

Tourism Digitalization Development Strategy in the Tourism Village of Tanjung Ratu Karang Panjang Rebo Indah (DEWI TARI) Bangka District



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ABSTRACT: This study aims to formulate a tourism digitalization development strategy in Tanjung Ratu Karang Panjang Rebo Indah Tourism Village (DEWI TARI), Bangka Regency. Digitalization in the tourism sector is an important factor to improve information accessibility, attract tourists, and support local economic growth. This research method uses a qualitative approach with SWOT analysis, GAP analysis, and litmus test. SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats in the digitization process. GAP analysis helps measure the gap between the current condition and the ideal condition expected in the implementation of digitalization. A litmus test was applied to test the feasibility of the proposed strategy in terms of social, economic, and environmental aspects. Data were collected through interviews, observations, and documentation studies related to tourism activities and digital infrastructure at DEWI TARI. The results showed that the development of digitalization has great potential in improving the quality of tourism services and attractions, but challenges such as limited human resources and technological infrastructure need to be overcome. The proposed strategies include optimizing digital promotion, increasing community digital literacy, and strengthening collaboration with the government and private sector. The findings are expected to guide stakeholders in developing sustainable and inclusive digital-based tourism in DEWI TARI.

KEYWORDS: Digitalization, Tourism Village, SWOT Analysis

1. INTRODUCTION

1.1 Background

The tourism sector plays an important role in supporting economic growth in Indonesia. Its contribution to Gross Domestic Product (GDP) reaches more than 5% nationally. Tourism not only includes economic aspects, but also involves local social, cultural and environmental elements. With a significant increase in the number of domestic and foreign tourists after the COVID-19 pandemic, the management of this sector has become more crucial to promote the welfare of local communities.

Bangka Regency, especially Tanjung Ratu Karang Panjang Rebo Indah (Dewi Tari) Tourism Village, has great potential to be developed. The village offers a combination of religious, marine, cultural and man-made tourism. However, digital management is still minimal, such as limited promotion through social media and lack of digital payment facilities. This research aims to formulate a digitalization strategy to increase the attractiveness and accessibility of Dewi Tari as a leading tourist destination.

Digital-based tourism has great potential in improving information accessibility and traveler experience. Digitalization not only helps increase the effectiveness of promotions, but also provides convenience in various aspects, such as ticket reservations, payments, and tourist interactions with destinations. This is one of the development focuses for Dewi Tari Tourism Village, which requires an innovative approach to remain competitive in the digital era.

1.2 Literature Review

The literature reviewed shows that digitalization and information technology play an important role in the development of the tourism sector, especially in the context of tourism villages and destination management. The study by Mumtaz and Karmila (2021) highlights how technology can enhance community empowerment and natural resources to create more developed tourism villages. Meanwhile, research by Hapsari Kharisma Maharania, et al. (2021) underlined a community-based strategy in the

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development of the Mega Mangrove Center supported by aspects of accessibility, attractions, amenity, and institutions. In addition, the use of technology in tourism management is also evident in the research of Dony Yanuar and Ghiri Basuki Putra (2021), which shows the effectiveness of digital platforms in improving tourist information and attractions in Bangka Regency.

In addition to digitization, research also highlights the importance of digital transformation in the tourism industry more broadly. The study by Liyushiana (2022) shows how digital technology enables the transformation of travel agents' businesses, including the implementation of virtual tours and information-based applications. Maiya, et al. (2020) emphasized that information technology has evolved from just a marketing tool to a knowledge-based creation tool within the tourism sector. Another study by I Made, et al. (2023) also highlighted the importance of digital strategies in tourism development, especially in Water Blow Nusa Dua Bali, with an evaluation of digital implementation that still needs to be improved.

On the other hand, the literature also raises the issue of sustainability in the tourism sector. The study by Massoud Moslehpour, et al. (2023) highlights the impact of natural resource management on tourism growth, as well as the role of government policy intervention in maintaining a balance between economic growth and environmental sustainability. Research by Xiao Jiana and Sahar Afshanb (2022) supports the concept of green financing and green technology innovation to achieve carbon neutrality in the tourism industry. In addition, research by Gima Sugiana (2022) and Fafurida, et al. (2023) highlighted the importance of tourism infrastructure and distribution of tourism villages in improving tourist satisfaction as well as the effectiveness of sustainable tourism village development.

