E-tourism application in South Sumatera Province

To cite this article: Hetty Meileni et al 2019 J. Phys.: Conf. Ser. 1167 012068

View the article online for updates and enhancements.
E-tourism application in South Sumatera Province

Hetty Meileni, Sony Oktapriandi, and Desi Apriyanty
1Informatic Management Department, Politeknik Negeri Sriwijaya, Srijaya Negara Bukit besar, Palembang, Indonesia

E-mail: hmeileni@gmail.com, Sony.Oktapriandi@gmail.com, desiapriyanty78@gmail.com

Abstract. The tourism industry potentially produces enormous economic benefits for not only the local area but also the country. In this case, South Sumatera Province is one of the tourist destinations in Indonesia which has plentiful tourism site to be developed. Therefore, an application is needed to support and develop local tourist site. E-Tourism is a solution in providing information for tourist, and its implementation of E-tourism in South Sumatera province is implemented through website and smartphone with Android and iOS operating systems.

1. Introduction

South Sumatra is one of the provinces in Indonesia which is located in the southern part of Sumatra Island. This province’s capital is Palembang. Geographically the province of South Sumatra borders Jambi province in the north, the province of Bangka Belitung Islands in the east, the province of Lampung in the south and the province of Bengkulu in the west. South Sumatra province is enriched with natural resources, such as petroleum, natural gas, and coal. The capital city of South Sumatra province named Palembang has been famous for decades ago due to a historical kingdom center called the Kingdom of Sriwijaya.

For centuries, the province of South Sumatra has been known as the BumiSriwijaya by the time at 7th to 12th centuries. Kingdom of Sriwijaya also known as the largest and strongest maritime kingdom in the archipelago.

The number of foreign tourists visiting South Sumatra through the entrance of Sultan Mahmud Badaruddin II Airport in Palembang in May 2017 was 804 people. The number of foreign tourists coming to South Sumatra in May 2017 had decreased by 10.96 percent compared to April 2017. Comparing the number of foreign tourists in May 2016, it was also decreased by 33.06 percent, which is down from 1,201 people to 804 people. It is expected that in the following months the number of foreign tourists can increase.

The decrease in the number of foreign tourist arrivals in May 2017 compared to April 2017, in absolute terms, the biggest came from Malaysia and Singapore, which fell by 56 people and followed by Thailand which dropped by 15 people. The percentage with the largest decrease compared to the previous month came from the United States, South Korea, and Thailand, which fell by 81.82 percent,
58.33 percent and 53.57 percent respectively. When it is compared with the month of May 2016, there was also a decrease in the number of foreign tourist arrivals. The decrease of foreign tourists visiting was 33.06 percent with the most drop coming from Malaysia which down to 368 people or 44.77 percent, Singapore down to 24 people or 24.00 percent, and the United States down to 20 people or 90.91 percent. The most foreign tourists visit in May 2017 came from Malaysia, namely 454 people or 56.47 percent, and Singapore, namely 76 people or 9.45 percent.

Universally, in between 2015 and 2017 the number of tourist visits in the Province of South Sumatra has increased, and it is assumed that there is a bunch of good prospects to develop the tourist site since it has a variety of tourism resources not only the natural tourism site but also cultural and artificial tourism site. Unfortunately, the societies remain unknown by the existence of heritage fabric called songket.

One of the causes of how difficult to get information about tourism in South Sumatra Province is the unavailability of a tourism information system that provides information quickly, accurately and accessible to everyone regardless the distance and time. So far, The Government Tourism Office still uses brochures to promote tourism in South Sumatra Province.

To improve the services in the field of tourism information in the Province of South Sumatra, it is necessary to design a tourism information system which is E-Tourism. E-tourism will work quickly, accurately and accessible to anyone regardless of the distance and time. E-Tourism South Sumatra Province can later be implemented on websites and smartphones with Android and iOS operating systems. The implementation of E-tourism can also be done by providing computer terminal facilities that are installed in a public place such as the airport or train station so the tourist can interact directly with this E-tourism application.

2. Research methods

2.1. Prototyping model

The use of prototyping method for this research is aim to illustrate the basic form of the application. The prototype will be evaluated at by the user, and the feedback will be the guideline for the final e-tourist application. The stage of building this prototype model illustrated in figure 1.

![Figure 1. Prototyping model.](image-url)
2.2. Tourism development in South Sumatra Province

South Sumatra Province is one of the Tourism Destination Areas in Indonesia. South Sumatra has tons of potential tourist sites that are now being a concern of Marketing sector in Government Tourism Sector. Therefore, it is necessary to develop an application in the tourism sector.

2.3 E-tourism

[1] defines E-Tourism as a reflection of digitizing the process and the value chain of the travel, hospitality and the catering industry in tourism. E-tourism is a blend of Information Communication Technology (ICT) and e-commerce in the tourism industry. E-tourism provides the feel of convenience, efficiency, and effectiveness in choosing a tourist site. The process of disseminating information through internet media to help regional tourism promotion can be done easily and quickly. According to [2] the application of ICT in promoting tourism objects in South Sumatra Province is mostly done through conversations in electronic media or known as electronic-Word of Mouth (e-WoM). The application of ICT as a media for tourism promotion has been carried out by other countries such as the countries of Hong Kong, Singapore, Denmark, Switzerland, Malaysia, and others. In Malaysia, the application of ICT to tourism promotion media is carried out by linking the Yahoo and MSN platforms to increase the brand "Malaysia Truly Asia" [3]. Through online advertising, Malaysia wants to increase the number of tourists through its official tourism website. Based on the report of The World Economic Forum (WEF), Indonesia is ranked 42nd as a global tourism destination [4]. Based on the WEF survey, Indonesia ranks 91 in terms of the readiness to implement ICT. This achievement is compared to other countries based on the same data. This proves that the application of ICT to promote tourism in Indonesia is still less than optimal. Based on research conducted by [5] shows the results of the recapitulation of the distribution of tourism websites in Indonesia which can be seen in table 1.

