The Synergy Of Penta-Helix Stakeholders In The Development Of Smart Destination In Dieng Tourism Area, Central Java - Indonesia

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Abstract–This research intends to obtain information about comprehensive picture about penta-helix synergy in realizing the concept of smart tourism in Dieng Central Java. This research uses a qualitative research design with phenomenographic approach that seeks to understand the perspective [1], thought, and experience of stakeholders regarding the synergy among stakeholders (penta-helix) in realizing smart tourism in Dieng Central Java. The results show that there are a number of problems related to the synergicity in the application of smart tourism in Dieng, among others, because there is no common vision of stakeholders and the cooperation and coordination between tourism actors, government and related stakeholders has not been established. The quality of human resources, especially competence in the field of IT, including basic knowledge of smart tourism to all stakeholders is also one of the main problems in implementing smart tourism. The efforts of local government in solving the problems that arise concerning the synergicity in the application of smart tourism in Dieng, Wonosobo Regency among others is to optimize the use of internet network to promote the tourist area of Dieng. In addition, the office as regulator also tries to make regulation and socialization in the implementation of smart tourism through digitalization to all stakeholders. The key factors in the successful implementation of smart tourism in Dieng Wonosobo, among others the unity of vision, mutual commitment and coordination among stakeholders.

Keywords– *digital destination*, *penta helix, smart destination, smart tourism*

I. INTRODUCTION

Suherlan et al. (2017) in research on Smart Tourism in Tanjung Lesung, asserted that in improving the competitiveness of tourism destinations, the first thing to do is to create a value proposition that prioritizes the quality of experience for visitors. Because the core of the tourist product is the experiences. In the meantime, creating experiences can be gained from an understanding of needs, wants and demands reflected in market attitudes or behavior.

The Minister of Tourism of Republik Indonesia, Arief Yahya stated: "market conditions have changed, "nearly 63% of travel services transactions are conducted online so that when travel agencies do not immediately adjust to digital or remain conventional then its fate will be like telecommunication stall [2]. This market change is influenced by the changing lifestyles of tourists. Tourists in travel can not be separated from digital; ranging from searching and browsing information (look), then order tour packages of interest (book) to pay online (pay). About 70% of foreign tourists do search and share using digital media". He also asserted that "digitalization is already a necessity. Sooner or later, the public will become more dominant and familiar with digital in all aspects. And so far, 63 percent of tourists worldwide are already searching, booking and payment by online. Then 50 percent of OTAs can be accessed with various tools, or multi devices" [3].

Another phenomenon is that in the current millenial era, the demand of visitors has a tendency who want the ease and the ways of instant [4]. This is one of them due to the rapid development of information and communication technology (ICT) that has been much affect the entire social life of society. So, at this time, the tourism industry has begun to show its dependence on ICT in creating, communicating and delivering value to visitors to be more competitive.

The use of ICT (such as: internet of things, cloud computing, big data and digital tourism), to provide convenience and instant service to visitors [7], in the tourism industry known as smart tourism. The concept of smart tourism can be done by using ICTs everywhere in all organizations and entities in tourism destinations to improve the quality of visitor experience [5,6]. ICT and tourism platforms for stakeholders to facilitate the adaptation of the tourism sector and its business to market the development of new information technology and improve tourism competitiveness [8] Thus, the smart focus is particularly interesting for the management of tourism destinations owing to the high penetration of ICTs in tourism services, their impact on the behaviour of the demand and on the generation of new business models as well as the fundamental role played by ICTs in the improvement of the competitiveness and innovation of companies and tourism destinations [9, 10, 11, 12, 13].

The spearhead of smart tourism is the ICT and the spearhead of ICT at this time is digitalization, for that in the development of destinations that focus on smart tourism is

to use digital means in all activities governance of the destination itself.

One of the destinations being pursued Go Digital by the Ministry of Tourism is the Dieng Area in Central Java [14]. A total of 40 homestay owners in the Dieng Tourism area were guided to digitize with the aim of encouraging the Go Digital movement to attract domestic and foreign tourists [15].

