economic and educational aspects will adapt to these changes [1, 2]. The development of science and technology is a sign of the entry of a new era for the world, namely the era of globalization, where a country is required to be more open to information or modernization coming from outside, if it does not want its country to be isolated from international relations. The main cause of this era of globalization is the rapid development of information and communication technology which makes human life easier and more efficient.

The relevance of information technology to development in Indonesia can be seen from the government's seriousness in realizing the relevance of information technology for development, by preparing six policies that can optimize the impact and results of implementing technological advances in Indonesia: 1) improving the quality of digital services to increase the efficiency and competitiveness of the driving sector Indonesian economic growth; 2) improving the quality of human resources so that they are able to adapt to future employment needs; 3) integrating research, design and development with industrial modernization and other productive sectors; 4) encourage development to support economic growth by maximizing support for internet connectivity and cellular penetration; 5) strengthening the

innovation ecosystem through collaboration with the government, business actors, national educational institutions and the community; 6) encouraging startup collaboration, including ecosystem development, acceleration, incubation and business models and aspects of startup business sustainability [3]. As a national planning agency, PPN/Bappenas relies on the development of digital technology to improve the quality of development planning, which includes a digital transformation roadmap, harmonization of legal regulations, fiscal policies, ease of doing business, and availability of access to funding. and skilled workforce. Indonesia carries out sustainable development in all sectors to support state income, one of which is through developing the tourism sector. The tourism sector currently continues to develop along with the increasing diversity of human needs and desires, these needs can be physical, psychological and intellectual needs [4-8].

The tourism sector, as one of the mainstay sectors of the national economy, should continue to be improved, because it is the largest source of intersectoral foreign exchange earnings in Indonesia. So that the development of the tourism sector continues to be carried out in terms of implementing a concept or formulation of a sustainable national tourism development plan, both at the regional/provincial and local city levels (RIPP-district/city). Specifically at the Bulukumba Regency government level, a Master Plan for Tourism Development has been prepared which is an elaboration of the South Sulawesi Province RIPP. The Bulukumba Tourism Development Master Plan was prepared in accordance with the diversity of destination areas in this region. Bulukumba has a variety of potential tourist attractions, ranging from natural potential, culture, history, customs, boat building rituals, and artistic performances, which need support and attention from the Bulukumba government in relation to economic, social, political, and defense and security issues. Development needs to be further optimized to increase local revenue and improve community welfare, by increasing innovation in government institutions in Indonesia which have been implemented, although they are not yet sufficient [9-14]. Central and regional government institutions have innovated in various fields as part of their duties and functions, especially in providing public services to the community. This phenomenon shows that there are several factors that can support the implementation of innovation, namely visionary leaders; open leadership; collaborative stakeholders; and community support [15]. Related to this problem, several factors that influence determining the sustainability of innovation in government institutions are the culture of providing feedback; accountability and continuous learning [16]. However, the reality is that the infrastructure is not well managed and the security level is still low [17]. The results of research at the regional government level show that regional governments do not yet have firm leadership due to various interferences and interests, unclear master plans, and systematic readiness in directing the formation of e-Government system standards without appropriate recommendations.

It is important to know that the true essence of traveling is a community activity outside a residential area for a short period of time (less than one year) with the aim of spending a moment, by changing a new atmosphere in the activity. The tourism trend which was initially dominated by conventional tourism has become mass tourism which has more negative impacts [18, 19]. There is a complex relationship between elements in tourism, such as tourists, local government, local communities, universities, educational communities and non-governmental organizations. Tourists are visitors who travel for more than one night. The WTO explains that irregular travel with the aim of leisure, picnics are also called holiday homes The point is that tourists come for a holiday [3, 7, 21, 22]. Furthermore, ecotourism is a form of tourism that emphasizes the moral context as part of tourism [3, 23]. Ecotourism is one part of the antithesis of mass tourism. In the context of tourism, tourists are specifically interested in being invited to do something in the midst of a holiday that is positive or enlightening. In special interest tourism, environmental management becomes part of increasing resources. In the current era of information technology, the role of new media-based tourism communication information media is very important. Ease of access to information is expected to be a major asset as well as an asset for tourism itself. Information is data that is provided according to needs and objectives [24].

