
Vitour: Digital Technology-based Tourism Village Development towards Sustainable Green Economy

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ABSTRACT

Purpose — *This article aims to highlight the important role of digital technology in facilitating tourism information, online marketing, natural resource management, and sustainable economic growth in tourism villages. As well as identifying the challenges and opportunities that arise in the process of developing sustainable and environmentally friendly tourism villages.*

Method — *Method used in this research is qualitative with descriptive writing and literature review approach. The data obtained comes from journals that are relevant to the topic discussed. Through the literature review approach, analysis has been carried out on the sources obtained. So that it can provide a broad understanding of the development of technology-based tourism villages. That is the background of this research, and created an application concept in solving the above problems.*

Result — *Tourism is one of the models in development strategies that are increasingly widespread and widely used. The concept of community-centered tourism and creative economy is a trend that is believed to improve the welfare of the community while preserving the environment. However, limited access to information and digital resources is a problem that needs to be faced in managing tourism villages in a sustainable way. In the current era, it is necessary to explore the transformation of digital technology in tourism villages in the midst of village development that makes the economy a potential village that can be promoted through tourism.*

Novelty — *This research has never been done before because of the novelty of the methods and data analysis techniques used, allowing the results of this study to provide an overview of how the development of tourist villages based on digital technology towards a sustainable green economy. So that is what underlies us to create an innovative application in the tourism sector with the aim of being a means of developing a tourist village towards a sustainable green economy.*

Keywords: *Tourism Village, Digital Technology, Sustainable Green Economy*

INTRODUCTION

Village tourism is a tourism product that is developed based on the potential of the village, both in the form of community, nature, and culture owned by each village that can be empowered and developed as a tourist product to attract tourist visits. the development of tourist villages can be used as a strategy to increase the attractions or attractiveness of Indonesian tourism. In addition to being a product diversification strategy, another characteristic that makes tourist villages important to implement is the aspect of cultural and environmental preservation. The development of tourist villages is one of the efforts in organizing the protection and preservation of the environment, because previously many of the development of tourist objects were only focused on improving the regional economy by putting aside environmental sustainability.

The existence of tourist villages currently has great appeal, not only because Indonesia consists of a variety of traditions and cultures, but the natural wealth that lies between one village and another has its own uniqueness and character. So that it will arouse the curiosity of tourists to find out more about tourist villages in Indonesia. Tourism villages have diverse natural potential

such as mountains, beaches, culture, history and others. This tourist village opportunity must prioritize a good concept to maximize each existing tourist destination.

Along with its current development, digital technology in tourism villages is important for village development and community welfare. Digital technology will make it easier for tourists to visit the village directly at the destination, and can even enjoy virtually about the potential and beauty of the village. This is as found in several research results that introduce forms of tourism technology, such as digital guides or wayfinding devices to develop village potential that leads to tourism and its sustainability (Laxmita et al., 2021), promoting digital technology to prevent rural exclusion, more intensive use of smart villages, and emphasizing environmental pillars as part of smart infrastructure to solve problems that occur in tourist destinations (Vaishar & Stastna, 2019). In Indonesia, tourist villages are starting to utilize digital technology in their management. In 2021.

Utilizing digital technology in tourism is a major need for tourism managers, especially in villages with their diverse and unique potential. Limited internet access for villages, facilities and infrastructure that do not support visitors, weaknesses in human resources in using digital technology and managing tourism destinations, and environmental awareness are part of the development of tourism in the village. The use of technology is not focused on the development of ecotourism that implements smart tourism villages and tourism development that takes into account current and future economics that meet the needs of visitors, industry, social and environment (Sary et al., 2021). This is where the importance of developing the resources and capabilities needed for the digital transformation process and evaluating the effect of digital technology on tourism activities involving all components such as community components, SMEs, manufacturing, tourism managers, village governments, and others (Gomez-Trujillo & Gonzalez-Perez, 2021). Some research results state that this category focuses on the development of digital technology in rural development and tourism by rural communities (Rochman et al., 2020).), revitalizing rural resources for local socio-economic benefits and environmental sustainability through local community empowerment (Istanti, 2021), and developing community networks and services through digital technology, telecommunications, innovation, and their utilization to help improve quality of life (Brahi & Bensaid, 2019). In particular, village tourism studies in Indonesia focus on the function of digital technology as a catalyst for the development and use of the internet in tourism (Fauziah & Nasdian, 2021), for the application of community- based tourism digitization technology in tourism villages (Kurniawan, 2020), and the success and sustainability of community tourism destinations considering economic, social, cultural, and environmental aspects by strengthening institutions, community participation, and developing digital technology-based promotions (Soeswoyo, 2021).

