

DIGITIZATION SYSTEM OF GEGESIK KULON TOURISM VILLAGE USING SWOT APPROACH

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ABSTRACT

The government is targeting the development of independently certified Tourism Villages in various villages. The development of Tourism Villages is a development program that can encourage economic growth in the village. The development of a tourism village does not always focus on the development of natural tourism alone but other potentials that are unique and represent the characteristics of the village. Gegesik Kulon Tourism Village is a village with cultural and artistic potential that is still sustainable. Gegesik Kulon Tourism Village became the second best tourism village in Indonesia in 2021. However, limited information, promotion, and digital tourism systems are problems faced in developing the tourist village. Visits that tend to fluctuate and the lack of digital innovation in developing tourist villages are problems in developing digital tourism systems. This research uses a SWOT approach to identify the ideal digitalization system strategy to be developed in Gegesik Kulon Tourism Village. Data was obtained directly by selected respondents who have more authority and knowledge of the development of tourist villages. The results showed that an aggressive strategy in quadrant I was chosen because the potential of Gegesik Kulon Tourism Village was considered feasible to develop. Optimizing internal strengths and maximizing external opportunities in the development of tourism digitalization can be through creative content and other digital strategies. This not only introduces culture and art in the village but also promotes regional tourism in the Gegesik Kulon Tourism Village.

Keywords: aggressive, digital, gegesik, swot, tourism, village.

1. Introduction

In 2022, Indonesia will have more than 83,794 villages spread from Aceh to Papua. The Ministry of Tourism and Creative Economy recorded 3,416 tourism villages in Indonesia and 1,831 tourism villages participated in the Tourism Village Network (Jadesta). Based on the 2020-2024 RPJMN, the government targets as many as 244 tourist villages and 71,381 digital villages, certified as independent tourist villages (Lutfi, 2021). In addition, the government's efforts to revive local tourism by awarding selected tourist villages have become one of the focuses of regional development. The potential of tourism villages can have a domino effect on the sustainability of the village community and its surroundings. Therefore, the government continues to develop the potential of the village to encourage economic growth in the village (Fairizta *et al.*, 2019).

The concept of village tourism in Indonesia is an effort to develop the potential - the potential that exists in the village and become a tourist attraction that brings benefits to the village. The potential can be explored and formed in accordance with the characteristics of a tourist village. Tourism villages do not only rely on the potential of natural resources as tourism products but also special interest tourism attractions such as religious (religious), educational, and cultural (arts). The concept of culture-based tourism villages is one of the new concepts in the development of tourism villages. In addition to traveling, tourists can also preserve the culture and diversity of art in Indonesia. This is a form of love for the country and preservation of cultural wealth in Indonesia. One of the tourist villages that carries the concept of culture and art as its tourism product is Gegesik Kulon Tourism Village, in Cirebon Regency (Dienaputra *et al.*, 2021).

Gegesik Kulon Village is one of the villages in Cirebon Regency, West Java Province, which has an area of 402 hectares with a population of 5,783 people. The majority of the population in Gegesik Kulon Village work as farmers and some work as artists and others. Gegesik Kulon Village as a tourist village is characterized by its culture and customs that are still strong in the village community. Gegesik Kulon Tourism Village has various cultural events and festivals such as Mapag sri in order to welcome the harvest, Sedekah Bumi in order to be grateful to nature, and Barikan in order to reject disaster. The three events at the peak of the celebration there is an art performance of tatak panggung shadow puppets and dances as a form of preservation of arts and culture in Gegesik Kulon. Not only art performances, Gegesik Kulon Tourism Village also offers cultural and artistic preservation by inviting tourists to take part in training in the Art of Shadow Puppetry, Carving, Mask Dance, and Rampak Kendang Art by being directly involved with art studios in Gegesik Kulon Village (Priyadi, 2022). Gegesik kulon village also has specialty food producers in the form of processed foods suitable for souvenirs such as Geplak, Opak, Manuk Brekek, *Kerupuk* Melarat and others.