Alvin Toffler in his book The Third Wave analyzes technological changes and updates in the world. He divided the history of technology into 3 waves, namely [25]: (1) 800 BC-1700, or before the industrial revolution, (2) 1800-1970, namely the period of the industrial revolution which began with the discovery of technology. Steam engines which eventually developed into high-level electronic technology, (3) 1970-2000, were marked by technological advances in the fields of: a) communications and data processing, b) aviation and aerospace technology applications. The main goal of developing digital technology is mutual assistance or complementarity between humans and machines through interaction [27].

Planning is also a political decision related to the government's work as a director and controller. Policies that guide the development of the tourism sector require regulations as a control tool, to determine the extent of expected progress. Whatever the level of its life cycle, a tourism area has its own level of development in 1) Cultural characteristics, historical conditions, cultural and social conditions influence the process and results. 2) Administrative, legal and political framework, with various administrative provisions, rules and regulations, as well as political conditions for tourism development. 3) The level of integration is the level of integration of various parties, including the implementation of the tourism business model. This cycle level must receive the attention of local governments to develop optimal efforts, especially the implementation of a higher quality regulatory system based on digital technology. Regional tourism development, in this case Bulukumba, is developing tourist destinations and

tourism potential in this case: Tanjung Bira, Ammatoa Kajang and Pinishi Shipbuilding. These three tourist attractions still maintain their authenticity and natural conditions, all of them still exist and are in a traditional living system that is rooted in the lives of the local community. This is an attraction for tourists to visit these three destinations, apart from that Bulukumba is very strategic because of the availability of very diverse potential tourist resources such as marine tourism/natural resources, natural tourism, history and culture as well as agro attractions. ODTW is very interesting, both for recreational activities, holidays, and as research activities. This study tries to see how local governments take advantage of opportunities to develop the regional tourism sector, by creating a deeper and more comprehensive digitalization strategy to support the superiority of developing a competitive tourism area in South Sulawesi.

The promotion was carried out to describe the natural charm and cultural and historical diversity that exists in Bulukumba, starting from the beauty of Tanjung Bira beach, the construction of the Phinisi ship, and the Ammatoa Traditional area which is known by natives and foreigners. The potential for wealth must be developed even better by implementing modern digital technology systems to make it effective and efficient. Quality tourism planning and management needs to be improved to maintain the balance of the natural environment and the human environment (social and cultural). An understanding of various problems is needed at regional and national levels, with the provision of appropriate efforts, especially at the local level, because local actions will have a direct impact on solving local problems.

In fact, exploring various theories will help solve problems through the support of information and communication technology to realize development in the economic and social sectors, namely: a) Factors that influence information systems include the quantitative methods used, the use of computers as a tool, resource actors humans [28]. Technological advances in Indonesia have had different impacts on urban and rural areas, for example the positive impact in the field of communication is that everyone can communicate smoothly and quickly without being hindered by time and distance [29]; b) The characteristics of technology according to its nature are divided into 3 types, according to Djojohadikusumo [30], which can support the economy are as follows: 1) Advanced technology, 2) Adaptive technology, 3) Protective technology, namely technology to preserve, protect and secure the ecology and a future environment that can include conservation, restoration and regeneration of natural resources. The main elements of protective technology are increasing sustainability, restoring fertile barren land, utilizing reeds to become fertile land, and so on; c) In the political field, communication and information technology is also very necessary so that programs and ideas can run well and be known by all levels of society. The media plays a role as a mediator between the government and society so that people can express their opinions and provide input to build a better country, therefore information and communication technology also plays an active role in supporting the political development of a country; d) Then the bad or negative impact is that if humans cannot use this technology wisely, it will be dangerous if humans become dependent on this technology. Social fragmentation itself is a division in society so that individuals become increasingly isolated and social ties become increasingly weakened. This concept is also a framework for analyzing the way social actors construct meaning, identity and institutional forms in the sociological context of globalization [31]. Indirectly, the behavioral patterns that have arisen as a result of the emergence of globalization have changed people's behavioral patterns, increasingly ignoring social norms and switching to digital norms.

2. Method

Based on [21, 32-34] statement, "Research involves researchers who collect and provide data, integrate findings, and draw conclusions using qualitative and quantitative approaches or methods in one study or inquiry program" is very important. Therefore, mixed methods can refer to the use of qualitative methods. and quantitative to answer research questions in one study". Likewise, Julia Brannen explains several ways to combine quantitative and qualitative research as follows: Carrying out qualitative research will help quantitative research provide basic information about the context and subject, act as a source of hypotheses, then combining quantitative research and qualitative research will provide a general picture. Quantitative research here includes all data and information related to destinations and tourist attraction development in Bulukumba Regency, then supplemented with various sources and information about problems and solutions in the field, then analysis is carried out. with the power of qualitative and SWOT analysis. Next, analyze and provide a general narrative by combining quantitative data and qualitative data.