The development of studies on this topic is also linked to sustainable development in villages including preparing for the concept of sustainable tourism. Some research findings show that rural geo-routes cross villages in high mountains as a means to make geotourism a nature tourism, prioritizing experience, while explaining the natural environment and its potential development. Environmental sustainability is characterized by the use of digital technology to change land use and strengthen relationships between different organizations, strengthening certain narratives of the environment (Huggins, 2018), digital technology embedded in the village environment can form a smart tourism ecosystem based on existing technological infrastructure (Lee et al., 2020), and the use of digital technology by the village government by optimizing the role of the community in maintaining the environment so that it remains comfortable and safe to visit (Lee et al., 2020).), and the use of digital technology by the village government by optimizing the role of the community in the tourist village in maintaining the environment to keep it comfortable and safe to visit (Purnomo et al., 2020). The utilization of digital technology has a close relationship with the sustainable green economy. Many studies have highlighted efforts to apply digital technology to change land use, strengthen inter-organizational relationships, and form a smart tourism ecosystem based on existing technological infrastructure. The role of the village government in optimizing the tourism village community to protect the environment is also a focus for creating a comfortable, safe, and

sustainable destination. Thus, the development of digital technology- based tourism villages is an important step in realizing a sustainable green economy in the Indonesian tourism sector.

Green economy is an innovative concept that aims to improve the economic sector through development activities that pay attention to environmental sustainability. The concept can be applied in the village because it has the potential for natural agritourism that has not been managed optimally. But along with its development, a lot of empty land is abandoned due to the lack of awareness in land management. In addition, community insight and skills in managing land are still limited. Therefore, activities are needed that can provide knowledge, understanding, and skills to the community in managing land to increase productivity.

Tourism has become an important pillar in the economic development of a region, but sustainability in the context of tourism is still a challenge. In an effort to achieve sustainability, the development of digital technology-based Tourism Villages is one of the strategic steps. Desa Wisata not only presents natural and cultural beauty, but also creates inclusive and environmentally friendly economic opportunities. In line with this, the Green economy is an economic development that prioritizes environmental sustainability, provides benefits in the short and long term (sustainable), reduces inequality for present and future generations and an economy that focuses on using opportunities to simultaneously advance economic and environmental goals. The above problems are the background for the creation of the vitour application. Vitour is an application that is expected to overcome these problems, by using technology and presenting vitour innovations can become a medium for digital transformation in the tourism sector. Mainly in helping to develop tourist villages towards a sustainable green economy.

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METHOD

This research uses a qualitative method with descriptive writing and a literature review approach. The data obtained comes from journals that are relevant to the topic discussed. Through the literature review approach, analysis has been carried out on the sources obtained. So that it can provide a broad understanding of the development of technology- based tourism villages. That is the background of this research, and created an application concept in solving the above problems.

RESULT AND DISCUSSION

Result

Tourism Village Concept

Tourism is an area where local wisdom (culture or natural potential) is managed by the community as a tourist attraction in accordance with its capabilities and is intended for the social and economic interests of the community. The development of tourism villages can help villages

in making the environment or natural potential maintained and can even improve the quality of nature itself. In addition, the development of tourism villages can also have an impact on equalizing development to the village level and raising the economic level of the community. Tourism villages have also become an instrument in preserving villages that are still developing. This is the reason why it is important for tourism villages to grow well. Tourism villages first appeared in Indonesia in 1995. Over time, market demand for tourist villages continues to grow, but it is not followed by the utilization of information technology properly or that can assist managers in serving customers. This is one of the reasons why tourist villages find it difficult to compete with new competitors or tours that have digitized and digitally transformed, thus requiring tourist village managers to rethink in order to utilize information technology very well. In addition, small businesses in tourist villages also face many obstacles such as marketing products to consumers, in many cases exacerbated by their location in rural areas. This cannot be overcome without the presence of information technology to promote tourism and attract customers to visit the Tourism Village.

In line with the dynamics, the movement of tourism development has penetrated into various terminologies such as sustainable tourism development, rural tourism, ecotourism, which is an approach to tourism development that seeks to ensure that tourism can be carried out in non-urban tourist destinations. One alternative tourism development approach is village tourism for sustainable rural development in tourism. With the special characteristics possessed by the tourist village, it will be an opportunity for rural areas to become tourist destinations.

