

Tourism Technology with Ergo-Iconic Value Innovation for Sustainable Economic Development

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ABSTRACT

Introduction: This research investigates the impact of tourist attraction resonance on sustainable tourism development in Indonesia, building upon previous work by incorporating technology variables. Following the COVID-19 pandemic, Indonesian tourism is recovering, with foreign tourist arrivals showing an increase in 2022. The government has implemented a sustainable tourism program emphasizing environmental, social, cultural, and economic sustainability. This study examines how tourist attraction resonance influences sustainable development, focusing on the importance of community-based tourism, where local communities actively participate in tourism planning and management. The research highlights the crucial role of education and awareness in driving behavioral change among stakeholders to promote sustainable tourism practices.

Objectives: This study aims to complement and fill the gap of previous research related to sustainable tourism development by considering technological aspects as a measurable variable in supporting tourism after the COVID-19 pandemic.

Theoretical Framework:

This research is based on the concept of ergo-iconic value which emphasises comfort characterised by local icons, as well as the theory of sustainable tourism development which includes environmental, social, cultural, and economic aspects. This framework also includes the concept of community-based tourism that encourages the active participation of local communities in tourism planning and management.

Methods: Using a quantitative approach with a survey technique of 50 respondents conducted during a joint holiday period in April 2024 at the Belitung Island tourist attraction. The research went through 8 systematic stages, starting from identifying practical problems to developing solutions through cycles of planning, action, observation, and reflection.

Results: The research found five key aspects in sustainable tourism development:

Marketing information media: TikTok dominates (50%) as a tourist information platform.

Tourism objects: 90% of respondents chose nature tourism

Accountability: Appropriate service and no extra cost 50% each

Culinary: Halal food is the top priority (50%)

Technology: Ease of use (30 points) is the most important factor, followed by technological origin and time saving (25 points each).

Conclusions: This research underscores the pivotal role of technology integration with local values in fostering meaningful and sustainable tourism experiences. The dominance of TikTok as a key source of travel information signifies a paradigm shift towards visually driven and authentic travel experiences. This aligns with the growing preference for nature-based tourism (90%), emphasizing the urgency for environmentally conscious tourism models. Furthermore, the industry's growing accountability, reflected in service delivery alignment and pricing transparency, indicates a positive evolution towards more professional and sustainable tourism practices. The significant demand for halal food (50%) highlights the crucial need for inclusive and culturally sensitive tourism product development. Finally, the highest score for ease of use in technology adoption underscores the importance of user-friendly interfaces in supporting sustainable tourism initiatives, such as enhancing biodiversity conservation and minimizing environmental impact.

Keywords: *Ergo-iconic value, Resonance of tourist attraction, Sustainable tourism development, Technological*

INTRODUCTION

This research builds on previous research (Hermajiwandi et al., 2024). This research adds technology variables as measurable variables to support tourism. The passing of covid- 19 signalled all countries to revive the economic elements that were devastated for almost 3 years (Hermajiwandini, 2023). The economic axis is no exception to the world of tourism.

No	Travellers (Number in million)	
	Years	overseas travellers
1	2018	15,81
2	2019	16,11
3	2020	4,02
4	2021	1,56
5	2022	5,47
6	2023	7,52
7	2024 (April)	1,04

Sources: Badan Pusat Statistik (BPS). (2021-2024).

The data explains that in the years of the pandemic there were a decrease in the number of foreign tourist visits to Indonesia. There was a decline in 2020 which was only able to penetrate 4.02 million. However, in 2022 tourist visits to Indonesia began to show an increase which presented a visit figure of 5.47 million foreign tourists. This means that in 2022 Indonesian tourism began to show recovery, therefore sustainable efforts are needed to attract foreign tourists to visit Indonesia again and the homework of related parties to prove that Indonesian tourism is worth visiting after the pandemic. Although it is only the first semester in 2024, Indonesian tourists have made significant progress in visiting the country (Buckley, 2020; Andriyansah, A., & Rulinawaty, 2023).