Central Java has been doing Go Digital since in 2014, and to date Central Java has digitized major destination updates, attractions of each district, city, transportation, tour package, travel agent, culinary, restaurant, tourist village, hotel, homestay, SME, souvenir, calendar of events, presented very quickly with a high degree of accuracy. He also added that in Central Java has a form of digital tourism platform with the name of Central Java E-Tourism [16]. Central java E-Tourism is already connected to the Central Java District such as Magelang, Pekalongan, Salatiga, Semarang City/Regency, Surakarta, Tegal, Sukoharjo, Temanggung, Wonogiri, Wonosobo, Banjarnegara, Banyumas, Batang, Blora, Boyolali, Brebes, Cilacap, Demak, Grobogan, jepara, Karanganyar, Kebumen, Kendal, Klaten, Kudus, Pati, Pemalang, Purbalingga, Purworejo, Rembang, to Sragen [17].

In research on smart tourism in Tanjung Lesung Area, Banten shows that in developing and developing smart tourism, it needs understanding and synergy between stakeholders, because if there is no synergy like difference of point of view, not compact, etc, then doing smart tourism will be difficult to implement well in tourism destinations [14].

The case of Dieng area in Central Java can be an example or benchmark for other destinations in Indonesia in implementing smart tourism. Dieng area success in implementing the smart tourism, one of which can not be separated from the synergicity of the stakeholders there.

II. METHOD

1. Approach

This research uses a qualitative research design with phenomenographic approach that seeks to understand the point of view, thoughts, experiences of stakeholders contained in penta helix about its participation in supporting the concept of smart tourism in Dieng Tourism Area, Central Java [1].

The methodology used in this research is phenomenography, which which emphasizes the variety of empirical experiences of informants who are directly involved. Data is collected through in-depth interviews, FGD and literature review [18]. The result of phenomenographic study is a list or description, qualitative variation of informants based on experience, understanding, perception or conceptualization of an object of study, a concept or activity about synergy of stakeholders of penta helix in supporting smart tourism in Dieng Tourism Area, Central Java.

The research design selection stages are conducted in five steps namely, 1) placing the research field using a qualitative approach, 2) selecting theoretical paradigm ie explorative to dig deeper about the synergy of stakeholders

penta helix in support the concept of smart tourism in Kab. Banyuwangi, East Java, 3) linking selected research paradigms with the empirical world through methodology, 4) selection of data collection methods, and 5) selection of data analysis methods [19].

2. Flow of Achievement of Research Objectives

To achieve the ultimate objective of the activity, a comprehensive information about the synergy of stakeholders of penta helix in supporting smart tourism in the Tourism Area of Dieng, Central Java, is carried out with 3 (three) stages:

a. Pre-Field Activity

Activities undertaken in the pre-field stage, the researcher undertook the main activities of the preliminary study, which begins by identifying the problems to the problem formulation simultaneously with the study of the literature, so that compiled a research proposal, as well as preparing a tool for research data and explore who became key informants related to the synergicity stakeholders penta helix in supporting smart tourism in Dieng Tourism Area, Central Java.

b. Implementation of research *(field research)*

This stage is the core activity, namely the implementation of research (field research). At this stage data collection by conducting interviews with the Central Government c.q. Ministry of Tourism, Central Java Provincial Government, Tourism Industry, Academics and Media. Next observation, and review documents on the synergy of stakeholders penta helix in support of smart tourism in Dieng Tourism Area, Central Java.

For all the data collected through interviews, documentation studies, observations, further investigators conducted the analysis. Analysis of data to be done is through the stages of coding, categorization, reduction, and display data. Data obtained from the field are recorded and recorded for later analysis per topic so that certain categories are obtained either from the point of view of the informant or the interpretation of the researcher [1]. Based on the categories obtained will be searched for certain patterns to produce big themes/concepts both in the form of narration and visual related to the synergy of stakeholders penta helix in supporting smart tourism in Dieng Tourism Area, Central Java.

To maintain validity or trust *(validity)* research findings conducted in several ways. The validity of the data needs to be tested using triangulation and confirm audit techniques. Triangulation in this research is done to source and method.

c. Post field

This stage is the final activity of the implementation of research, namely making a report of research results containing narrative data analysis results that some have been done in the field.

III. FINDING AND DISCUSSION

The finding of this study explain how the problems that occur in terms of penta-helix synergy in the application of smart tourism, government efforts in solving problems that

arise, and government efforts in solving problems arising in the synergy of penta-helix on the application of smart tourism in Dieng Tourism Area, Central Java.

1. Problems That Occur in The Penta-Helix Sinergicity On the Application of Smart Tourism in Dieng Tourism Area, Central Java.

In the perspective of the Head of Tourism Office, the essential thing that becomes the problem of the implementation of smart tourism in Dieng Area in particular and Wonosobo is the work ethic and the lack of human resource competencies in the field of IT, Creativity and Responsibility of human resources, consistency of government policies, and community hospitality.