Sustainable Tourism Village Development

The management of local-based tourist villages requires the active role and participation of the community to always show innovation and creativity in developing the village area which is used as a tourist village. The role and participation of the community in the development of tourist villages includes several stages ranging from planning, implementation, management or utilization, supervision, enjoying the results and evaluation. The development of this tourist village needs to pay attention to the ability and level of acceptance of the local community that will be developed into a tourist village, aims to determine the characteristics and capabilities of the community that can be optimized in the development of tourist villages, in addition it also aims to determine the type and level of community empowerment appropriately.

The Application of Digital Technology in Tourism Villages in realizing a sustainable green economy

The development of digital technology in tourist villages to improve the local economy with sustainable infrastructure development. The development of digital villages must take into account rural environmental factors and different local conditions (Gao et al., 2021). Stojanova et al. (2021) asserted that digital technology can be leveraged to bridge the rural-urban divide and mobilize solutions offered by transformation rposes that take into account their economic, social, and/or environmental conditions. The digital divide is further reduced by basic technologies, such as connection to Asymmetric Digital Subscriber Line (ADSL) (Pérez-delHoyo & Mora, 2019).

Information technology is any integrated way or tool to collect data, manage, transmit or present electronically into information in various formats that are useful for the user. Information technology has become a major requirement for organizations to be able to fulfill everything related to customers, both in obtaining or providing information. Information technology offers convenience (such as accessibility, interaction) to organizations and customers. Information technology has provided great positive benefits to the way tourism is organized in the current era. This allows for a revolution in the tourism industry in the present and future. One of them can be seen from the many tourist villages that have used social media and websites in promoting their tours to attract customers. Information technology also helps tourist villages in reaching potential visitors more widely throughout Indonesia and even the world. Information technology can be utilized effectively if tourist village managers can use the technology properly. Therefore, it is important for tourist village managers to have an understanding of the use of information

technology. Information technology investment is needed to obtain information technology infrastructure that can provide information quickly and precisely. But the investment in information technology requires a lot of money, so the accuracy of the tourist village manager is needed so that it is not wrong in choosing the information technology to be used.

Tourism is one of the leading industries that is expanding and undergoing continuous diversification (Friedman, 2020). Currently, Indonesia has received recognition from the WTC (World Trade Center) with the issuance of the WTTC Safe Travels Stamp for Safety Protocols for Indonesia on July 24, 2020. This is a great potential and opportunity for Indonesia to attract tourists, both domestic and foreign, to visit Indonesia. One of the innovations that can be done is to develop tourism villages in Indonesia that have potential in culture, nature, and human resource development.

Tourism village development strategy

The tourism potential of the village can be utilized and developed in an effort to build sustainable tourism. Development in the tourism sector is a government program that can accelerate tourism development and trigger economic growth. The development of tourism villages can be done by making the concept of tourism more friendly to nature and local communities as alternative tourism that can attract tourists to come to the villages. Transformation and digitalization must lead to a digital culture by creating business models and workflows through the use of technology. Socio-cultural change is a change in behavior patterns and socio-cultural elements that affect changes in social systems and structures, caused by various conditions including the development of information technology.

Efforts to increase tourists through the Vitour application can be done by utilizing existing opportunities through the advantages of the Vitour Application. So that the optimization of the potential possessed by the Tourism Village can be maximized through this application. Vitour can also be utilized as a tourism marketing medium, so that the Tourism Village can reach many enthusiasts through the Vitour application. The development of a Tourism Village is very dependent on the management of Vitour, if Vitour is managed properly, the potential of the Tourism Village will grow even greater. Therefore, to support the development of Tourism Villages in Indonesia, it is necessary to have the right strategy, and involve various related parties.

Seeing the natural potential that exists, tourism villages should be an opportunity to drive the village economy and be sustainable. Tourism villages have a strategic role in increasing village income. As stated by Fang (2020), village tourism is considered to be a means for local economic and community development, namely as an effective source of income and employment. In addition, villages are considered a vital instrument in the development of the tourism industry. In order to build a tourist village, in addition to the role of the government, contributions from the community are also needed (Yunita & Sekarningrum, 2020). Saepudin et al. (2019) explained that the development of tourist villages must be based on three principles, namely not contradicting local culture, development aimed at improving environmental quality, and community empowerment. Therefore, the development of tourist villages needs to involve the community and still pay attention to the environment.