This research aims to complete or fill research gaps conducted by previous researchers, among others:

Table. 2 Results of previous research

NO	Researcher	Findings
1	Pattberg & Widerberg, (2019)	Tourism activists need to focus on the role of values to address sustainable development and development, such as climate change, biodiversity loss, and social inequality.
2	Calzada, (2020)	There is a lack of understanding of the role of environmental and pro-social behavioural values, and a lack of contribution to the achievement of sustainable development goals.
3	Martín-de Castro et al., (2021)	Lack of understanding of innovation and transformation to drive sustainable development, especially in the context of industry and technology
4	Tur-Porcar et al., (2021)	The research was incomplete in finding individual and organisational values to align with sustainable development principles, especially in the context of business and management.
5	Sharma & Jaiswal, (2022)	There is still a lack of comprehensiveness in integrating the value of work into sustainable development strategies and practices, at the individual, organisational and community levels.
6	(Zhang et al., 2023)	Technology preferences on their behavioral intention in both the hotel and the tourism destination context. With the expectation to help the hotel industry, managerial implications and suggestions on technology adoption were provided on the basis of data analysis

The Indonesian government through the Ministry of Tourism and Creative Economy has launched a sustainable tourism programme. The programme is the development of a concept of travelling that can have a long-term impact on Indonesian tourism. These include environmental, social, cultural, and economic for the present and future for all local communities and visiting tourists (Mulatsih et al., 2017).

Sustainable tourism aims to reduce negative impacts on the environment, to preserve local culture, and to provide economic benefits to local communities (Andriyansah & Aryanto, 2017; UNWTO, 2020). According to Buckley, (2020) Sustainable tourism development requires a holistic approach that considers sustainability aspects in the entire tourism value chain, including transport, accommodation, and tourism activities (Andriyansah, A. Rulinawaty & Zainudin, 2022).

The formulation of the problem in this research is how the resonance of tourist attractions has an impact on sustainable development. For sustainable tourism development, the government cannot walk alone, policies, strategies and programmes must be in line with the interests of the local community in the tourist location (Andriyansah & Rulinawaty, 2023).

According to Mayaka et al., (2018) Sustainable tourism development includes the concept of community-based tourism, which calls for the active participation of local communities in tourism planning, management and utilisation. An important factor for such engagement is that education and awareness about sustainable tourism is important to drive behavioural value change among stakeholders. tourism interests, including travellers (Cañavate et al., 2022; Ngarbingan & Akbara, 2024).

OBJECTIVES

This study aims to complement and fill the gap of previous research related to sustainable tourism development by considering technological aspects as a measurable variable in supporting tourism after the COVID-19 pandemic.

Theoretical Framework:

This research is based on the concept of ergo-iconic value which emphasises comfort characterised by local icons, as well as the theory of sustainable tourism development which includes environmental, social, cultural, and economic aspects. This framework also includes the concept of community-based tourism that encourages the active participation of local communities in tourism planning and management.

METHODS

This research used a quantitative approach by exploring various theories and literacies as well as responses from correspondents. Literacy documents were then analysed to extract information and insights relating to the research questions, selected on the basis of relevance, quality, and contribution to the understanding of the potential for sustainable tourism development.. Quoted from Nurhayati & Andriyansah, (2024) This research will go through 8 stages which will be presented in the figure. The following are the stages of research conducted.

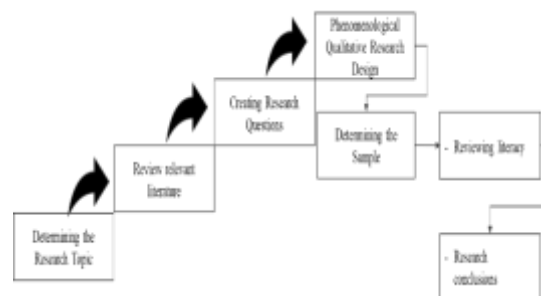


Figure 1. Research Stages

In the initial stage, what was done was to identify practical problems, namely sustainable development related to Indonesian tourism. This stage was followed by developing solutions through cycles of planning, action, observation, and reflection in overcoming environmental challenges to find solutions or answers to research objectives. To complement the literature study, this research is also complemented by a survey of 50 correspondents who can support literacy. The correspondents are tourists who are willing to provide answers to several questions. This survey was conducted during joint leave in April 2024 located on Belitung Island (Hermajiwandi et al., 2024).

RESULTS

This research implements the concept of ergo-iconic value (Andriyansah, 2018). This concept offers a cosy value that is characterised by local icons. (Andriyansah et al., 2023). The field of marketing is known as referrals, which is the act of promoting a product or service through referrals, this action generally occurs by word of mouth that occurs spontaneously or as a result of a marketing campaign designed to encourage referrals (Andriyansah et al., 2019).