The main premise underlying this method is to use a combination of quantitative and qualitative approaches to search for primary data related to the number of tourist destinations and facilities as well as secondary data related to the role of technology in tourism, and the results of research conducted. showed that it is better to use two approaches than to use only one approach [32]. This methodology shows how quantitative data provides real information regarding data on the number of visitors, total regional income, number of technology users in tourist areas, then analyzed and adapted to the results of qualitative data in the form of narratives of various information from stakeholders to obtain information about the influence of technology on tourism development in Bulukumba Regency, South Sulawesi. Then combine, analyze and equate the quantitative and qualitative data results to draw conclusions.

3. Results

The concept of development with the application of

digitalization is intended to facilitate the achievement of goals effectively and efficiently in implementing development programs. This will help encourage equal distribution of regional income, preserve the environment between generations, and optimize the quality of human life. In this regard, a balanced development vision is needed, the establishment of partnerships and harmony between stakeholders in the tourism sector and other sectors. Therefore, an integrated tourism planning concept is needed in relation to other development sectors, in accordance with the concept of sustainable development (Sustainable Development), to develop the tourism sector in an integrated manner, a digital Bulukumba Area Tourism Development Master Plan is needed as a basis and supported by sources. quality human resources for the implementation of tourism digitalization while maintaining local content wisdom. Apart from these provisions, in preparing RIPP Bulukumba it also took into consideration existing legal products in Bulukumba, including; 1) The basic pattern of Bulukumba development; 2) Bulukumba Development Strategic Plan; 3) In accordance with statutory regulations, the general spatial plan for Bulukumba Regency.

Therefore, as one of the sectors that has an important role in regional development in Bulukumba Regency, comprehensive, sustainable, global regional tourism development planning is needed, based on local wisdom and community social culture to support the community and regional economy. The application of digitalization in local tourism development is to reach foreign tourist visitors in a global context. So the tourism development policy is to encourage and increase the attractiveness of a tourist area so that it is hoped that it can contribute to both the local community and regional government and can provide maximum benefits for the welfare of society as a whole now and in the future. Tourism development in Bulukumba is carried out to encourage and ensure that the results of tourism activities are utilized for the maximum welfare of the local community as well as maintaining and preserving local cultural identity.

The development of tourism in the era of digitalization should be followed by making policies with local cultural wisdom, so that its development is always maintained, balanced and in accordance with the life of the local civilization. The latest data on foreign tourist visits to Indonesia through all entrances in January 2023 amounted to 735,947 visits, consisting of 620,905 foreign tourist visits through the main entrance and other entrances (non MPD) or 84.37% of the total visits, and 115,042 foreign tourist visits via other border entry points (MPD) or 15.63% of total visits. This number experienced growth of 503.34% compared to January 2022, which amounted to 121,978 visits. The highest number of foreign tourist visits through the three main entrances out of the 25 main entrances in January 2023, namely: Ngurah Rai had 330,037 visits, Soekarno-Hatta totaled 115,590 visits, and Batam was visited by 94,247 people. Following the highest number of foreign tourist visits from 5 nationalities in January 2023 came from:

Table 1. The highest number of foreign tourist visits from 5 nationalities.

No.	Name Country	Number of visits
1	Malaysia	112,287
2	Australia	99,089
3	Singapore	96,032
4	Timor Leste	70,403
5	India	32,839