Seeing the rich resources owned, the development of tourism villages is a promising opportunity. Utilization of natural potential for tourism and other activities must still pay attention to the environment. Departing from these problems, this service. then the development of tourist villages is one of the potentials that need to be realized, by utilizing current technological developments, the development of tourist villages will be easier to carry out and can create superior tourist villages and realize Green Economy and Sustainable Growth.

Green Economy Vitour Application Concept



Source: Author, 2023

The picture above is a concept design of the Vitour application, from the initial homepage, menu options and features that can be used. Each feature in Vitour has different uses, the selection of features has been adjusted to the needs of managers and users. So it is hoped that with the features that already exist can achieve the goals set.

Digital tourism is a trend that is currently being developed around the world. With the development of industry 5.0, technology plays a role in helping the world of tourism with a transformation that will grow rapidly (Heliany, 2019). Technology can help the development of the tourism industry in introducing the latest products from tourist destinations, so technological developments must be followed and adapted properly. In the development of digital tourism, it is needed to build and answer global challenges, as well as share new experiences from a person very quickly throughout the world. These developments, especially in technology, will help the tourism industry in introducing and disseminating products owned by tourist destinations.

Nowadays, tourism is an inseparable part of most people. Tourism is one of the industries that has developed in Indonesia. In addition, the tourism sector is inseparable from the role of technology. The use of modern technology such as the use of the internet is significantly influential in improving the tourism sector. Information technology has provided great positive benefits to the way tourism is organized in the current era. This allows for a revolution in the tourism industry in the present and future. One of them can be seen from the many tourist villages that have used social media and websites in promoting their tours to attract tourists. Information technology also helps tourist villages in reaching potential visitors more widely throughout Indonesia and even the world. Information technology can be utilized effectively if tourist village managers can use the technology properly. Therefore, it is important for tourist village managers to have an understanding of the use of information technology. Information technology investment is needed to obtain an information technology infrastructure that can provide information quickly and precisely. therefore Vitour is considered a suitable application in overcoming these problems.

The realization of Vitour is realized by presenting features that can facilitate visitors or tourists so that they can help visitors choose and get information about the Tourism Village. So that economic digitalization is realized in the form of an application that connects tourist villages with visitors or tourists. On the other hand, proper management of a Tourism Village also needs to be carried out by the local community, therefore the community also needs to understand the concept of a Tourism Village. In addition, understanding the use of the Vitour application must also be owned by the community as an effort to manage the Tourism Village and realize a sustainable green economy.

Vitour Application System Development

The vitour application development method is carried out in several stages of preparing and making applications, in its application this method has 4 stages, namely Planning, Design, Coding and Testing:

Planning

This phase is the first phase of the system development process. Activities carried out during this phase are problem identification, needs analysis, determining existing features and system development program definition. The planning stage at the beginning is carried out in as much detail as possible so that the application created can highlight the advantages, and function as needed and achieve the goals behind the creation of this application.

Desaign

The second stage is design where at this stage modeling is carried out starting from the appearance of the application, the system used, database modeling, and other menus that have gone through the planning stage.

Coding

After the design stage, the next stage is coding where at this stage is the application of the design in the form of a user interface.

Testing

The last step is to test the system to ensure there are no errors and the data needed is already in the system, and meets the needs of the Tourism Village development. At this stage, it can also ensure that the system and features in the vitour application can run according to their functions.

Vitour-based tourism village development using the pentahelix model

It is realized that the existence of tourist destinations cannot be separated from the role of pentahelix actors in rural tourism development. The higher the role of pentahelix actors (government, academics, business people, mass media, and the community), the greater the chances of the village becoming a developed and developing tourist village. The contribution of pentahelik actors is very influential on the image of a tourist village. Every tourist village always tries to develop a positive image and minimize negative images. Therefore, to optimize the development of tourist villages, it is necessary to have a synergy of related stakeholders in the Developed tourist village area.

Figure: Penta-helix Collaboration Source: Author, 2023



Government

The government is responsible for the development of its region through regional autonomy that has been mandated by the central government. For this reason, the village government needs to think about the development of infrastructure, empowerment of local resources, development of

the potential of the village, and the use of technology to be applied to local communities by considering links and matches.