The questionnaire addressed to respondents was related to tourism in Belitung, what media is often used to get information. There are four questions asked to respondents related to the resonance of tourist attractions on the island of Belitung. This data was developed from our previous publication Resonance Of Tourism Objects With Ergo-Iconic Values For Sustainable Development in 2024.

1. Marketing Information Media

The current state of social media is an important platform for information marketing. Marketers use platforms such as Facebook, Instagram, and Twitter to share informative content, engage with audiences, and build brand or destination awareness.

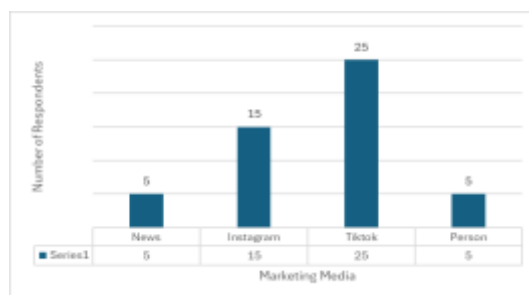


Figure 1. Marketing Information Media, Source: Primary Data 2024

The graph above explains that in the year beginning 2024, tourists still use social media which is used by the Company as a marketing information media to show its role. The survey results show that 50% of respondents use the TikTok platform for information related to tourist destinations. An in-depth analysis of tourism information sources shows interesting dynamics in tourism information seeking behaviour in the digital era. TikTok has emerged as the dominant platform with a 25% contribution to tourism information dissemination. TikTok's success is inseparable from its ability to present dynamic and easy-to-consume content. The content creators on this platform have successfully packaged tourism information through short videos that are not only informative but also entertaining. The power of TikTok's algorithm in personalising content makes it easier for travel information to reach the right audience, while its creative features allow travel destinations to be presented in an engaging and authentic way.

Instagram came in second place with a 15% contribution to tourism information dissemination. The platform, known for its visual quality, is a favourite place for travel inspiration hunters. Instagram's strength lies in its ability to combine visual aesthetics with practical information. Through features such as Stories, Reels and geotags, users can discover and share their travel experiences in a more structured and searchable way. Collaborations with travel influencers and local businesses also enrich the quality of information available on the platform.

Conventional news and personalised information each accounted for 5% of the total tourism information sources. Although the percentage is small, news remains an important source for factual information and the latest updates on tourist destinations. News media plays a crucial role in conveying important information such as travel policies, destination safety, and official tourism events. Meanwhile, personalised information obtained from friends or family provides a unique perspective that is not always available on digital platforms. These personal recommendations are often more trusted as they come from first-hand experience and have no commercial interests.

This transformation also shows a significant shift in consumer preference towards more authentic and accessible tourism content. The dominance of digital platforms such as TikTok and Instagram has not only changed the way tourism information is disseminated, but also affected how tourist destinations market themselves. Tourism industry players are now required to adapt by creating content that is more engaging and in accordance with the characteristics of each platform.

However, this diversity of information sources gives travellers the advantage of making more comprehensive travel decisions. The combination of dynamic digital content with factual information from news and personal experiences creates a richer and more balanced tourism information ecosystem.

This distribution pattern reflects a significant transformation in the way people seek and consume tourism information, where digital platforms, especially those based on short videos, have taken a central role in shaping travellers' preferences and decisions. However, the role of word

2. Tourism Objects

Tourism marketers focus on developing and promoting tourist attractions, accommodation, and facilities to attract tourists. The tourist of mouth still influences respondents' decisions to travel. The survey results prove that 10% of tourist visits are still influenced by the role of word of mouth. The survey results are in line with research conducted by Kim & Kim, (2022) Marketing that utilises social media is becoming increasingly important to the business world. The advantage it has is that it can reach and interact with customers. The brand in this research is tourist distinction using social media platforms to raise awareness about attractions that can increase tourist visits. Tourism Attractions Marketers create memorable and unique experiences for visitors to differentiate their attractions from other attractions.

Attraction graph explains that tourists who are respondents in this research explain that natural or natural attractions are important. The survey proved that 90% of respondents decided to travel in nature.