Gegesik Kulon Tourism Village in 2021 was named the Best Tourism Village in the Anugerah Desa Wisata Indonesia (ADWI) Night by the Ministry of Tourism and Creative Economy (Hudani *et al.*, 2021). However, with this potential and achievement, the Gegesik Kulon Tourism Village located in Gegesik is one of the areas with the highest poverty rate. Poverty in Gegesik is caused by the low quality of human resources and less than optimal development of regional potential. In addition, Gegesik Kulon Tourism Village as a special interest tourism requires the support of technology and information that can support the operation of the tourism village. Accessibility is quite far from the city, and limited information about the existence of the tourist village makes the existence of Gegesik Kulon Tourism Village tend to decline. One way to promote Gegesik Kulon Tourism Village is by strengthening the digitization of tourist villages that can reach the tourist market - tourists outside Cirebon Regency who have an interest in culture and art in Gegesik Kulon Tourism Village.

Digital tourism or e-tourism is a tourism sector that utilizes the development of information and communication technology. The implementation of a digital tourism strategy can help promote various destinations and local tourism potential through various digital platforms. The importance of technology-based service innovation on service value, return visits to tourist sites, and sharing experiences through technology are digital tactics in promoting tourism (Preko *et al.*, 2022). A project called e-Carnide in Portugal aims to analyze the impact of technological solutions on the development of cultural tourism in a sub-region. The project involves interdisciplinary research to develop digital strategies for local cultural tourism development (Roque & Forte, 2017). A bibliometric analysis of digital tourism trends and emerging research directions in the past three

decades shows that digital tourism involves the application of digital technologies to integrate digital content into the real world to enhance the traveler experience (Kalia *et al.*, 2022). The potential of Digital Local Tourism Management Systems (DLTMS) to support sustainable local tourism development can enhance the sustainability of local tourism by providing a platform for stakeholders to collaborate and share information (Pongsuppat *et al.*, 2023). The digital transformation of the tourism industry and the need to utilize technological advancements to develop the industry. The importance of adopting digital technology to enhance traveler experience and improve tourism services (Barykin & Poza, 2021). Village tourism as a form of special interest tourism development certainly requires the role of technology and information in attracting tourists to travel while experiencing other unique experiences. The role of digital tourism is not just a medium of information but a new tourism product that packages interesting content to be seen carefully. Based on these descriptions, this research is intended to develop tourism digitalization as a form of developing the Gegesik Kulon Tourism Village into an independent and sustainable tourism village.

2. Literature Review

2.1 Tourism

Etymologically, the word "tourism" comes from the Sanskrit language which consists of two syllables, namely, *Pari* which means many, many times, while *tourism* has the meaning of going continuously. So, tourism is a trip or activity that can be done many times. Tourism according to Law No. 10 of 2009 concerning tourism, tourism can be defined as a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions visited in a temporary period. Meanwhile, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local government. (Tjahjadi, 2016).

The tourism industry will occur when destinations produce tourism products even though in other industries the products produced can be defined based on existing reality, while the tourism products produced can only be defined if they contain 4 basic elements of tourism, namely attraction, amenities, accessibility, and ansilary. (Suryahani *et al.*, 2020).

2.2 Ecotourism

Basically, ecotourism has principles, including fostering environmental and cultural awareness, minimizing impacts, providing positive experiences to both tourists and recipients and must provide benefits and be able to empower local or surrounding communities (Tamelan & Harijono, 2019). In principle, ecotourism is very concerned with the naturalness of ODTW (tourist destination objects), conservation ethics, education and sustainability, so it is concluded that the principles of ecotourism must pay attention to the conservation of natural resources, ensure the involvement of surrounding or local communities, enhance experiences, include responsible activities, and encourage productive small businesses (Asmin, 2018). Ecotourism focuses on three main things, namely: nature or ecology, provide economic benefits, and can be accepted in the social life of the community. So, ecotourism activities directly provide access to everyone to see, know, and enjoy the natural, intellectual and cultural experiences of local communities. So,

ecotourism provides an opportunity for tourists to enjoy the beauty of nature and culture to know more about the local culture that developed in the area (Mahitarani *et al.*, 2021).

This ecotourism activity can increase income for nature conservation which is used as an ecotourism tourist attraction and generate economic benefits for the lives of local people. From some of the above definitions put forward by experts, it can be explained that an understanding of ecotourism is a tourist trip to an environment, both natural and artificial, which is informative and participatory, which aims to ensure the preservation of nature and socio-culture.

