



The Use of Information Technology in Empowering of Tourism Resources and MSMEs in Tanggetada Sub-district, Kolaka Regency, Southeast Sulawesi

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ABSTRACT

The community-based tourism concept which encompasses community participation in the tourism planning process is advocated as a way of implementing sustainable tourism. Tanggetada sub-district has Tourism and MSME potential the value is quite interesting and unique compared to the others. The lack of use of information technology in managing tourist attractions and MSMEs has resulted in the dissemination of confusing information from visitors. Therefore it is necessary to develop the use of GIS-Based technology as a promote tourist attractions and MSMEs in the Tanggetada Sub-district. This community service takes the form of socialization and training in the use of GIS-Based Tourist attraction websites and MSMEs because the number of visitors will increase.

INTRODUCTION

Law No. 10/2009 on Tourism mandates that one of the objectives of tourism activities is an effort to preserve nature, the environment, and resources based on the principles of preserving nature and the environment, empowering local communities and ensuring integration between sectors, between regions, between the center and the region which is a systemic unity in the framework of regional autonomy and integration between stakeholders.

One concept that explains the role of the community in tourism development is Community Based Tourism (CBT). Conceptually, the basic principle of community-based tourism is to place the community as the main actor through community empowerment in various tourism activities, so that the maximum benefit of tourism is for the community. The main goal of tourism development should be to improve the welfare of the local community. The concept of Community Based Tourism (CBT) is commonly used by designers of tourism development strategies to mobilize communities to actively participate in development as partners of the tourism industry. The goal to be achieved is the socio-economic empowerment of the community itself and putting

more value on tourism, especially for tourists. The current global trend of community-based tourism development has been standardized as a tool and development strategy not only limited in the field of tourism but also in the context of State development, by opening opportunities and access to communities to participate in the development process (Ritch, 2018; Irwan et al., 2021).

Pantin and Francis (2005) define CBT as integration and collaboration between approaches and tools for community economic empowerment, through the assessment, development, and marketing of natural resources and community cultural resources. Meanwhile, according to the author, the concept of CBT development is tourism development that requires access, participation, control, and benefits for the community in economic, social, cultural, political, and environmental aspects. Efforts to realize a productive and actively involved community in developing the world of tourism around their place of residence require attention from both the cultural community and the government. Several aspects such as managerial, funding, marketing and technological understanding aspects need to always be close to the point of change.

The utilization of technology and information is one of the efforts to eliminate the limitations of the community (Upe, 2023). The information available through the internet media is currently very plentiful and can provide inspiration and opportunities to develop resources (tourism objects and MSMEs). The internet is not only an effective and cheap marketing medium but can also provide information on products that can be produced by the community.

According to Asri (2018) and Rizqulloh (2021), the main problems of MSMEs today are technological capabilities, quality of human resources, marketing access, access to capital, and product quality. One of them is in Mangolo Village, Latambaga District, Kolaka Regency which has quite a lot of MSMEs so there is a need for socialization and assistance in utilizing information technology.

Tanggetada sub-district has tourism potential that is considered quite interesting and unique compared to the surrounding tourist villages which are both beach tourism. The beauty of this regional tourist location has been well managed, as evidenced by the many interesting photo spots to be posted on social media. Tourism objects in the Tanggetada sub-district include Janda Lestari Beach, Dj Waterpark, and other attractions developed by the village and not yet exposed. The promotion process of this tourist attraction is considered still lacking compared to the attractions around it. To search for tourist destinations, information seekers must use specific keywords, such as beach tourism, or directly mention the name of the location. One of the search media that is often used in finding tourist attractions is Google. In addition, social media Facebook and Instagram. The application of social media and Google is still lacking and there are even tourist attractions that are not found in social media management related to tourist attractions in Tanggetada District. This causes this tourist attraction to only be known by the relevant government and the people around the village.

The provision of tourist sites is inseparable from the increase in MSMEs around these tourist sites. MSMEs are productive economic businesses owned by individuals and/or individual business entities that meet the criteria for Micro, small, and medium enterprises, and/or individual business

entities that meet the criteria for Micro, small, and medium enterprises as stipulated in this law which are not part of a company or company branch (Law No.20 of 2008; Madi et al., 2021).

