The Development of Website-based Ngebel Tourism from an E-Government Perspective

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Abstract

This article described the development of Ngebel tourism using a website. The tourism development concept uses the principles of e-government, such as government to citizens (G2C), government to government (G2G), and government to business (G2B). The study employed qualitative methods such as observation and focus group discussions (FGD) in collecting data. Data was analyzed using Nvivo 12 Plus software and the findings showed the Dolan Ngebel website applies the principles of government to citizens and government to business. This development was also received positively by the community and business people in the tourism industry. The website provides detailed information regarding the tourist attractions and facilities. Also, it is equipped with a map to make it easier for tourists to locate their destination. Overall, its use will help promote tourism to the locals and the international community. However, its development faces obstacles, including a lack of tech-savvy human resources.

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INTRODUCTION

Tourism is an important sector for the development of many regions. Therefore, there is a need to develop areas with abundant natural potential into tourist attraction destinations. This calls for stakeholders' participation in developing tourism and growing the economy (Y. Liang, Wang, Dong, Zhang, & Qi, 2021). Improved economic growth helps to reduce poverty and create good relations. Indonesia's tourism development is integrated through cross-sectoral coordination for maximum results (Tilaki, Abooali, Marzbali, & Samat, 2021). Its success also depends on infrastructural development, including tourist attractions, accommodation, restaurants and transportation, telecommunications, electricity, and the souvenir industry (Alananzeh, Al-Mkhadmeh, Shatnawi, & Masa'deh, 2022). Additionally, increased human resources as the main actors enhance tourism development. The increase should be both in quantity and quality to ensure sustainable development for the benefit of all people (dos Anjos & Kennell, 2019).

The Central and Regional Governments must develop infrastructural facilities. However, its operations can involve the private sector and the community (Mustari et al., 2021). Communities should also be encouraged to identify individual goals and direct tourism development to improve the fulfillment of local community needs. This shows the need for cooperation to realize the set objectives (Dias, González-Rodríguez, & Patuleia, 2021). Additionally, to make tourists comfortable, adequate facilities are needed at the attraction sites and effective promotional activities (Mustari, Sari, & Rosmita, 2022; Sripambudi, Hilman, & Triono, 2020).

In Ponorogo Regency, Ngebel District has abundant natural resources making it a potential tourist spot. The area is located at the foot of Mount Wilis, about 30 KM from downtown. The tourist sites in this area include Ngebel Lake, Mloko Sewu, Tirto Husodo Hot Spring, Widodaren Waterfall, Ngebel Adventure Park (NAP), Durian Village, and many more. Other facilities include tourist lodges and eateries around Ngebel Lake (Kurniawan & Abidin, 2020). Digitization is necessary to open up this area to the outside world to realize its full potential. Therefore, human resources are needed to develop the required technology for marketing purposes (Yamani, Muhammad, & Faiz, 2019).

The potential of Ngebel District and the need to utilize information technology necessitated the introduction of a website. The program's success will be realized by supporting all economic players, especially entrepreneurs around the region was necessary. Empowerment is part of the promotion paradigm that focuses on intellectual (Human Resources), material, physical, and managerial aspects.

Dolan's Website is an innovation breakthrough for tourism development in Ngebel District. The idea behind the creation of the website was to increase attraction to the area and make it easier for people to find all tourism attractions within the region. The website presents information regarding various attractions to the members of the public anytime, anywhere. Thus, its existence will grow the community's interest to visit the region, leading to an improved economy in the long run. The "Dolan Ngebel" website is beneficial for the community, local entrepreneurs, and the government, and for this reason, it is crucial to know how the community responds.

The theme for this study was development of Ngebel Tourism Management Through the dolanngebel.com Website. The study focused on developing the Ngebel tourism area through internet and website technology. The provision of website-based information promotes foreign and local tourists to visit the region.

This helps the government to attract an influx of foreign tourists to Indonesia and improve the community's economy and welfare.