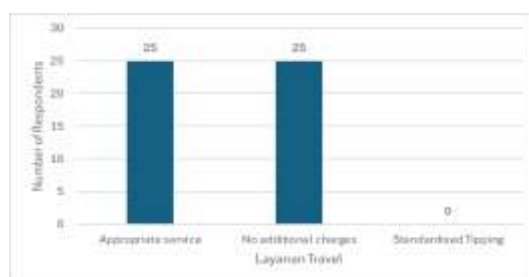


Figure 2. Graph of Tourism Objects, Source: Primary Data 2024

The survey results are in line with the results of research conducted by Rice et al., (2020) that nature tourism is becoming a popular choice as it allows for social distancing and safer outdoor activities. Nature tourism can provide peluang untuk melepaskan stres dan improve mental wellbeing during difficult times. The same research results were presented by Hirons et al., (2023). In an increasingly digital and urbanised world, travellers are looking for ways to escape their daily routines and find peace in nature (Hidayah et al., 2024)

3. Accountability

Gössling et al., (2020) Post COVID-19 Pandemic The travel industry is returning to activity after being severely impacted by travel restrictions, border closures, and safety concerns that led to a drastic decline in international and domestic tourism.

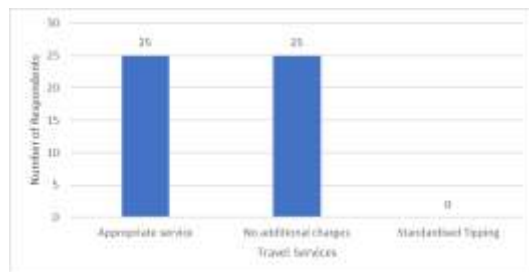


Figure 3. Travel Services, Source: Primary Data, 2024

The results of the survey found that the promotion of travel and the reality of the service is appropriate and there are no additional costs. In fact proves that Compliant services and no additional charges share 50% or equal to 50% for both travel-related essentials.. In line with Khanra et al., (2023) Data accountability is a major concern in travel and tourism. Menurut Ulfah, (2019) As the collection and use of traveller's personal data increases, travel companies and

destinations are responsible for protecting data privacy and using data ethically (Andriyansah et al., 2020). In the service analysis of the tourism industry, appropriate service holds a significant portion of 25% which reflects the high expectations of tourists for service quality that suits their needs. This service suitability is a crucial factor in creating a satisfying tourism experience. Tourism service providers have realised that providing appropriate service that meets customer expectations is a key factor in building reputation and customer loyalty.

Appropriate service encompasses various important aspects such as the suitability of facilities as promised, the professionalism of staff in serving guests, and the ability to understand and meet the specific needs of travellers. This includes the ability to communicate effectively, understanding of different cultural preferences, and flexibility in providing solutions to various guest requests. The 25% percentage shows that the tourism industry places proper service standards as one of the top priorities in their operations.

Meanwhile, the 'No additional charge' policy is a significant plus in the tourism industry. This policy reflects price transparency and the commitment of service providers to provide cost certainty to travellers. This is highly valued by travellers as it gives them a sense of security and comfort in planning their travel budget without worrying about hidden costs.

The adoption of the no additional charge policy also demonstrates an evolution in tourism business strategy that focuses more on building long-term trust than short-term profits. Tourism service providers realise that price transparency can increase customer satisfaction and encourage positive word-of-mouth, which ultimately contributes to the sustainability of their business.

The combination of appropriate service and no additional charge policy creates a strong value proposition in the tourism industry. This approach not only increases customer satisfaction but also builds a solid foundation for sustainable business growth. Service providers that successfully integrate these two elements in their operations tend to have a better competitive advantage in the market.

This research is in line with the results of research conducted by Musavengane et al., (2021) Accountability in sustainable tourism has become very important. Tourism destinations and tourism businesses are expected to take responsibility for the environmental and social impacts of their activities, as well as contribute to the sustainable development of local communities (Prasetyo et al., 2024).

4. Culinary

Culinary has become an integral aspect of the tourism experience. It offers travellers the opportunity to explore the culture, heritage and identity that local cuisine encapsulates.

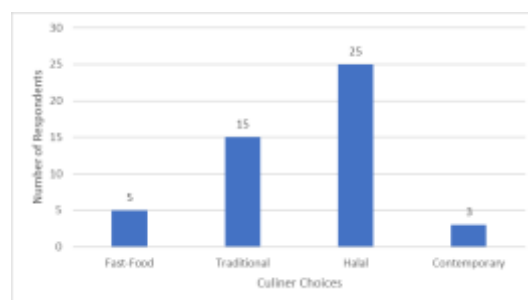


Figure 4. Graph of Culinary Choices Source: Primary Data, 2024

According to Seyfi & Hall, (2023) Authentic and immersive culinary experiences are becoming a trend in tourism. Travellers generally want to engage directly with the local culinary culture, such as participating in cooking classes, visiting traditional markets, and dining with local families. The trend of community-based culinary tourism is becoming increasingly popular, providing economic benefits to local communities. The graph above explains that halal culinary is the main requirement for respondents for culinary tourism or culinary tasting. 50% of respondents agreed to provide halal requirements for culinary objects in tourism demand for halal food from the surveys remains strong. Opportunities for halal culinary businesses to adapt by offering messaging services on-site delivery and collection (Shahbaz et al., 2020)