Source: National Statistics Agency

Monthly development of foreign tourism visits 2019-2023 shows quite significant development, namely the number of foreign tourist visits in January 2023 was 735,947 foreign tourists or experienced growth of 503.34% compared to 2022 of 121,978 foreign tourists. This increase was due to the main entrances, namely Soekarno Hatta and Batam, experiencing an increase of 721.36% and 39,169.58% respectively, which can be seen in the following Figure 1:
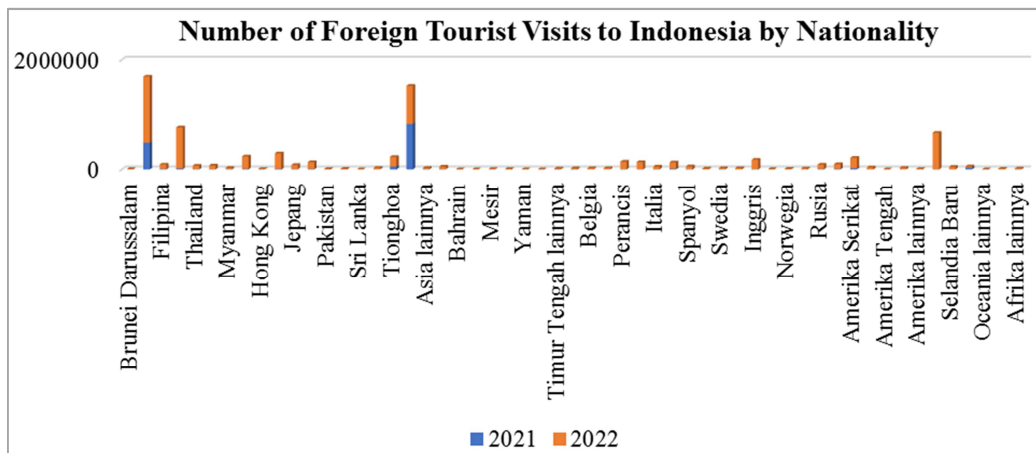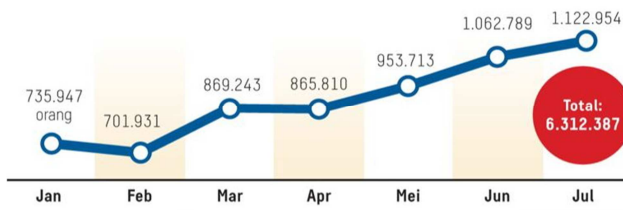

Source: Central Bureau of Statistics (BPS – Central); Source: National Statistics Agency

Figure 1. Number of Foreign Tourist Visits to Indonesia by Nationality 2021-2022.

Data for June 2023 shows that the number of foreign tourists visiting Indonesia has reached one million per month.

Foreign tourist visits by nationality can be seen in the figure 2 from January to July. 2023 reaching 6.31 million visits, this figure has doubled compared to the same period in 2022 which was only 2.12 million visits.

Source: Central Bureau of Statistics (BPS – Central) & Kompas

Figure 2. *The number of foreign tourists visiting Indonesia has reached one million per month.*

So the total number of foreign tourist visits to Indonesia in July 2023 was 1.12 million people, an increase of 5.66 percent compared to June 2023 which recorded 1.06 million visits with the target of 7.4 million foreign tourists in 2023 being exceeded. The increase in foreign tourist visits based on country of origin is still dominated by tourists from Europe, namely in July 2023 there will be an increase of 54.72 percent. The largest number came from tourists from the Netherlands 102.5%, France 85.2%, and Africa which also increased by 23 percent, can be seen in figure 3.
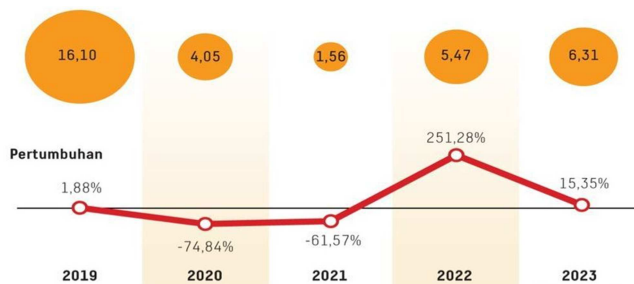
Source: Central Bureau of Statistics (BPS – Central) & Kompas

Figure 3. *Growth in the total number of foreign tourist visits to Indonesia.*

The number of tourists from 2017 - 2021 can be seen in more detail in the table below:

Table 2. *The number of domestic and foreign tourists in Bulukumba Regency in 2017 -2021.*

No	Year	Number of Tourists	
		Archipelago	Abroad
1	2017	203,934	3,036
2	2018	262,791	3,557
3	2019	282,850	2,260
4	2020	301.214	293
5	2021	386,933	60

Source: Bulukumba Regency Tourism Office 2023

From the data above, a projection of the number of tourists entering Bulukumba Regency until 2037 can be obtained which can be seen in table 3 below:

Table 3. *Projections of the Development of Domestic and International Tourists in Bulukumba Regency in 2019-2037.*

No	Year	Number of Tourists	
		Archipelago	Abroad
1	2017	9,862,241	316,835
2	2018	11,230,377	428,537
3	2019	12,788,307	579,620
4	2020	14,562,361	783,968
5	2021	16,582,521	1,060,360
6	2022	18,882,926	1,434,197
7	2023	21,502,454	1,939,831
8	2024	24,485,375	2,623,729
9	2025	27,882,101	3,548,740
10	2026	31,750,037	4,799,868
11	2027	36,154,551	6,492,089
12	2028	41,170,079	8,780,912
13	2029	46,881,386	11,876,673
14	2030	53,384,992	16,063,861
15	2031	60,790,808	21,727,267
16	2032	69,223,994	29,387,338
17	2033	78,827,071	39,748,012
18	2034	89,762,333	53,761,400
19	2035	102,214,584	72,715,287
20	2036	116,394,271	98,351,476
21	2037	132,541,030	133,025,848

Source: Analysis Results, 2023

From the projection results above, we can conclude that there needs to be major development for tourism in Bulukumba Regency, both in the form of existing tourism facilities and infrastructure so that it can balance incoming tourists and enable tourists to enjoy the beautiful and enchanting Bulukumba Regency.

Tourist Market Characteristics it can be seen that the market characteristics of tourists entering Bulukumba Regency throughout 2017-2021 were predominantly from the archipelago, in this case the neighboring Regency/City of Bulukumba. Based on the data, the largest number came from Makassar City, Gowa Regency, Takalar, Jeneponto and Bantaeng. Meanwhile, those from overseas are predominantly from Australia, France, the Netherlands and Germany.

The tourist destination areas that are most frequently visited by tourists are usually categorized for 2-3 days, where on the first day the dominant marine tourism is Bira Beach and its surroundings, on the second day they enter Ammatoa cultural tourism and its surroundings and on the third day they take in other tourist attractions that can be visited.

Marketing Efforts Carried Out by The Government

In tourism marketing in Bulukumba Regency, various large local, national and even international events are held.

The aim of this event is to increase tourist visits to Bulukumba Regency. Throughout 2017 the government has carried out several events including:

Table 4. *Events/Activities Carried Out In 2017-2018 in Bulukumba Regency Which Are Useful For Increasing The Number Of Tourists.*

No	Name Of Activity	Information
1	Seasonal Event Road to Pinisi Festival	2019
2	Rubber Forest Cycling I	2019
3	Humming Coffee Kahayya III	2019
4	Laonruma Festival	2019

No	Name Of Activity	Information
5	Samindara IV Festival	2019
6	Andingingi Ritual	2019
7	Dato Tiro V Festival	2019
8	Pinisi X Festival	2019
9	Bira Run III	2019
10	Tourism Trail Adventure II	2019
11	Pinisi Expo	2019
12	Rubber Forest Exploration III	2019
13	Annyorong Lopi	2019
14	XI Pinisi Festival	2020
15	Rubber Forest Exploration IV	2020
16	Songkabala Ri Bantilang Ritual	2020
17	Andingingi Ritual	2020
18	Rubber Forest Cycling II	2020

Source: Bulukumba Regency Tourism Office, 2023

Indirect digitalization makes it easier for state authorities to more effectively carry out studies and analyzes of tourism prospects. The prospect of a tourism industry that continues to stretch, dependently requires the capability of human resources, these challenges require systemic steps in improving the quality of human resources as tourism agents through educational institutions. Local governments must respond to this problem and carry out literacy in tourism to the wider community, because tourism has become the belle of development in Indonesia. The government has committed to making tourism as one of the economic driving sectors in 2020, local governments are expected to respond to this commitment and inventory the cultural and natural potential that can be an attractive contraction and be able to suck up tourist visits, by collaborating with various tourism industry players.