RESEARCH METHODS

This study used a qualitative approach to describe the application of e-government in the development of tourism through the dolanngebel.com website technology. Data was collected through Focus Group Discussions (FGD) involving the Ngebel sub-district government, six village heads, and hotel and restaurant owners in the lake region. The data collected was analyzed using the Nvivo 12 Plus software. Also, the software helped to visualize the existing data and code it effectively. The concept maps were used to describe the research model and cross-tabulation. The group query and cluster analysis for correlation tests between nodes and cases from the automatic or manual coding results were determined (Jackson & Bazeley, 2019; Salahudin, Nurmandi, & Loilatu, 2020; Woolf & Silver, 2017).

RESULTS AND DISCUSSION

Application of E-Government in Tourism

Information technology is one of the critical drivers of progress in society. The role of technology is gaining popularity in trade, services, distribution of services, provision of online information, tourism industry, and creation of new business environments. Technology is also crucial in other professions, such as weather forecasting, travel, and altitudes (Kabbar, 2020). Information dissemination is critical in the development and thriving of the tourism business. This shows the need for quick and accurate passing of information between customers and service providers tasked with meeting the desires of tourists.

Electronic government (E-gov) is defined as the use of technology by the government to provide information and services to the public quickly and easily. The provision of e-government services aims to establish cost-effective network services that cannot be limited by time and space (Layne & Lee, 2001).

Electronics, especially applications and websites, provide information and public services in an easy, fast, and efficient way, termed e-government, which in Indonesia is referred to as the national information system or sisfonas framework (Layne & Lee, 2001). The information system includes applications in government agencies (Uyar, Nimer, Kuzey, Shahbaz, & Schneider, 2021). This Information System is integrated into a National Information System, synergizing between one system and another (Dewi, Yulianti, & Djuwitaningsih, 2021; Purnomo, Rahayu, Riani, Suminah, & Udin, 2020). In the end, an E-government system realizes the interaction between the government and citizens (G2C), government to government (G2G), and government to business (G2B) (Chen, Hu, Tseng, Juang, & Chang, 2019).

The concept of Government to Citizens (G2C) is the most common, where the government builds and implements various technological portfolios to improve interaction relations with the community (Avotra, Chengang, Sandra Marcelline, Asad, & Yingfei, 2021). The primary purpose of creating the G2C application is to bring the government closer to its people through various channels to receive services. Furthermore, the Government to Business (G2B) establishes a conducive business environment to enable the country's economy to run smoothly (Kabbar, 2020). Business entities such as private companies need a lot of data and information owned by the government for their daily activities (Cai, McKenna, Wassler, & Williams, 2021). Since the organization is a for-profit entity, the person concerned must interact with various state institutions. Today, the need for

Figure 1. The Main Page of the dolanngebel.com Website
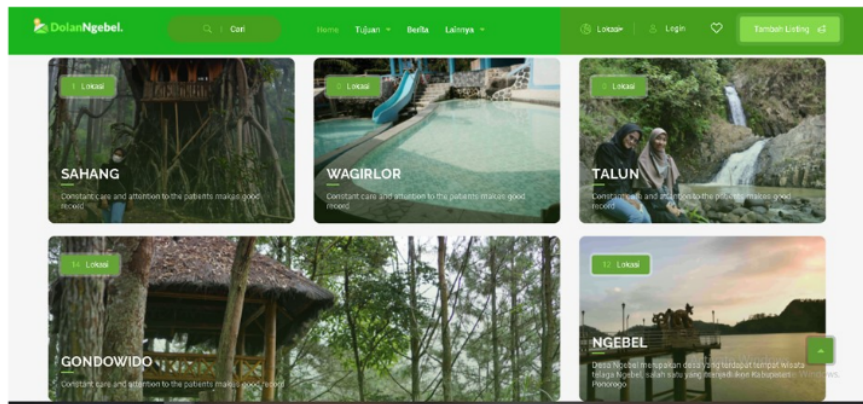Source: dolanngebel.com (2021)