1.3 Research novelty

The novelty in this research includes:

1. If previous studies used data collection techniques only limited to interviews and documentation, in this study a questionnaire was distributed.
2. This research combines three analytical tools, namely SWOT analysis, Gap analysis and Litmus Test.
3. The purpose of this research is to form a digitalization strategy for the development of tourist villages while previous research only focuses on the development of tourist villages.
4. The previous research method was quantitative while this research method is descriptive qualitative.

1.4 Research Problem

Based on the background discussion, the following research problem can be formulated:

1. What are the strengths, weaknesses, opportunities, and threats in the development of Dewi Tari digitalization in Rebo Village, Bangka Regency?
2. What are the gap factors between performance and expectations in the development of digitalization of Dewi Tari in Rebo Village, Bangka Regency?
3. What are the identification of strategic issues in the development of Dewi Tari digitalization in Rebo Village, Bangka Regency?
4. What is the digitalization strategy for the development of Dewi Tari in Rebo Village, Bangka Regency?

1.5 Research Objectives

The objectives of the research entitled digital-based tourism village destination development strategy in DEWI TARI Tourism Village, Rebo Village, Bangka Regency, are as follows:

1. To analyze and find out the strengths, weaknesses, opportunities, and threats of the DEWI TARI tourism village digitalization development program in Rebo Village, Bangka Regency.
2. To analyze and determine the gap between performance and expectations in the development of digitalization of DEWI TARI tourism village in Rebo Village, Bangka Regency.
3. To identify strategic issues in the development of digitization of DewiTari in Rebo Village, Bangka Regency.
4. To develop a digitalization development strategy based on the identification of strategic issues in DEWI TARI tourism village in Rebo Village, Bangka Regency.

2. RESEARCH METHODS

2.1 Research Design

Based on previous research and theories that are related to this research, the following framework can be formed:

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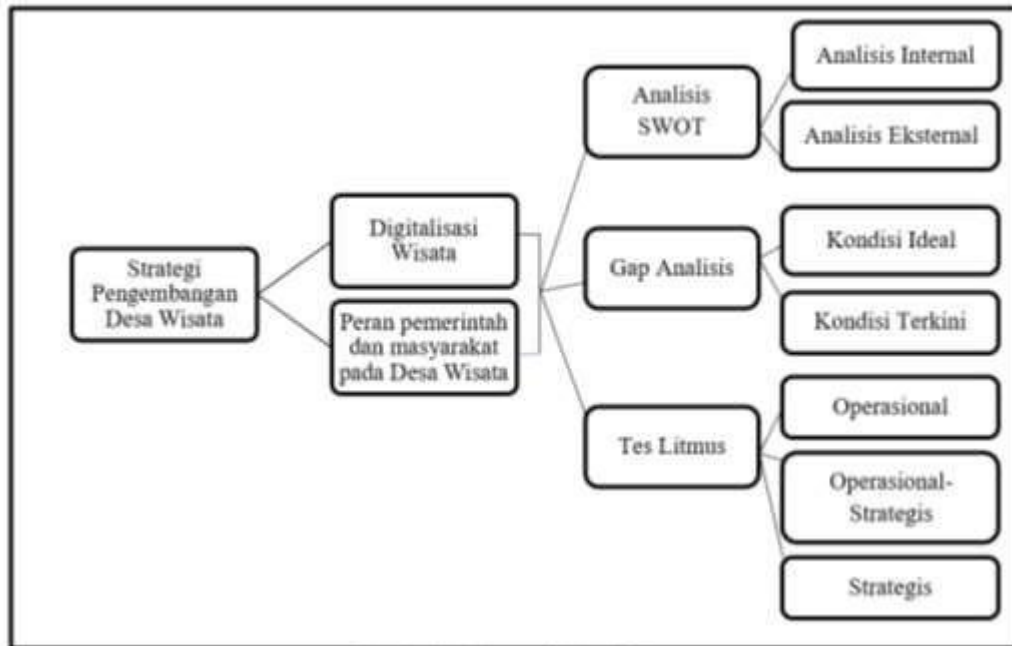