Business

Businesses are users of the Vitour application and visitors or tourists from the Tourism Village. Vitour plays a role in distributing information about the Tourism Village through its features to application users. In order to make it easier for application users who will visit the Tourism Village, besides that Vitour also plays a role in marketing the Tourism Village through Vitour, the Tourism Village manager can publicize the Tourism Village so that the Tourism Village can be accessed by many people.

Community

The role of the community in the development of Tourism Villages is crucial, the community must have the ability to manage Tourism Villages. In addition, the knowledge and ability to use digital technology, in this case Vitour, must also be owned by the community, so that the marketing of the Tourism Village can be more developed.

Academics

Academics play a role in formulating innovations that are beneficial for the development of Tourism Villages in the future. In addition, academics play a role in evaluating various programs from the development of Tourism Villages whether they are in accordance with the targets and achievements expected in the formulation process.

Media

Media plays a role in providing information about the Tourism Village. The media utilized in the development of this Tourism Village is the Vitour application. The use of this application will greatly assist the marketing and promotion process from the Tourism Village side, while on the user or prospective tourist side of the tourist village, this application is expected to help prospective tourists get information and simplify everything before visiting the Tourism Village.

Vitour App-based Tourism Village Development Sustainability Plan

Tourism has become a trend for modern human life today because these activities have a broad dimension, not only the need for vacation and fun but also activities in terms of economy, art and culture. In line with Pradana (2019: 1) states that social, economic and cultural influences arise as the effect of travel brought by tourism activities themselves.

The development of a good tourist village by involving local communities from the beginning of planning to get results, the community will have a sense of ownership and responsibility in managing tourism in their area. Similarly, according to Arida and Pujani (2017), the success of tourist village development is vital, it is well guaranteed through the development and management of a good tourist village with community involvement in it. The sophisticated development of technology makes it easy for a product to be accessed not only by directly visiting a tourist village but also can be enjoyed online.

Therefore, the development of tourist villages needs to be continuously developed in order to maximize the potential of tourist villages. Vitour is used as a medium that distributes, conveys and helps potential tourists get information about tourist villages, and promotes tourist villages to be known more widely. So that sustainability is needed in the development of tourist villages based on the vitour application.

Realize vitour application

Seeing the important role of the tourism sector in the economy, especially the Tourism Village which is considered to have the potential to build the local economy followed by the development of technology that is increasingly developing, so Vitour.

needs to be realized to help develop the Tourism Village. Given that the promotion system from other social media has not been maximized, and the development of technology today requires a

new breakthrough in the promotion system. Based on this statement, Vitour is considered a suitable media.

Designing the Sustainability of the Tourism Village Concept

In addition to realizing the media that will help the development of the Tourism Village, the design of the tourism village concept is also important to be realized to help the development of the tourism village. The concept of a tourist village that needs to be considered is community involvement, the concept of tourism created, as well as the potential of nature, culture and customs that need to be included in the concept of a Tourism Village. A good tourism village concept will also determine how the Tourism Village will develop. The more interesting the concept of the Tourism Village, the greater the potential for the Tourism Village to develop. Moreover, it is encouraged by the Vitour application which has features and uses that have been designed in such a way. So that the design of the tourist village will greatly help the sustainability of the tourist village in the future.

Digital Promotion

Tourism promotion has now developed very rapidly, which can be in the form of direct or indirect (online) promotion. These developments make current tourism promotion easier to reach the market share than before. The widespread use of social media, namely Facebook, Instagram, YouTube and several other technological features such as virtual tours, but this has not made the promotion carried out reach market share from outside the region. So Vitour tries to realize the development of tourist villages by utilizing the shortcomings of other social media. This can be applied to tourist villages where it is a potential tourist today to be visited by tourists who live in urban areas.

CONCLUSION

Tourism Village is a local potential that must be developed to be able to introduce the potential owned by a village. The rapid development of technology can be utilised as a medium that distributes information on tourist villages to potential tourists. Against the background of several problems that need to be resolved, an application was created that aims to develop digital technology-based tourism villages towards a sustainable green economy, offering great potential to generate positive impacts for local communities and the environment. Through the integration of digital technology and sustainable approaches, VITOUR can be a pioneer in stimulating green economic growth in the region. The Desa Wisata development programme has the potential to increase the income of local communities, strengthen the tourism sector, and engage more stakeholders in village development. In addition, a focus on the green economy can create sustainable jobs and promote local economic independence. In addition, the development of this Tourism Village needs to involve many parties from the government, local communities to academics to help create a Sustainable Green Economy Tourism Village.

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