Figure 2. Features of Tourist Locations Based on Village Data
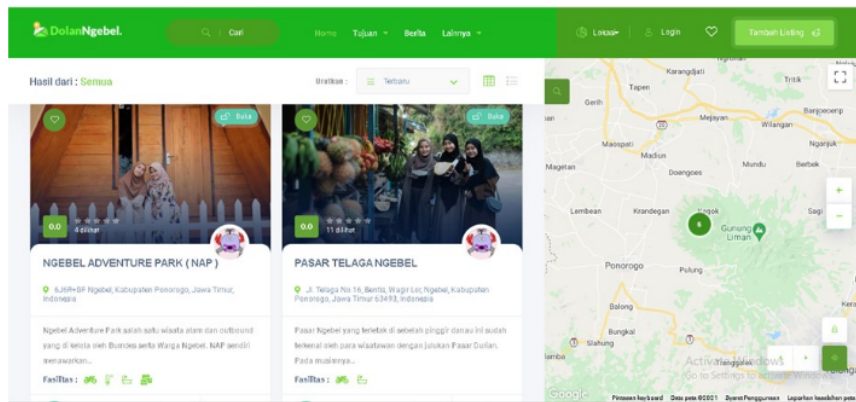Source: dolanngebel.com (2021)

Figure 3. Features of Tourist Locations Equipped with Maps
Source: dolanngebel.com (2021)

countries to communicate with each other more intensely cannot be underestimated (Avotra et al., 2021). This calls for Government to Government (G2G) interactions not only for diplomatic engagements but also to facilitate cooperation between countries and state entities such as society, industry, companies, and more in carrying out matters relating to trade administration (dos Anjos & Kennell, 2019).

E-Government refers to the use of especially web-based technology by governments. Internet applications help to improve access and delivery of government information and services to citizens, business partners, employees, and other agencies (F. F. Wang & Du, 2021). These applications can help build better relations between government and society by making interactions smoother, easier, and more efficient (Dias et al., 2021). Government agencies use electronic commerce to improve core business operations and provide information and services faster, cheaper, and to a broader group of customers (Layne & Lee, 2001). There is a need for fundamental changes based on technical, organizational, and managerial feasibility in its implementation. The changes go through four stages: cataloging, transactions, vertical integration, and horizontal integration (Darmaputra, Wijaya, & Ayu, 2017; Layne & Lee, 2001).

Ngebel tourism, through the dolanngebel.com website, shows an ideal example of e-government technology implementation. E-government can also be termed an effort to implement web-based development to improve public services (M. Wang, Jiang, Xu, & Guo, 2021). Thus, e-government can be interpreted as a government initiative to improve the quality of public services using information technology (web) (Uyar et al., 2021). The dolanngebel.com website has basic features, such as location, hotels, restaurants, culture, and activities carried out by the local community. It can also be a means of communication between visitors and business people.

The dolanngebel.com website has tourist villages aimed to promote the spirit of tourism, which for the last two years has lagged due to the Covid-19 pandemic (Uyar et al., 2021; Y.-S. Wang & Liao, 2008). The tourist location feature is integrated with Google Map to help visitors locate the place with minimal difficulties.

The government to citizens (G2C) initiative has resulted in the development of Ngebel tourism through the dolanngebel.com website. The website provides a channel for communication and interaction between the government and the community. As a result, the public can access information regarding tourist sites, culture, events, maps, hotels, and restaurant reservations. Additionally, dolanngebel.com has led to good interactions between the government and hospitality industry investors.

E-Government is a program to develop electronic-based governance and carry out transformations to facilitate community and business activities towards a knowledge-based society (Grigalashvili, 2022). The Ngebel District Government fully supports the development efforts to help the region become a central tourist hub in Ponorogo Regency. Today, information spreads quickly due to technological advancement. Therefore, it is necessary to use digital technology to promote tourism on various platforms, such as websites.

Implementing the e-government agenda requires two types of actors (Tilaki et al., 2021). First, the public sector acts as the administrator of government comprised of the executive (departments of finance, education, health, etc.), the judiciary, and the legislature at the national, regional, and local levels. Second, the end-user consists of the private sector that interacts with the government. Information, Communication, and Technologies (ICTs) facilitate internal and external functions (Tilaki et

al., 2021). Internal operations, such as ICTs, are used for administrative processes to integrate all internal public sectors both horizontally (integration between departments) and vertically (integration between levels). By increasing vertical and horizontal integrations, the government improves its external functions, such as providing better public services to end-users (Tangi, Benedetti, Gastaldi, Noci, & Russo, 2021).