Figure 1 Framework of Thought Source: Processed by Researchers, 2024

The framework in Figure 2.1 explains that there are alternative tourism development strategies in Dewi Tari Tourism Village, namely by utilizing the digitalization of tourist villages and the role of local government stakeholders in this case the Tourism Office and the community around the Tourism Village. The analytical tools used are SWOT Analysis which consists of internal analysis and external analysis; Gap Analysis which will map the ideal conditions (expectations) and current conditions (performance); Litmus test which consists of operational, strategic and strategic operations, so that several alternative strategies are formed to realize Dewi Tari Tourism Village based on Digitalization.

2.2 Research Location

This research was conducted in April - June 2024 at Dewi Tari Tourism Village based on considerations:

1. Dewi Tari Tourism Village has diverse tourism potential but it cannot be managed, developed and utilized optimally.
2. The location allows the author to obtain the necessary data in accordance with the existing problems.

2.3 Research Population and Sample

The population is the overall gejala or phenomenon that is the object of research. The population of geographic research includes cases (problems of certain events), individuals (humans, individuals, or groups) that we will examine in the research area. The population in this study is in DEWI TARI Tourism Village, Rebo, Bangka Regency. While the population of people used in this study is 2,286 people (the number of tourists in 2023 who visited Dewi Tari Tourism Village).

The sample is part of the number and characteristics of the population (Sugiyono, 2021). Because the population is more than 100 people and the research time is limited, the number of sampling as respondents to the calculation of time effectiveness based on the formula from Taro Yamane or Slovin is 2,286 people with the

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Number of

N = Total population

d2 = Presentation (set at 10% with confidence level)

Based on this formula, the number of samples is obtained as follows:

$$n = \frac{2.286}{1 + (2.286 \times 0,05^2)}$$

$$n = \frac{2.286}{1 + (0,005715)}$$

$$n = \frac{2.286}{6,715}$$

$$n = 340,4 = 340 \text{ sampel}$$

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So a sample of 340 people was taken using the purposive sampling method (Sugiyono 2021).

2.4 Data Collection

In this study, the following data collection techniques were used:

- Interview:** Is one of the data collection techniques by asking directly to informants. Interview is a process of interaction and communication. (Rangkuti, 2016). In this study, the interview initially concerned a general problem, but still centered on the problem under study. Based on initial interviews and observations (observations), interviews are increasingly focused on more specific issues. To deepen the information obtained, the "*in dept interview*" method is used, namely in-depth interviews.
- Observation:** Observation is a data collection technique by conducting a series of observations and research directly on the object under study. Where researchers will observe the situation of various things that occur in the field. (Sofar & Widiono, 2013)
- Documentation:** Collection of data sourced from records, documents, archives about the activities or events being investigated. This data is obtained from institutions or agencies related to the digitalization strategy at DEWI TARI Tourism Village, Bangka Regency.
- Questionnaire:** The questionnaire is a tool for obtaining data that contains questions and statements in writing and is answered in writing by respondents about the variables studied.

2.5 Data Analysis

- SWOT Analysis Method:** This research uses a descriptive analysis method by formulating and interpreting existing data through a SWOT analysis matrix to compile strategic factors by analyzing the strengths and weaknesses as well as opportunities and threats faced by DEWI TARI Tourism Village. SWOT analysis consists of four elements (Rangkuti, 2016), namely:
 - Strengths** are competitive advantages and or conditions of strength that exist within DEWI TARI Tourism Village to maintain its position by carrying out activities at the same level. These strengths include various potentials, interests, talents, skills, abilities, experiences, and other things that are internal in nature;
 - Weaknesses** are something that DEWI TARI Tourism Village does not do well or a weak condition where DEWI TARI Tourism Village does not have the capability to do it, while competitors have the capability. These weaknesses include various obstacles, constraints, problems, bad experiences, failures, conflicts, weaknesses, shortcomings, and other things that are internal in nature;
 - Opportunities** are favorable environmental trends that can improve the performance of DEWI TARI Tourism Village;
 - Threats** are unfavorable environmental trends that can harm DEWI TARI Tourism.