The government has carried out a transformation towards tourism 4.0 in a grand strategy. The key lies in human resources, considering that the program set by President Joko Widodo is to focus on human resources. According to [35], there are three products for the millennial generation, namely Startup Indah Academy, Nomadic Tours, and Digital Destinations. This program provides education, knowledge sharing, market guidance and business validation. and access for stakeholders, direct business actors and direct consumer leaders (CEO Commitment) to make the tourism sector superior. We chose digital technology for tourism so that it can shake the world, and there are three Ministry of Tourism products for the millennial generation, namely Startup Indah Academy, Nomadic Tourism and Digital Destinations for tourists; This Beautiful Startup Academy is to create an ecosystem so that Indonesia becomes a foreign tourist destination. This program provides education, knowledge sharing, market and business validation guidance and related access to policy makers, business partners and direct buyers. Others The key to success in the tourism sector cannot be separated from the CEO's commitment to realizing the tourism sector. The campus is one of the pentahelix elements to support the post-pandemic regional tourism sector ecosystem, by implementing adaptation and collaboration innovations through 3G strategies, namely Gercep, Geber, and Gaspol. "This strategy is carried out in facing existing opportunities and challenges to encourage the acceleration of economic recovery, the creation of jobs and the opening of business opportunities," said the Indonesian Minister of Tourism and Creative Economy, Sandiaga Salahudin Uno, in a webinar entitled "Innovation in the Digitalization of the MSME Sector Ecosystem and Post-Regional Tourism Pandemic in Indonesia" organized by the University of Indonesia (UI) on Thursday, July 7 2022.

People in the 4.0 era have been presented with the convenience of various existing technologies, including ease of obtaining information, facilities and beautiful and affordable tourist destinations. 4.0 in the tourism industry is increasingly increasing the digital transformation of tourism and the tourism chain and digital transformation [36]. Various government programs include blended learning programs implemented through collaboration between tourism development start-ups and creative industries in various tourist destinations, increasing digital literacy, as well as monitoring the readiness of small and medium businesses in tourist areas. The phenomenon and government efforts are access to improving the quality of tourism and marketing to various countries, through digitalization literacy needs to be accommodated and this is adapted by the central and regional governments, including Bulukumba Regency government officials to further increase the progress of developing a competitive tourism industry.

Technology is very important to help global development in the hope of facilitating interconnected and profitable interconnections, making performance more effective, and providing various accurate data-based information as analytical material for innovative and competitive decision making. It is hoped that digitalization can facilitate development and sustainable development as well as create a balance in all sectors of human life, so that life becomes more meaningful for the life of the universe. Globalization is divided into three large groups, the hyperglobalist group defines globalization as a new history of human life where traditional countries become irrelevant and begin to turn into business units in the global economy. The concept of globalization has produced what McLuhan predicted about a global village whose constituent elements are interconnected, however, the members of this large village are not connected homogeneously. Therefore, according to Wilbert Moore, the concept of modernization is the complete transformation of a traditional or premodern society into a technological society and social organization that will follow economically and economically stable countries. In Indonesia itself, there are three levels of maturity in village communities, including in South Sulawesi, especially Bulukumba, according [37] namely: 1) Communities with low maturity; 2) Society with a medium level of maturity; 3) Type of society with a high level of maturity. All of this is quite in accordance with the leadership of the Bulukumba Regency Government which has the nature of wanting to do something and knowing how to do it. If we look further into various development theories, there is the term village development or what is often called rural development.

4. Discussion

The phenomenon of information technology development starting from the old paradigm still tends to rely on technology transfer from developed countries, while the new paradigm tends to respect local wisdom and begins to make participatory technology development efforts. Likewise, including local content that is still strongly held by village residents, such as the construction of pinishi boats in Bulukumba, with the main hope in regional development being cultural preservation or conservation of village style as in the traditional life of the Kajang Bulukumba community. The Village Law further explains that the information system is intended to build transparency, community access through village websites, market access to facilitate the economic movement of Village commodity products, and build an integrated system related to population data for human trafficking efforts. This can maintain and strengthen sustainability. the natural balance and potential of unspoiled areas on the Bira Bulukumba coast. Joko Widodo's Tri Sakti Nawacita Working Cabinet contains three things, namely villages that are politically sovereign, economically independent, and have cultural personality. Data processed in an information system will not be useful if it does not have three pillars, namely people's rights or being relevant, timely and having a high level of accuracy [38]. Based on APJII survey results, the majority of internet users in Indonesia live in western Indonesia, especially Java [39]. The combination of computer and telecommunications technology in this era of globalization has resulted in a revolution in information systems such as e-commerce, EDI, and so on so that they have now penetrated physical boundaries between countries [24]. Therefore, according to Wilbert Moore, the concept of modernization is the complete transformation of a traditional or pre-modern society into a technological society and social organization that will follow a state of economic and economic stability. Based on the population, the largest number of internet users is in West Java Province with 16.4 million users, followed by East Java with 12.1 million users, and Central Java with 10.7 million users. This data shows that inequality causes problems in several regions of Eastern Indonesia, such as social backwardness of rural communities in development due to the difficulty of rural communities accepting the culture of modernization, difficulty accepting new technology, laziness, lack of strong motivation to change, felt quite satisfied with meeting the needs of the subsystem, and sharing the provincial culture. Mentions several traditional attitudes in society that are not in line with the needs of development and modernization. Principles and Mechanisms for Artificial Tourism Development:

1. Application of technology to the development of artificial tourism;
2. Optimizing the design of artificial tourist areas that attract tourists;
3. Highlighting local characteristics in the development of artificial tourism;
4. Utilization of agricultural potential as an agrotourism area;
5. Creating a balance between the needs of tourists and society;
6. Evelopment is built by involving local communities, stakeholders, which is adapted to the vision of tourism development for community welfare;
7. Development must be able to ensure sustainable sustainability, provide benefits to the community and not harm future generations;
8. Tourism must grow in the principle of optimization not exploitation;
9. Periodic monitoring and evaluation to ensure tourism development continues to run within the concept of sustainable development; and
10. The principle of sustainability in the construction and development of artificial tourism.

Therefore, the village government is not an entity that is collectively united as one legal community, but as two actors facing each other. Among them, according to Alhada [29]: a) Being slow to accept changes or new things will benefit them; b) Attitude prefers to find the easiest and fastest way to bring results even if not so great.

Technologically appropriate principle emphasizes that the development process carried out is technically applicable, efficient and utilizes local resources and can be easily adopted by local communities for a long-term oriented management process. In simple terms, sustainable tourism development can be integrated into three main achievement targets, namely:

1. Quality of environmental resources (natural and cultural), where tourism development must maintain the integrity of existing natural and cultural resources, as well as pay attention to the carrying capacity of the area, whether it is still able to accept/tolerate tourism development.
2. Quality of life of the local community (socioeconomic), where tourism development must be able to provide a positive impact (benefit) for the local community's social economy, such as increasing job opportunities, or even making it an economically independent community.
3. The quality of the tourist experience (tourists), where tourism development must be sensitive to the level of tourist satisfaction, so as to make the tourist trip a valuable experience. In this case, the quality of tourism products and their interpretation play a very important role in the quality of a person's travel experience.

In fact, the concept of sustainable tourism development essentially emphasizes four (4) principles, as follows: 1) Economically Feasible; 2) Environmentally conscious (Environmentally Feasible); 3) Socially acceptable (Socially Acceptable); and 4) Can be applied technologically (Technologically Appropriate).

5. Conclusion

Local Regional governments, especially regional government

officials, in formulating policies and technology development plans to support regional tourism development must always involve stakeholders. Likewise, in developing the tourism sector, environmentally friendly technology should be used by paying attention to important aspects that can influence the growth and development of the tourism sector. Regarding regional tourism development regulatory policies which are formulated as guidelines to facilitate the management of tourism development, it is best to collaborate with all interested elements. Appropriate technology principles can emphasize development processes that are carried out technically, efficiently, and utilize local resources, and can be easily adopted by local communities for long-term oriented tourism management processes, and reach international tourists. In simple terms, sustainable tourism development can be integrated into three main achievement targets, namely: 1) Quality of environmental resources related to nature and culture, 2) Quality of life of local communities from a socio-economic perspective, and 3) Quality of sustainable tourism. The principles and mechanisms for developing artificial tourism can be carried out by applying technology to the development of artificial tourism.

Tourism development must involve local communities, stakeholders, and be in line with the vision of tourism development for community welfare. Tourism must grow with the principle of optimization, not exploitation, by carrying out regular monitoring and evaluation to ensure tourism development continues to run within the corridor of the concept of sustainable development.

Author Contributions

Conceptualization, ACN; methodology, ACN; software, HA; validation, ACN, RN and HA; formal analysis, RN; investigation, ACN, RN; resources, ACN; data curation, RN; writing—original draft preparation, ACN; writing—review and editing, CAN and RN; visualization, HA; supervision, HA; project administration, RN; funding acquisition, ACN. All authors have read and agreed to the published version of the manuscript.

Conflicts of Interest

The authors declare no conflicts of interest.

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