The following are six government strategies for e-government. First, developing a reliable service, trustworthy, and affordable system for the wider community. This can be achieved by equitable distribution of communication networks, both in terms of area and quality, as well as the establishment of government information portals. Second, organizing the system and work processes of the government in a holistic manner. This involves the preparation of human resources in government to adapt to systems that already utilize information and communication technology. Third, optimally utilizing information and communication technology to safeguard the security of public service transactions. Fourth, increasing the participation of businesses and developing the telecommunications and information technology industry. Fifth, enhancing community e-literacy and developing the capacity of human resources in both the government and autonomous regional government. Finally, carrying out systematic development through realistic and measurable stages, including preparation, maturation, consolidation, and utilization (Twizeyimana & Andersson, 2019).

The use of e-government provides improved services to the people and increases transparency and accountability in the planning and implementation of the budget. Also, e-government cuts down the long and complicated traditional bureaucratic system (Basu, 2004).

Ngebel district faces geographical location and infrastructural challenges. However, the Ponorogo Regency Tourism Office has put concerted efforts into developing the area as a tourist destination. Additionally, it meets the entertainment and educational needs of visiting tourists (Fistiana, Hilman, & Triono, 2020). The development of Ngebel Lake began in 1998-2000 by enhancing tourist attraction sites, infrastructure development, and accommodation (Saputro & Albrianingrum, 2019). Consequently, there has been a steady increase in the number of tourists visiting the region. The region has several other famous tourist destinations, such as Kampung Durian Ngrogung, Mloko Sewu, and Ngebel Adventure Park, managed by Pokdarwis (Fistiana et al., 2020). Kampung Durian in Ngrogung is the epicenter of culinary tourism during the durian season, which runs from January to April. However, after the durian season, tourists stop visiting the place. This calls for workable strategies to ensure constant visits to the area (Kurniawan & Abidin, 2020).

Community Response on the dolan-ngebel.com Website

Psychologically, the response is part of the perception, attitude, and participation (Scott, 2021). It has two forms, namely positive and negative responses. Positive involves enthusiasm, while negative depicts a less enthusiastic audience that rejects the accepted program (Partelow, 2021). According to Scott (2021), a response is a reaction made by a person or behavior presented by the stimulus. Further, responses are divided into two categories; over response which is seen by others and covert implying it is private or or cannot be seen by others. Figures 4 and 5 show the results of the community response analysis.