After the SWOT identification is carried out, the next step is to determine the weight of each issue and then give a rating of 1- 4 based on the level of strength of an issue in the scope of research (1 = very not strong, 4 = very strong).

Table 1 SWOT Analysis Matrix

SW/OT	STRENGTH (S) Write down a list of strengths - -	WEAKNESS (W) Write down a list of Weaknesses - -
OPPURTUNITY (O) Write down the list of opportunities - -	S-O Strategy Use strengths to capitalize on opportunities	W-O Strategy Overcoming weaknesses by capitalizing on opportunities
THREAT (T) Write down the list of threats - -	S-T Strategy Use Strengths to avoid threats	W-T Strategy Minimize weaknesses and avoid threats

Source: Astuti & Ratnawati, 2020

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2. **Gap Analysis:** *Gap Analysis* is a measurement method to determine the gap between the performance of a variable and consumer expectations of that variable. This gap analysis process is usually carried out to determine the steps that must be taken in the future, to be able to make changes to the current conditions that are considered less favorable, to become favorable target conditions in the future. Gap analysis is an evaluation tool that centers on the performance gap of resources owned by a company or business. In brief, gap analysis has several benefits, including: (1) assessing how big the gap is between actual performance and an expected performance standard; (2) knowing the performance improvements needed to close the gap; and (3) being one of the bases for decision making regarding the priority of time and costs needed to meet predetermined service standards (Muchsam et al., 2011).

Table 2 GAP Analysis

Factor	Current Condition	Desired Ideal
HR	1) Lack of education level of human resources 2) Lack of training on tourism village management	1) Improving education in the local area 2) Provide direction and training to manage the tourism village
Environment	3) Lack of funding from the Government to evaluate the environment People are ready to accept the influx of 4) foreign cultures	3) Provide direction to protect the surrounding environment 4) Maintain local cultural heritage
Information System	5) Lack of expertise in information technology 6) Lack of adequate technology devices	5) Briefed on the importance of information technology 6) Adding technology facilities in the field of information
Digitalization of Tourism Villages	7) No website as an information center 8) Booking entrance tickets to tourist destinations and payments cannot yet be made online 9) Social media that has not been optimized with a small number of posts about Dewi Tari information 10) People around Dewi Tari do not understand the use of digital payments 11) The community does not yet understand the concept of digitalization of tourism villages	7) The existence of a website to make it easier for tourists to find information 8) Tourists can make transactions to book village facilities from the tourism village website. 9) Social media optimizes existing potential to promote Dewi Tari 10) Every tourism business has provided digital payments for non-cash transactions 11) Communities understand the concept of digitalization of tourism villages
Community participation	12) No content creation that involves the community	12) Elements of the community participate in creating content and being part of the promotional content

Source: Processed by Researcher, 2024

3. **Litmus Test:** Litmus tests are useful for developing some measure of how strategic an issue is and for screening strategic issues. A truly strategic issue is one that scores high on all dimensions, while an operational issue is one that scores low on all dimensions Nurhayati, et. al (2023).

Table 3 Litmus Test for Strategic Issues

Question	Score = 1	Score = 2	Score = 3	Total
a) Does the issue long have a reach?	Now	Next year	The next two years	
b) Does the issue have a broad impact on the organization?	One field	Some are	The whole organization	

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c) What is the financial impact?	Small <10%	Medium 10% - 15%	High > 15%	
d) Issue resolution strategies will require new programs and services	No	-	Yes	
e) Issue resolution strategies will require new financial resources	No	-	Yes	
f) Issue resolution strategies will require new rules/laws	No	-	Yes	
g) Issue resolution strategies will require modification of key facilities	No	-	Yes	
h) Issue-solving strategies will require changes in staff structure	No	-	Yes	
i) How approach to resolution	Ready for implementation	Parameters low too	Very open	
j) Which level of management can be involved in solving the issue	Village	District	District	
k) What are the consequences if the issue fails to be resolved	Inefficiency	Undirected program	Long-term and high-cost unreliability of services/programs	
How many other organizational units/agencies are affected by the issue?	None	1 to 3 agencies	4 or more	
m) Public sensitivity to issues	Less sensitive	Somewhat sensitive	Highly sensitive	

Source: Processed by Researchers, 2024

2.6 Data Processing

The research conducted was descriptive research. Descriptive research aims to describe the object or variable under study, through an induction process with empirical observations through observation and in-depth interviews. This type of descriptive research uses qualitative research methods. "Quantitative research is a research method that focuses on collecting and analyzing numerical data to understand certain phenomena. This research uses statistical, mathematical, or computational tools to analyze the data collected. The main objective is to test hypotheses, make predictions, and find patterns or relationships between variables" (Sugiyono, 2021).