2.3 Village Tourism

Tourism is an emerging economic commodity. In more general economic theory, the merits of tourism competition are assessed from the demand side. For example, tourists visiting a destination are caused by the income of the person, the population of the tourist country, the cost of living, the transportation costs of both countries, the exchange rate, and inflation. To have a comparative advantage, tourism must change its development from demand to supply side. Tourist destinations are often visited due to environmental conditions, infrastructure, and cultural values (Maulana & Pratama, 2022).

The theory of comparative advantage proposed by David Ricardo refers to the advantages possessed by each region or country. The theory states that if two countries trade in a commodity that is a comparative advantage for the country because the country specializes in a commodity, then these countries will benefit. One of the efforts to realize comparative advantage is by developing a tourist village (Zakaria & Suprihardjo, 2014).

According to Yuliati & Suwandono, (2016) Tourism village is a form of combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with the procedures and traditions that apply so as to make the village a tourist destination. Village tourism is a form of tourism industry in the form of identical travel activities including a number of activities that encourage tourists as consumers to use the products of the tourist village or travel to the tourist village. The elements of tourism products consist of tourist transportation, tourist attractions, and tourist accommodation.

A tourist village is a form of combination between accommodation, attractions, and supporting facilities that are introduced in a community life system that becomes one with the rules and traditions that apply. A village can be called a tourist village is a village that has tourism potential that can be developed, a tradition, and culture that is characteristic, accessibility and infrastructure that supports the tourist village program, guaranteed security, maintenance of order, and cleanliness. The basis for the development of a tourist village is an understanding of the character and capabilities of the elements that exist in the village, such as: environmental and natural conditions, socio-culture, community economy, layout structure, historical aspects, community culture and buildings, including indigeneus knowledge (local knowledge and capabilities) owned by the community (Ariyani *et al.*, 2020).

In the process of developing a tourist village, the surrounding community is used as an active subject, meaning that the surrounding environment and the social life of the people in the village are used as tourist destinations. The community also acts as an agent of tourism promotion as well as an innovator in providing ideas for the development of tourism villages. According to Astutik & Putra, (2021) Tourism development and development will directly penetrate and include the

community, so that it can provide various influences on the local community, both in the form of positive and negative influences. Utilization of resources both human resources and natural resources around the tourist village organized optimally, will have an impact on the surrounding community. The results obtained from the activities of the tourist village will be returned to the surrounding community so as to improve the welfare of the community. In addition to improving welfare, the concept of a tourist village will make a village preserve nature and the environment, culture, and traditions of the village.

The involvement of the surrounding community in the process of developing a tourist village is also an activity to empower the use of the community in developing the village together. The motivation of decentralization provides freedom for citizens to organize and manage tourism in their area is a method to create tourism based on community social groups. The purpose of developing a tourist village is to preserve the natural environment and increase economic growth in an area so that by implementing the concept of a tourist village this is one form of tourism that is friendly to the environment in the future (Astutik & Putra, 2021). Tourism village development is closely related to the tourism industry. According to Law Number 10 of 2009, the tourism industry is a collection of tourism businesses that are interrelated in order to produce goods and/or services to fulfill the needs of tourists in the implementation of tourism. The tourism industry is a collection of various types of business fields, which together produce products or services or services, either directly or will be needed by tourists during their visit. With the development of tourist villages, it will spur the stretching of the tourism industry in Ponorogo Regency. To meet the needs of tourists while visiting tourist destinations, the presence of the tourism industry is needed as a support activity. In the concept of a tourist village, the majority of tourism industries available are restaurants or eateries, transportation services, hotels or inns.

2.3 Digital Tourism

Digital tourism is a concept that involves the use of digital technology and online platforms in the tourism industry. It encompasses the use of various digital tools and applications to promote, facilitate, and enhance the tourist experience. Digital tourism utilizes online platforms and social media to promote tourism destinations, attractions, and services. It involves the use of engaging visual content, promotional videos, digital campaigns, and collaboration with tourism influencers or bloggers to increase the visibility and appeal of destinations. Travelers can make reservations and bookings online through websites, mobile applications, or booking platforms. This provides convenience and flexibility for tourists in planning and organizing their trips, including reservations for accommodation, transportation, tours, and other activities (Yanti, 2019).