From the observation results and FGDs conducted, various responses were given by hotel and restaurant owners. Among 32 hotels, 93% gave a positive re-
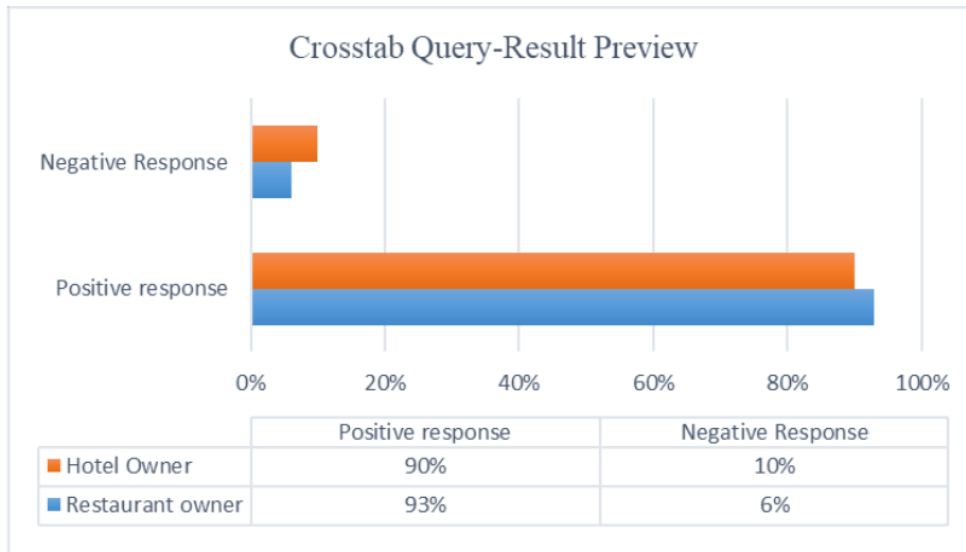
Figure 4. Crosstabulation of Nvivo 12 Plus Data on the Response of Business Owners
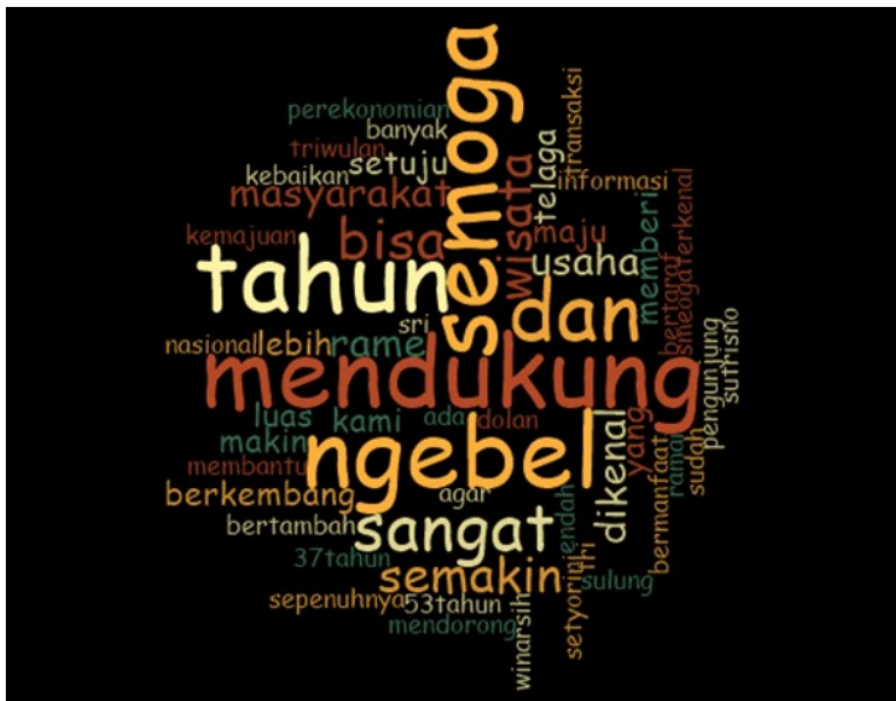in Ngebel
Source: Processed by the Authors (2021)

Figure 5. Word Similarity by Nvivo 12
Source: Processed by the Authors (2021)

sponse, while 7% provided a negative response. Subsequently, 14 restaurants (90%) showed a positive response, and 10% provided a negative response. The business community was optimistic and filled with hope due to the development of the dolanngebel.com website.

Figure 5 shows the analysis of responses from informants using the word similarity feature in Nvivo 12 plus software. This figure shows that the business people in the hospitality sector support the development of electronic-based tourism. The over-response supports this assertion with positive responses such as Ngebel tourism is more advanced, more crowded, more useful, agreeing for the good of the community, getting known, and so on.

The lack of skilled human resources is a significant constraint faced in implementing the principles of e-government (J. Liang, 2012; Ogunbodede, Adelanwa, & Adewumi, 2020). Overall, there is a shortage of tech-savvy experts who can use the internet, while the second obstacle is the security issue (Dahiya & Mathew, 2016; Ogunbodede et al., 2020). Many Indonesians think that data is only safe when stored in hardware on the internet and not in the cloud system (Nindito, Prabowo, Leslie Hendric, & Sfenrianto, 2021).

CONCLUSION

Information technology is crucial in the development of the tourism sector. For instance, websites present diverse information to promote tourism, such as the best destinations and the facilities available for tourists. Additionally, Google Maps can be used by visitors searching for directions to the intended location. Tourists can use websites to book hotels, which makes service delivery efficient. Overall, websites help build good interactive relations between the government, community, and business actors.

The use of a website to develop Ngebel as a tourist destination is an alternative media provided by the government to the community. It contains easy-to-follow features and appealing to viewers. Based on the information collected, many people acknowledge its importance by giving positive reviews using such words as more advanced, more crowded, more useful, more famous, and so on to describe its usefulness. However, this study faced various limitations, including a lack of experts to operate the website.

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