2.7 Main Instruments and Equipment

Microsoft Office software to manage and analyze interview data, and a digital voice recorder to record interviews.

2.8 Research Procedure

The research began with the planning stage, which involved preparing interview guides and identifying key respondents. Data collection was conducted through interviews and observations at the research location. After the data was collected, the researchers analyzed it using GSCMM and other qualitative methods. The process ended with the preparation of a research report containing findings, analysis, and strategic recommendations for implementation in Bangka Regency.

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3. RESULTS AND DISCUSSION

3.1 Research Findings

The development of digitalization of Dewi Tari in Rebo Village plays an important role in increasing tourism competitiveness, strengthening the local economy, and improving infrastructure that is more inclusive. Based on previous research, the application of digital technology such as tourism apps and online marketing has proven effective in increasing the number of tourists and promotion of local culture.

3.2 Implementation of Smart Tourism

The concept of smart tourism is a strategic solution in supporting the development of Dewi Tari. The implementation includes:

1. Digital Technology - Use of smartphone-based tourism apps to provide real-time information to travelers.
2. Traveler Data Management - Use data to understand traveler preferences and optimize services.
3. Ecosystem Integration - Collaboration between government, private sector, and community to improve digital infrastructure and tourism services.

3.3 SWOT Analysis

1. Strengths: Cultural uniqueness, growing digital promotion, adequate supporting facilities.
2. Weaknesses: Lack of accommodation variety, low technology adaptation, and inadequate transportation infrastructure.
3. Opportunities: Positive influence of tourism on the community economy and increased promotion of local culture.
4. Threats: Effective use of funds and reliance on external assistance.

3.4 Performance and Expectation Gap

The gap analysis revealed several key challenges, including a lack of human resource training, limited community involvement, and less than optimal utilization of technology. Suggested improvement measures include capacity building of Pokdarwis, continuous training in tourism, and optimization of tourism-based economic potential.

Digitalization Development Strategy

1. SO (Strengths-Opportunities) Strategy: Maximize the promotion of digital culture and support local businesses through better tourist facilities.
2. ST (Strengths-Threats) Strategy: Use funds effectively for digital infrastructure and ensure continuous HR training.
3. WO (Weaknesses-Opportunities) Strategy: Improve technological adaptation in accommodation and utilize the digital ecosystem to expand the tourism market.

3.5 Discussion

The following are the results of the SWOT analysis test on 300 respondents of DEWI TARI tourists, Rebo Village, Sungailiat.

Table 4 SWOT Analysis Table with Weight Score and Weighted Value

SWOT Factors	Weight (1-5)	Rating (1-5)	Weighted Value (Weight × Rating)
Strengths			
Product Quality	5	5	25
Brand Reputation	4	4	16
Weaknesses			
Limited Resources	3	3	9
Inadequate Infrastructure	2	2	4
Opportunities			
Digital Market	5	4	20
Growth			
Cooperation with Third Parties	4	5	20
Threats			
Intense Competition	4	3	12
Changes in Government Policy	3	2	6

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The following discussion is related to table 4:

1. Strengths: Product Quality gets a weight of 5 because it is considered a very important factor for the success of the company, with a rating of 5, resulting in a weighted value of 25. This shows that product quality is a top priority that needs to be maintained and developed. Brand Reputation has a weight of 4, rating 4, with a weighted value of 16, which is also an important factor, but not as important as product quality.
2. Weaknesses: Limited Resources has a weight of 3, rating of 3, with a weighted score of 9, indicating that this limitation is significant but not urgent to fix. Inadequate Infrastructure has a weight of 2 and a rating of 2, resulting in a weighted score of 4, indicating that this issue needs to be fixed, but its impact is less than the other weaknesses.
3. Opportunities: Digital Market Growth has a weight of 5 and a rating of 4, resulting in a weighted score of 20, indicating that the organization should take this opportunity seriously. Cooperation with Third Parties has a weight of 4 and a rating of 5, with a weighted value of 20, indicating a huge potential opportunity if utilized.
4. Threats: Intense Competition has a weight of 4 and a rating of 3, with a weighted value of 12, indicating this threat should be watched, although it is not very urgent. Government Policy Changes has a weight of 3 and a rating of 2, with a weighted value of 6, indicating this threat is less significant, but still needs to be watched out for.

Table 5 Result of Score and Weight for SWOT Analysis test

STRENGTH	SCORE	BOBOT	TOTAL
I feel that the uniqueness and authenticity of the tourism village culture attracts tourists.	0,716	4,413	3,161
Increased digital promotion has successfully increased the visibility of tourism villages	0,741	4,353	3,225
Information signs or directions are very clear and easy to understand by tourists	0,743	4,340	3,225
Information on how to reach the tourism village is easily accessible through social media	0,757	4,327	3,275
Supporting facilities such as restaurants, toilets, parking areas and wifi are adequate.	0,680	4,183	2,846
Tourist support facilities are always being updated to enhance the tourist experience	0,735	4,307	3,166
Total		S	18,898
WEAKNESS			
Availability and diversity of accommodation options in tourist villages meet tourists' expectations	-0,589	-4,223	2,488
Accommodation has adapted to the latest technology to improve traveler comfort	-0,584	-4,23	2,469
Cleanliness and environmental sustainability are well maintained	-0,559	-4,19	2,345
Digital technologies such as apps for environmental education have been effective in promoting the natural beauty of tourist villages	-0,523	-4,147	2,170
There is a mobile application that provides a digital guide and village tourism signage	-0,559	-4,170	2,331
Transportation infrastructure to tourist villages is of good quality and adequate	-0,558	-4,227	2,357
Total		W	14,161
OPPORTUNITY			
The existence of tourism objects has an impact on businesses managed by the surrounding community.	0,250	4,223	1,057
The existence of tourism objects introduces Malay culture to tourists.	0,403889	4,160	1,680
Total		O	2,736

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THREAT			
Funds or assistance received by tourist villages have been effectively used for digital infrastructure development	0,207	-4,110	-0,850
HR training and digital promotion funded by grants and aid improve service quality	0,139	-4,120	-0,572
Total		T	-1,423

Source: Processed by the author, 2024

Based on the table above, the score and weight values are obtained which will be used to create a SWOT analysis chart. The score and weight values are then multiplied to obtain values for the X and Y axes. The *strength* value is obtained as much as 18.8; *weakness* value of 14.1; *opportunity* value of 2.7; and *threat* value of -1.4. The *strength* value is subtracted from the *weakness* value (18.8-14.1) so that 4.7 is obtained for the X axis. The *opportunity* value is subtracted from the *threat* value (2.7-(-1.4)) so that the result for the Y axis is 4.1. Based on these values, a graph is obtained as shown below.