| No | Provinces                        | Quantity | Percentage (%) |
|----|----------------------------------|----------|----------------|
| 1  | Nangroe Aceh Darussalam          | 2        | 1.6%           |
| 2  | North Sumatera                  | 3        | 2.3%           |
| 3  | West Sumatera                   | 2        | 1.6%           |
| 4  | Riau                             | 0        | 0.0%           |
| 5  | Jambi                            | 2        | 1.6%           |
| 6  | South Sumatera                  | 0        | 0.0%           |
| 7  | Bengkulu                         | 1        | 0.8%           |
| 8  | Lampung                          | 1        | 0.8%           |
| 9  | Bangka Belitung Islands          | 1        | 0.8%           |
| 10 | Riau Islands                     | 6        | 4.7%           |
| 11 | Jakarta Special Capital Region   | 13       | 10.2%          |
| 12 | West Java                       | 14       | 10.9%          |
| 13 | Central Java                     | 8        | 6.3%           |
| 14 | Banten                           | 1        | 6.8%           |
| 15 | East Java                        | 19       | 14.8%          |
| 16 | Special Region of Yogyakarta     | 15       | 11.7%          |
| 17 | Bali                             | 21       | 16.4%          |
| 18 | West Nusa Tenggara              | 3        | 2.3%           |
| 19 | East Nusa Tenggara              | 3        | 2.3%           |
| 20 | West Kalimantan                  | 1        | 0.8%           |
| Region                | Count | Percentage |
|-----------------------|-------|------------|
| Central Kalimantan    | 0     | 0.0%       |
| South Kalimantan      | 0     | 0.0%       |
| East Kalimantan       | 4     | 3.1%       |
| North Sulawesi        | 2     | 1.6%       |
| Central Sulawesi      | 0     | 0.0%       |
| South Sulawesi        | 4     | 3.1%       |
| Southeast Sulawesi    | 0     | 0.0%       |
| Gorontalo             | 0     | 0.0%       |
| West Sulawesi         | 0     | 0.0%       |
| Maluku                | 0     | 0.0%       |
| North Maluku          | 1     | 0.8%       |
| Papua                 | 1     | 0.8%       |
| Special Region of West Papua | 1 | 0.8%       |
| Total                 | 128   | 100%       |

3. Results and discussion

3.1. System design

In order to illustrate the process of the system, the author uses case diagram. The figure of use case can be seen below:

![Use case diagram](image_url)

**Figure 2.** Use case diagram.
Table 2. Use case diagram explanation.

| Actor   | Use Case Name    | Use Case Description                                                                 |
|---------|------------------|---------------------------------------------------------------------------------------|
| User    | Viewing the News | Use case is used to search for news related to tourism in the province of South Sumatra |
| User    | Viewing the Event| Use case is used to view events held by the tourism agency of the province of South Sumatra |
| User    | Viewing the Tourism | Use case is used to display natural tourism, culinary tours and cultural history tours in the province of South Sumatra |
| User    | Searching for Tourism | Use case is used to display searches for selected categories, the information that will be displayed in the form of tourist mapping. |
| User    | Google Maps       | Use case is used to display tourist locations in the form of mapping.                  |

3.2. Application display

3.2.1. Main page

In the figure 3 above shows the start page when we open the tourism object of South Sumatra Province. This initial page presents a menu of news, events or events around tourism organized by the Tourism Office of the Province of South Sumatra.

Figure 3. Initial view of E-tourism.
3.2.2. Menu display
In figure 4 below, the tour menu is searched by the category. Tourist categories are divided into 3, namely natural tourism categories, historical and cultural tourism categories, and culinary tourism categories.

![Figure 4. Display of E-tourism menu.](image)

3.2.3. Travel information menu
Figure 5 picture below shows the tourism categories that is a most search for. Category search will display information about the tourism itself in detail. In order to view complete travel information, we can click 'read more'. In the search for this tourism category, it displays information about tourism in details. To see complete travel information, the user can click 'read more'.

![Figure 5. E-tourism information page.](image)
4. Conclusion
This E-tourism application in South Sumatra Province has been able to map the location of tourism objects in each region in South Sumatra Province so users can easily obtain the needed information. The E-tourism application provides tourist routes along with supportive information.

5. References
[1] D Buhalis 2003 E-tourism information technology for strategic tourism management (Prentice hall India)
[2] F Saraswati 2012 E-wom performance for abroad tourist in deciding tourism destination in lombok island (Skripsi, Universitas Brawijaya: Malang)
[3] O Herlina D I Y 2013 Tourism marketing communication through e-tourism utilization by private and government (A comparative study of www.visitingjogja.com and www.Yogyes.com). Tesis, Universitas Gadjah Mada: Yogyakarta
[4] C Marin dan R Samans 2017 The travel tourism competitiveness repost 2017 World Economic Forum
[5] Ahmad Murtadho and M Rifki Shihab 2011 The analysis of e-tourism of indonesia: A study of geographical distribution, site classification, and utilization of functions and features Journal of Information Systems Volume 7 Issues 1
[6] Zeng Wan 2009 Personalized tourism information system in mobile commerce International Conference on Management of e-Commerce and e-Government 2009 IEEE ISBN 978-0-7695-3778-8
[7] Apriani and Pahrul Irfan 2017 E-tourism application as a tourism promote in lombok island National Informatic and System Conference STMIK STIKOM Bali