Traditional food came in second with a 15% contribution, showing the strong appeal of local cuisine to travellers. The high interest in traditional food reflects travellers' desire to explore and experience authenticity through regional dishes. Traditional food not only offers unique flavours but also provides a deep cultural experience through the history and philosophy contained in each dish.

Fast food and contemporary food each account for 5% of travellers' culinary preferences. The relatively small percentage of fast food indicates a shift in traveller preferences that prioritise authentic culinary experiences over mere practicality. Nevertheless, fast food remains important as a familiar and practical food option, especially for travellers who want a quick meal option on their trip.

Contemporary food with a contribution of 5% reflects the emergence of modern culinary trends that incorporate elements of innovation while respecting the essence of local food. This segment appeals to travellers seeking unique culinary experiences that blend creativity with tradition. Contemporary food is often the bridge that connects modern tastes with traditional culinary treasures.

This distribution of food preferences illustrates the evolution in tourism's increasingly mature and diverse culinary industry. The dominance of halal food demonstrates the importance of inclusivity in culinary offerings, while the survival of traditional food attests to the continued value of local culinary heritage. The presence of fast food and contemporary food complements the culinary ecosystem by providing more diverse options for travellers with various preferences and needs.

According to Rasul, (2021) The development of halal tourism, including halal culinary factors,. So that tourist destinations increasingly promote culinary offerings halal to attract Muslim travellers. Thus, Halal certification is becoming increasingly important for restaurants and food businesses to build trust with Muslim customers.

5. Technological

In the next questionnaire, this research asks about things related to technology, including Technology Provenance, Ease of use, Saves time, Simple language. We ask this variable based on the results of research which states that technology has a role in tourist destination innovation. The following is a survey that we conducted related to technology

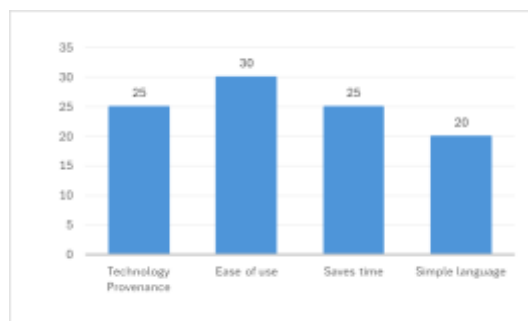


Figure 5. Use of technology Source: Primary Data, 2024

Overall, the relatively even distribution of scores between the four aspects measured suggests a balanced approach in the development of this technology. The focus on ease of use balanced with efficiency and credibility creates a comprehensive technology solution. Interestingly, while there are differences in scores between aspects, the differences are not very significant, indicating that the developers have considered a wide range of important factors in the implementation of the technology. The technology appears to have been designed with the user's needs in mind, as evidenced by the high scores for ease of use and time savings. This approach is particularly important in today's digital era, where rapid and effective technology adoption is key to the successful implementation of new systems. Although there is still room for improvement, especially in the aspect of using simpler language, overall this technology shows maturity in its design and implementation.

DISCUSSION

Based on the analysis of the technology data, there are some interesting findings that need to be considered in depth. The data shows that the ease-of-use aspect scored the highest with 30 points, reflecting that the technology is very

user-friendly and easily adopted by a wide range of people. This is a significant achievement considering that one of the biggest challenges in technology development is creating a system that can be used intuitively by its users.

The technology provenance and time saving aspects both scored 25 points, indicating a good balance between the credibility of the technology and its efficiency. The strong technology provenance indicates that the technology was developed to a high standard and has an accountable track record. Meanwhile, its ability to save time demonstrates that it successfully fulfils one of its main objectives, which is to increase user productivity. The use of simple language in this technology received a score of 20 points, which, although the lowest score in the evaluation, still represents a fairly good performance. This reflects the developer's efforts in creating an interface that is communicative and easy to understand, although there is still room for improvement. The use of simple language is crucial in ensuring that users from different backgrounds can understand and use the technology effectively.

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