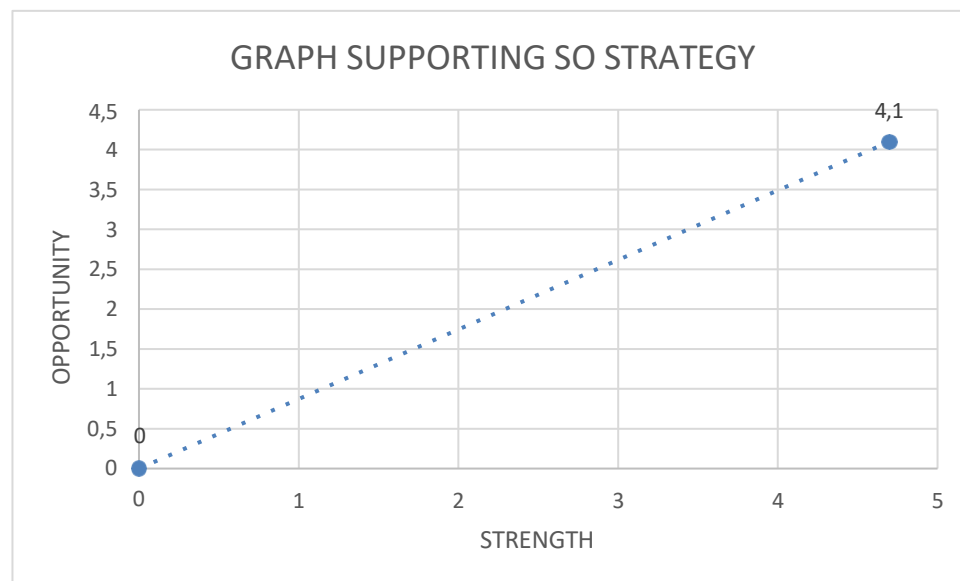


Figure 2 SWOT Analysis Picture Source: Processed by the author, 2024

Based on the graph above, it can be seen that this case study supports aggressive strategies and diversification strategies.

a) Aggressive Strategy (SO - *Strengths-Opportunities*)

Aggressive strategies can be applied because tourist villages have significant strengths and there are great opportunities that can be utilized.

- Maximizing Cultural Uniqueness: With strength in cultural uniqueness and increased digital promotion, tourist villages can aggressively expand their market reach. This can be done by increasing cultural events or festivals that promote Malay culture, as well as increasing digital campaigns to attract more international tourists.
- Capitalizing on the Positive Impact on Local Businesses: Tourism villages can further develop collaborations with local businesses, such as restaurants or souvenir shops, to create integrated tour packages that attract tourists. With the support of digital promotion, this can be done quickly and effectively.
- Further Facility Development: On the strength of adequate supporting facilities and opportunities to leverage local community enterprises, tourist villages can increase investment in more advanced infrastructure and facilities (e.g., modern tourist information centers, or entertainment areas) to attract high-profile tourists.

b) Diversification Strategy (ST - *Strengths-Threats*)

Diversification strategies arise because of weaknesses that need to be overcome and threats that may arise.

- Diversification of Accommodation and Technology: Tourism villages can develop different types of accommodation, including more affordable or eco-friendly options. This may also involve increased adaptation of technology in accommodation services, such as the implementation of smart rooms or apps for automated check-in and service.
- Digital Infrastructure Development: With threats related to effective use of funds and human resource training, tourist

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villages can look for opportunities to diversify revenue sources by developing mobile applications that offer digital tourist guides, cultural education, and facility bookings. This can also help in overcoming weaknesses in digital guides and environmental education.

- iii. **Diversification of Tourism Products:** In addition to cultural tourism, tourist villages can introduce ecotourism or adventure tourism programs that take advantage of the surrounding natural environment, which can attract different market segments and reduce dependence on one type of tourism.

Aggressive Strategy: DEWI TARI is in a strong position to immediately expand its market reach and strengthen its tourism offerings by capitalizing on its unique culture and existing facilities. **Diversification Strategy:** DEWI TARI needs to address weaknesses related to accommodation, infrastructure and technology by introducing new options and innovations in services. This not only helps mitigate risks but also opens up new revenue streams that can increase the competitiveness of the tourism village. By combining aggressive and diversification strategies, tourist villages can grow faster and more sustainably, while reducing the risks associated with changes in the external and internal environment.

GAP Analysis Test

In this GAP analysis, there are several comparison items examined by the author to see the gap between reality and expectations.

Table 6 GAP analysis on DEWI TARI

Comparison Aspect	Average Reality Score	Average Expected Value	Comparison of Expectations and Reality
Education	3,95	3,75	0,2
Pokdarwis	3,925	4,275	-0,3
Competency in Tourism	3,975	4,05	-0,075
Community Involvement	4,3	4,275	0,025
Economic Sustainability	4,275	4,25	0,025

Source: Processed by the author, 2024 The following is the interpretation of each aspect:

- 1) Education (0.2): A positive value indicates that the reality in education is slightly higher than expectations, or at least in line. This is a good signal and indicates that education may already be quite supportive in the context of tourism.
- 2) Pokdarwis (-0.3): A significant negative value indicates a large gap between expectations and reality regarding tourism awareness groups (Pokdarwis). This indicates that these groups are not functioning as expected, perhaps due to a lack of support, participation, or training.
- 3) Competence in Tourism (-0.075): A small negative value indicates a gap between expectations and reality in terms of competencies in tourism. This could indicate that training or skills development still needs to be improved.
- 4) Community Involvement (0.025): A small positive value indicates that community involvement is fairly close to expectations, but there is still room for improvement. This could mean that the community is already involved in tourism activities, but their participation could still be improved.
- 5) Economic Sustainability (0.025): The small positive value also indicates that economic sustainability in the tourism sector is slightly better than expected, but further improvements can still be made to ensure sustainable economic impact for the community.

4. CONCLUSIONS AND SUGGESTIONS

Conclusion

The strategies implemented capitalize on strengths, opportunities, and address existing weaknesses and threats, with a focus on collaboration, technology development, and HR training.

1. **SO (Strengths-Opportunities) Strategy:** a). Digital Culture Promotion: The use of digital platforms such as social media, websites, and tourism apps can increase global awareness of Dewi Tari culture, expand promotional reach, and increase tourist attraction; b). Development of Local Technology-Based Facilities: The use of technologies such as augmented reality (AR) or virtual reality (VR) can enrich the tourist experience and cultural promotion; c). Collaboration with Digital Marketplaces: Utilizing digital marketplaces to sell local products can support the local economy while strengthening cultural tourism promotion.
2. **ST (Strengths-Threats) Strategy:** a). Effective Utilization of Funds: Digitalization of budgeting system can improve efficiency and transparency of fund management for infrastructure development and promotion of Dewi Tari; b). HR Training Through

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E-Learning: Continuous training through e-learning platforms can improve community competencies in managing digital promotions, strengthening marketing, and improving digital-based tourism services.

3. WO (Weaknesses-Opportunities) Strategy: a). Technology Development for Accommodation: Utilization of digital platforms for accommodation booking (such as Airbnb) and digital payment systems can make it easier for tourists and boost local businesses; b). Training and Mobile Apps: The development of mobile applications for tour guides and environmental training can enrich the tourist experience and promote ecotourism sustainability in Rebo Village.
4. WT (Weaknesses-Threats) Strategy: a). Digital Infrastructure Improvement: Collaboration with the government and private sector to build digital infrastructure that supports internet access and transportation will increase tourist convenience and attractiveness of tourist destinations; b). Diversification of Funding Sources: Crowdfunding campaigns and cooperation with companies through CSR can be a source of funding for ongoing promotion and training, supporting the sustainability of the Dewi Tari digitalization project.
5. The conclusion of the overall strategy is that digitalization can strengthen cultural promotion, boost the local economy, and improve the infrastructure and facilities of tourist villages. Digitalization also provides a great opportunity to strengthen competitiveness, improve the quality of tourism services, and create long-term sustainability in the development of Dewi Tari as a culture-based tourism destination.

Advice

Suggestions for the development of this research are:

1. Strengthening Cross-Sector Cooperation: It is important for Rebo Village to build strategic partnerships with various stakeholders, including the government, private sector, and educational institutions. This can accelerate infrastructure development, HR training, and improved digital facilities. This collaboration will also support long-term program sustainability.
2. Participatory Approach with Local Communities: The involvement of local communities should be enhanced, both in decision-making and strategy implementation. Leveraging the creative economic potential of local communities, such as crafts, culinary, and other tourism services, will strengthen the economic impact of the digitization program. Inclusive and community-based HR training will also help ensure the program is accepted and supported by local communities.
3. Diversification of Funding Sources: Rebo Village should seek more diverse sources of funding, rather than relying solely on grants or temporary assistance. The development of crowdfunding programs, CSR (Corporate Social Responsibility) partnerships, as well as cooperation with private investors will help ensure the digitalization program is sustainable and support innovation.
4. Future research could focus on a more in-depth analysis of how digital technologies, such as tourism apps or IoT devices, influence travelers' experiences at Dewi Tari Tourism Village. Conduct surveys or interviews with tourists to measure the direct impact of technology on convenience, satisfaction, and repeat visitation.

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