Not much different from the opinion conveyed by the Head of Tourism and the business actors (private), the tourism conscious group (pokdarwis) revealed some things that are factors inhibiting the development of smart tourism in Dieng area, among them is the lack of socialization of smart tourism conducted by government that causes the absence of knowledge in the community and tourism businesses on smart tourism. Therefore, Pokdarwis find it difficult to make people aware of this smart tourism. Another obstacle perceived by Pokdarwis is the lack of cohesiveness among the existing stakeholders so that it tends to move in each. The absence of government in coordinating among stakeholders is another obstacle in the view of Pokdarwis. Another thing is the human resource constraints that are not ready in the process of digitization makes the process of synergy is relatively inhibited

The essence of the media concerning the synergy of stakeholders in the development of smart tourism in Dieng tourism area among others is the low of reading and writing culture, misunderstanding between reality and cyber world, awareness of local government to the rights of society, public awareness of the necessity of digitalization, updating of area mapping, policy, equality of stakeholder vision, transportation connectivity, tariff uniformity.

Essentials that are expressed by the private sector regarding the synergicity issues of stakeholders in the development of smart tourism in Dieng area are coordination between tour operators, cooperation between tourism and government actors, the legality of tour operators, and budget constraints.

The essence of what has been conveyed by the community of Generation Pesona Indonesia (Genpi) regarding the constraints faced by the synergy of stakeholders in the development of smart tourism in Dieng area is no harmony among stakeholders, lack of awareness of smart tourism and digitalization, and egocentric among stakeholders.

Thus, the problem concerning the synergicity in the application of smart tourism in Dieng Tourism Area in the perspective of tourism stakeholders including:

1) There is no common vision of stakeholders;
2) The lack of cooperation and coordination among tourism actors, government, and related stakeholders
3) The quality of human resources, especially competence in the field of IT, including knowledge

of smart tourism to all stakeholders; and
4) Egocentric and disharmony between stakeholders.

2. Government Efforts In Solving The Problems That Arise In The Synergy Of Penta-Helix On The Application Of Smart Tourism In Dieng Tourism Area, Central Java.

Efforts that have been made by local governments in the strengthening of smart tourism in Dieng area according to the Head of Tourism Office include: terminal integration with other sectors, revitalization of public transportation system, digital promotion, e-ticketing, regulation, operationalization of government regulations, coordination and communicate policies with stakeholders .

The media believes that the efforts undertaken by the local government are only limited to introducing their own institutions, others have not yet seen as keaktipan in coordinating tourism, knowledge about the digitalization of tourism, and support for the development of digital tourist area.

Essentials submitted by the private sector concerning the efforts that have been made by the government in improving the synergicity of smart tourism in the Dieng area is limited to promoting tourism associated with digital technology. According to the private sector, should the local government should aggressively conduct digital promotion, use of internet network, social media, cooperation between tour operators with Genpi and Blogger, digitalization of tourism village, private training of private parties.

In line with the view of the private sector, the Pokdarwis views the efforts that have been made by the government in improving the synergicity of smart tourism in Dieng area is limited to promotion with digital form. While the efforts made by Pokdarwis itself according Sekertaris Pokdariwis around Dieng area new limited menyadarkan people associated with tourism activities such as providing homestay, place souvenir and realize the importance of cleanliness around the sights.

Generation Enchantment Indonesia (Genpi) also viewed the efforts that have been made by the government in improving the synergicity of smart tourism in the new area Dieng limited promotion no other. GenPi itself has attempted to appoint Wonosobo and Dieng Regions in cyberspace such as promotional events, attractions, and cultural presences.

From the above explanation, can be drawn red thread about the efforts of local government in solving the problems that arise concerning the synergicity in the application of smart tourism in Dieng area, among others:

1) Optimizing the use of internet network to promote Dieng tourism area;
2) Coordination, communication, and cooperation among stakeholders;
3) Regulation and socialization in Smart Tourism implementation through digitization.

3. Key Success Factors in Terms of Penta-Helix Synergy in the Application of Smart Tourism in Dieng Tourism Area, Central Java.

Head of Tourism Department Wonosobo considers that the key factor that can succeed smart tourism in Dieng area is the joint management between stakeholders both on the internal side of Wonosobo regency and between governments namely Banjar Negara Government is the existence of mutual management among stakeholders.