Digital tourism encompasses the use of virtual and augmented reality technologies to provide virtual experiences that are close to the real thing. Travelers can visit destinations and attractions through virtual tours, utilize AR applications to enrich the experience, or attend virtual events. Travelers can access comprehensive information on destinations, attractions, cuisine, activities, and transportation through websites and apps that provide online travel guides. This helps travelers in planning their trip, finding interesting things to do, and exploring the destination better. Online platforms provide space for travelers to share their reviews, experiences, and recommendations about destinations, accommodations, and tourism services. Reviews from other travelers help potential travelers in making decisions and choosing options that suit their preferences (Anggariani & Paramartha, 2021). Digital tourism also includes the use of digital payments and mobile wallets for tourism transactions. Travelers can make payments securely and easily using credit cards,

digital wallets, or other online payment methods. Digital tourism provides benefits such as information accessibility, ease of reservation, enriched experiences, and connectivity between travelers and tourism service providers. However, emerging challenges include data protection, sustainability, and socio-cultural impacts of using technology in tourism. Overall, digital tourism continues to evolve along with technological advancements, influencing the way travelers plan, access, and live their travel experiences (Rofiaregina *et al.*, 2023).

3. Research Methodology

This research is located in Gegesik Kulon Tourism Village, with samples determined by non-probability sampling with purposive sampling method, namely samples selected based on prior knowledge or based on certain criteria. The determination of the sample is based on the Quadruple Helix model consisting of academics, government, business actors, and the community including the Cirebon Regency Regional Development Planning, Research and Development Agency, Cirebon Regency Culture and Tourism Office, Cirebon Regency Public Works and Spatial Planning Office, Academics in Cirebon Regency, Gegesik Subdistrict, Kuwu Gegesik Kulon, Tourism Awareness Group of Gegesik Kulon Tourism Village, Arts Group, Traders in the area, and tourists. The analysis method used in this research is SWOT Analysis Method.

The term SWOT comes from the words Strengths, Weaknesses, Opportunities, Threats. What is meant by SWOT Analysis is the identification of various factors systematically to formulate tourism development strategies. This analysis is based on logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats. (Rangkuti, 2014). The strategic planning process must analyze the strategic factors of tourism development (Strengths, Weaknesses, Opportunities, Threats) under current conditions. SWOT analysis in the field of tourism can be utilized to formulate directions and scenarios of tourism development both on a micro scale to an interconnected macro scale, meaning that SWOT can formulate rationally and sequentially according to the purpose of its necessity as follows:

- Provide an overview of the issues that need to be indicated for the development of the tourism industry.
- Analyze the relationship between tourism industry development issues.
- Provides scenarios and directions of the present and future state to be addressed for the development of the tourism industry.

The results of the SWOT analysis will produce several strategies that will be used for planning and developing the tourism industry (Remetwa & Sisharini, 2018). Strategies derived from the SWOT analysis process can be divided into four types, namely: aggressive, diversification, turn-around, and defensive. To determine the rating of the level of strengths, weaknesses, opportunities and threats in the development of the Gegesik Kulon Tourism Village, the following criteria are needed:

Highest Score (HS)	: 4
Lowest Score (LS)	: 1
Range	: $R = HS - LS$: $R = 4 - 1$: $R = 3$
Interval Class Length	: $I = R/HS$: $I = \frac{3}{4}$ or 0.75

By using a class length of 0.75 and a lowest score of 1, the following criteria can be made:

Table 1. SWOT Analysis Assessment Criteria

Interval	Rating of Strengths and Opportunities	Weakness and Threat Rating
3.26 – 4.00	Very High (4)	Very Low (1)
2.51 – 3.25	High (3)	Low (2)
1.76 – 2.50	Low (2)	High (3)
1,00 – 1,75	Very Low (1)	Very High (4)

4. Results

Gegesik Kulon Tourism Village is a special interest tourist destination that offers a tourist experience by enjoying and educating its culture, arts, and local wisdom that is still strong today. Gegesik Kulon Tourism Village has potentials that can be developed, besides that the cultures that exist in Gegesik Kulon are a representative form of cultural villages that are famous in Cirebon Regency. However, these tourist destinations are still not optimal and have not been able to bring more tourists to just visit and learn about the culture in the Gegesik Kulon Tourism Village. In addition to low human resources in the management of Gegesik Kulon Tourism Village, problems in the utilization of technology and information are still not optimal. Nevertheless, Gegesik Kulon Tourism Village has various advantages that can attract tourists with its creative content. Therefore, these aspects can be described into a SWOT framework that has been discussed together with selected respondents who can represent their authority in the development of Gegesik Kulon Tourism Village.

