Tourism Information System as a Promotion Container of Tourism Business in North Sulawesi Province

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ABSTRACT
The growth of North Sulawesi Pariwista reached the highest growth rate in the last four years, and was awarded The Rising Destination Of The Year 2019 from the ministry of tourism. The community as business actors is expected to improve the welfare of the tourism sector. One of the ways to improve the welfare of the tourism business can be done by promoting through digital platforms, considering that now is the era of industry 4.0.

This study aims to design a tourism information system as a promotional platform for tourism businesses in North Sulawesi Province.

The result of this research is the design of a tourism information system as a promotional platform for business actors in North Sulawesi province is carried out using the enterprise architecture planning method.

The tourism business needs a digital promotional tool in the form of a website to increase sales which has implications for increasing income and boosting the welfare of the community.

2. LITERATURE REVIEW
Tourism is inherently a complex system, which is a combination of elements (or subsystems) that together form a complex whole.

Tourists and potential tourists really need tourism information [6] including information about tourism businesses such as hotels, restaurants, culinary delights, souvenirs, tour guides and other tourism businesses.

Information about tourism businesses such as galleries, restaurants, theaters, museums, local stores, is a necessity for tourists so that they can experience the natural tourist experience of tourist destinations [7].

Tourism businesses are widely recognized as having played a role in providing experiences for tourists [8].

The tourism business by digitizing via the internet is expected to increase the income of tourism businesses. Now is the industrial era 4.0. On the other hand, the central government has launched a digital tourism promotion.

Unfortunately, the promotion of tourism on a provincial scale in North Sulawesi through the internet has not been carried out optimally, including the promotion of tourism businesses.

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This research uses a proven Enterprise Architecture Planning EAP as a stable framework as a method for designing systems.

The Zachman framework is used to align organizational architecture and information technology [13].

Previous studies that used EAP system design include research that examines the promotion of tourism businesses [9], [10], [14], [15], [16].

3. RESEARCH METHOD

Research methods reflect the approach to tackling the research problem [17].

The use of several methods to solve problems in research. This research has several methods. Architectural design of the system using the Zachman framework. Collecting data using interviews, observation and literature research.

Organizing and enterprise representations are classified in the form of a matrix using The Zachman framework [18], [19]. Six different perspectives on the company, representing its main stakeholders: visionaries, chief executives, architects, engineers, executors and workers of the organization are represented in a matrix row [20].

4. RESULT AND DISCUSSION

The system design is carried out after collecting data based on a problem-solving approach. The Zachman method is used for design and representation it.

The Zachman Framework is used for designing tourism information system as a promotion containers of tourism business in north sulawesi province.

Table 1: Zachman Framework for Tourism Information System as a promotion containers of tourism business

| ABSTRACTION / PERPECTIVE | DATA / What | FUNCTION How | NETWORK / where | PEOPLE / Who | TIME / When | MOTIVATION / Why |
|---------------------------|-------------|--------------|-----------------|--------------|-------------|------------------|
| SCOPE (CONTEXTUAL) / Planner | Tourism Businesses data | The work program reporting process | Tourism Businesses Office | Administrator, operator Tourism Business | Office Data Input: Work Program, socialization | Vision, Mission tourism Businesses |
| BUSINESS MODEL (CONCEPTUAL) / Owner | Use case system | activity diagram | Information System Network Design | Designer, administrator, operator | Schedule information system project | the reason for the procurement of information systems |
| SYSTEM MODEL (LOGICAL) / Designer | ER. Diagram | sequence, detailed use case | network design proposal | interface application design | detail system schedule | rules in making models |
| TECHNOLOGY MODEL (PHYSICAL) / Builder | Table Relation | application usage process | Location and technology used | overview of the application interface | detailed application design schedule | the rules in making designs |
| DETAIL REPRESENTATIONS (OUT-OF-CONTENT) / sub Contractor | entity creation algorithm | report process algorithm | Network configuration | privilege algorithm | detailed coding process schedule | rules in the coding process |
| FUNCTIONING ENTERPRISE | an example of tourism Businesses data | sample transaction data in the system | network infrastructure | users who use the system | time schedule process, design, implementation | SOP the system usage |

5. CONCLUSION

Tourism in North Sulawesi Province, which is developing very rapidly, should be able to improve the welfare of the people, including tourism businesses.

Effective promotion of tourism businesses is needed to boost the economic turnover in the tourism sector.

Marketing through the internet network is an effective promotion considering that now is the era of industry 4.0.

The design of a tourism business tourism information system using the Zachman Framework method is a solution to ensure the quality of the software.

This research produces a tourism information system as a promotion containers of tourism business in north sulawesi province design using the zachman framework to ensure quality.
In the future, the results of this study can be used to build software so that tourism businesses in the northern province can be accessed using the internet network.

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