Meanwhile, the key factors for the success of stakeholder synergy in the development of smart tourism in Dieng Tourism Area according to the elements of Media is the openness of all parties related to tourism, the cohesiveness of local government in developing tourism, awareness about digitization by various parties in the destination, and full support from both central and local governments.

The private sector assumes that the key factors of success of stakeholder synergy in the development of smart tourism in Dieng Tourism Area according to the private sector is the first quick response from the tourism actors in exploiting the opportunity of digitalization by changing the mindset from just waiting for the consumer to be pursuing the consumer. Secondly there is a coordination forum between tourism actors such as tour operators, restaurant entrepreneurs, hotels with the government on tourism digitizing opportunities. Third is that there should be trainings on digitalization by both government and private for tourism actors. Fourth is the increasing role of the government in embracing all interested parties in building tourism in Dieng Area.

In the opinion of pokdarwis, the key factor in the digitalization of tourism in the Dieng region is the need to intervene in the form of government support to the perpetrators, including with travel agents. Parties Genpi added that the key factors for the success of stakeholder synergy in the development of smart tourism in Dieng Tourism Area is the unity of vision, mutual commitment of all stakeholders, and awareness of the stakeholders concerning the importance of digitalization and smart tourism in Dieng area.

Some of the key factors in the successful implementation of smart tourism in Dieng area, Kabupaten Wonosobo, according to the stakeholders, among others:

1) Unity of shared vision and commitment;
2) Coordination among stakeholders, where the Tourism Office is a regulator;
3) Awareness of digitalization and Smart Tourism from all stakeholders; and
4) Support and role of government in embracing the stakeholders in managing tourism area of Dieng Tourism.

IV. CONCLUSION AND SUGGESTION

1. *Conclusion*

Some conclusions derived from the study that has been done about Smart Tourism: Synergic Penta Helix in Dieng Wonosobo Central Java, that there are some problems concerning synergy in the application of smart tourism in Dieng Tourism Area, partly because there is no common vision of stakeholders and not yet established cooperation and coordination among actors of tourism, government, and related stakeholders. The quality of human resources,

especially competence in the field of IT, including knowledge of smart tourism to all stakeholders is also one of the main problems in applying digitalization of tourism. Another problem is the problem that is quite classical egocentric and kekharmonisan between stakeholders applying digitalization of tourism in the region Dieng Tourism Wonosobo regency.

Local government efforts in solving the problems that arise concerning the synergicity in the application of smart tourism in Dieng area, KabupatenWonosobo, among others is to optimize the use of Internet networks to promote the tourist area of Dieng. In addition, the office as regulator also tries to make regulation and socialization in the implementation of Smart Tourism through digitization to all stakeholders.

The above efforts will work well, while taking into account the key factors in the successful implementation of smart tourism in Dieng Area, Kabupaten Wonosobo, among others the unity of vision, mutual commitment and coordination among stakeholders. In addition, all stakeholders must have awareness of digitalization and Smart Tourism, where the local government as a relator should provide support in embracing the stakeholders in managing tourism area of Dieng Tourism..

2. *Sugession*

In an effort to apply Smart Tourism through digitalization in tourism in Dieng Tourism area, the research team give some suggestions to the Tourism Office of Wonosobo Regency, such as:

1) Wonosobo Tourism Office needs to socialize the development of smart tourism to all stakeholders in Kab. Wonosobo and Dieng Tourism Area.Wonosobo Tourism Office needs to coordinate and synergize with the Central Java Provincial Government related to the declaration of Central Java E-Tourism and socialize it to all existing stakeholders.
2) Wonosobo Tourism Office needs to make regular discussion and aspiration forums with the elements of penta-helix in Wonosobo Regency (weekly, monthly, yearly and every event).
3) Wonosobo Tourism Office needs to accelerate the making of regulations or regulations related to tourism development in Kab. Wonosobo, by involving all existing stakeholders.
4) Wonosobo Tourism Office needs to conduct training to all stakeholders about the elements related to smart tourism such as digital marketing training for officials of the Tourism Office of Kab. Wonosobo, tourism businesses and tourism driving associations such as GenPi, Pokdarwis, etc.
5) Wonosobo Tourism Office needs to conduct training to tourism business actors in Dieng area regarding the utilization of digital technology both in product packaging and in terms of marketing.
6) Wonosobo Tourism Office needs to coordinate and consolidate with stakeholders related to the provision and upgrading of present day visitors such as plugs, wifi, cellular data signal coverage, etc.

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