The lack of utilization of information technology in the management of this tourist attraction causes confusing information dissemination from visitors. Therefore, it is necessary to develop the utilization of GIS-based technology as a means of promoting tourist attractions in the Tanggetada sub-district. The utilization of GIS is also expected to improve the economy of people who have local Micro, Small, and Medium Enterprises (MSMEs) because the number of visitors to this area will increase. Along with the increasing number of visitors to tourist attractions can also increase the income of MSMEs around the tourist sites. The utilization of information technology that can be used is the result of research previously conducted by (Adawiyah et al., 2022; Irawati et al., 2022) which resulted in a geographic information system for the distribution of tourist attractions and MSMEs in Tanggetada District. The introduction of the information system to the Tanggetada community can be done by conducting community service activities.

METHOD

This community service is a continuation of research that has been done before. This community service is carried out to help MSME players and tourist attraction managers to improve the economy. One way is to utilize information technology in the process of promoting tourist attraction areas and selling places for MSME products. This community service was carried out in Tanggetada District, and to achieve maximum goals, the implementation of community service was carried out using several methods, including the following:

1. Observation

Observation and field survey activities are carried out to consolidate the place that will be used as an object of community service.

2. Introduction and training in the use of website media

This activity is carried out to improve the skills of MSME actors, especially skills regarding the use of information technology such as Website media. This training aims to introduce features and how to use the Website for tourism objects and MSMEs in

the Tanggetada sub-district based on the Geographic Information System (GIS). Website socialization and training activities were carried out

on June 16, 2023, at the Tanggetada District office based on Figure 1.



Figure 1: Socialization and training process

RESULTS AND DISCUSSION

In the implementation of this community service, one of the activities carried out is the socialization of the use of information technology, in this case, a geographic information system and training in making social media. Training in making social media is the most important thing to support the utilization of technology and is then connected to the GIS application for UMKM and Tourism in the Tanggetada sub-district. With WEB-based social media, it is hoped that MSME products can be marketed widely and can improve the economy.

Training using this website was attended by MSME players and managers of tourist attractions in the Tanggetada sub-district, especially MSMEs

that had been assisted in the implementation of previous community services. In addition, this activity also provides knowledge to MSME actors and managers of tourist attractions that information technology is very important, especially for marketing MSME products and as a promotional medium for tourist attractions. Other training materials include introducing the use of a GIS website that can be utilized by the surrounding community as a promotional medium for the location of MSMEs and tourist attractions that are managed. The main display of the tourism and MSME GIS application can be seen in Figure 2.



Figure 2. Main Menu of GIS Website

The introduction of this application is carried out to MSMEs and managers of tourist attractions so that they can be utilized by the surrounding community by adding a list of MSME and Tourism locations so that they are easier to find specifically. Figure 3 shows the results of the creation of UMKM and Tourism location points in GIS conducted during the training.



Figure 3. Satellite view of coordinate determination

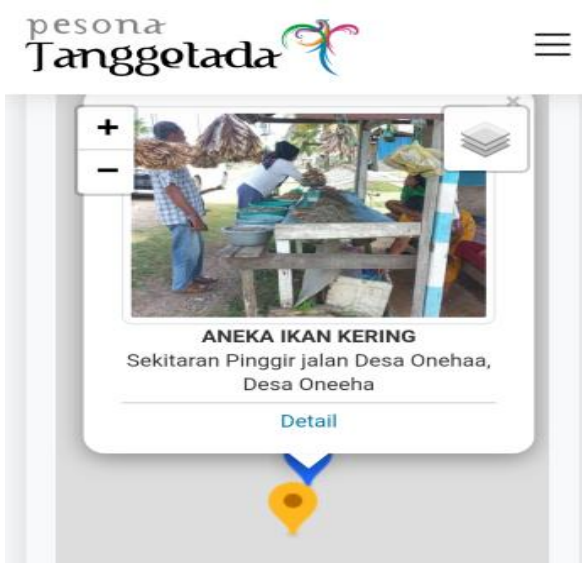


Figure 4. View of one of the MSME locations

With the utilization of information technology and knowledge gained in this community service activity, it is hoped that it can increase the income of the MSME sector in the Tanggetada sub-district, as well as increase visitors in the tourism sector.

CONCLUSIONS

Based on the results and discussions that have been described, it can be concluded that the use of information technology is very important, for the community, especially MSME actors, on the other

hand, in the record of improving the economy in Indonesia, MSMEs are a sector that has an important role in improving and growing the economy in Indonesia.

The results of community service introduce the use of information technology such as the use of GIS-based website applications and the creation of social media that can be used as a means of promotion for all MSME actors and tourist attraction managers.

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