SWOT analysis according to Boseman's framework begins with an analysis of the external environment to identify opportunities and threats. Through analysis of changes in the characteristics of tourist village development, key success factors will be obtained. Then proceed with an evaluation of stakeholder capabilities based on their authority to obtain the key success factors. Comparison between stakeholder capabilities and key success factors will objectively result in the identification of strengths and weaknesses called strategic factors for the development of Gegesik Kulon Tourism Village. These strategic factors (SWOT) are combined with a matrix with quadrants that explain the strategies that are in accordance with the development of digital tourism in the Gegesik Kulon Tourism Village.

4.1 Internal Factor Evaluation Matrix

The Internal Factor Evaluation Matrix (IFE Matrix) is a strategy formulation that summarizes and evaluates the main strengths and weaknesses in a functional area, and also provides a basis for identifying and evaluating relationships to develop the IFE Matrix, so that the appearance of a scientific approach does not have to be entered more than the actual number. The following is the internal factor evaluation matrix (IFE Matrix) on the development of digital tourism in the Gegesik Kulon Tourism Village.

Table 2. Internal Factor Evaluation Matrix (IFE Matrix) of Gegesik Kulon Tourism Village

Internal Key Factors	Weight	Rating	Score
Strenghts			

• Number of internet users	0.13	5	0.625
• Popular Search Engine Result Pages (SERPs)	0.08	3	0.250
• Easy online tour reservation	0.08	4	0.333
• Increase in tourism website visits	0.13	3	0.375
• Interactive and creative content on tourism village potential.	0.13	5	0.625
Total Score Strength	0.54		2.21
Weaknesses			
• Limited human resources in technology.	0.13	5	0.625
• There is no monitoring and controlling of digital tourism.	0.08	3	0.250
• Tourism village data that has not been updated.	0.08	2	0.167
• There is no clear information on tour packages.	0.08	2	0.167
• Content support tools are still incomplete.	0.08	3	0.250
Total Score Weaknesses	0.46		1.46

4.2 External Factor Evaluation Matrix

The External Factor-Evaluation Matrix (EFE Matrix) serves to enable strategy makers to summarize and evaluate external information related to the development of digital tourism in Desa Wisata Gegecik Kulon. The following is an external factor evaluation matrix (EFE Matrix) on digital tourism in the Gegecik Kulon Tourism Village.

Table 3. Gegecik Kulon Tourism Village External Factor Evaluation Matrix (EFE Matrix)

External Key Factors	Weight	Rating	Score
Opportunities			
• Content creators who promote local tourism.	0.13	5	0.625
• Diversity of culture and arts as a characteristic of tourist destinations.	0.13	3	0.375
• The development of traveling apps to support tourism.	0.13	3	0.375
• Title Second Best Tourism Village in Indonesia by Ministry of Tourism and Creative Economy.	0.13	4	0.500

• There is a tourism development plan by the local government.	0.04	2	0.083
Total Score Opportunities	0.54		1.960
Threats			
• Tourism competition - other regional tourism.	0.08	2	0.167
• Online transaction security (prepayment system).	0.04	2	0.083
• The changing trend of society to modern tourism.	0.13	4	0.500
• Internet connection issues in tourist villages.	0.13	4	0.500
• Graphic display of tourism village marketing.	0.08	2	0.167
Total Threats Score	0.46		1.420

4.3 Space Matrix (Strategic Position and Action Evaluation)

The SPACE matrix shows whether an aggressive, turn around, defensive or diversification strategy is most suitable for the development of the digital tourism system of Desa Wisata Gegesik Kulon. The space matrix is based on as much actual information as possible. Various variables can map each dimension shown in the SPACE matrix axis. Based on the results obtained from the evaluation analysis of internal factors and external factors, the results are as follows:

Table 4. Gegesik Kulon Tourism Village Space Matrix

Description	Score
Internal Factor	
Strenghts	2.21
Weaknesses	1.46
Differences	0.75
Faktor Eksternal	
Opportunities	1.96
Threats	1.42
Differences	0.54

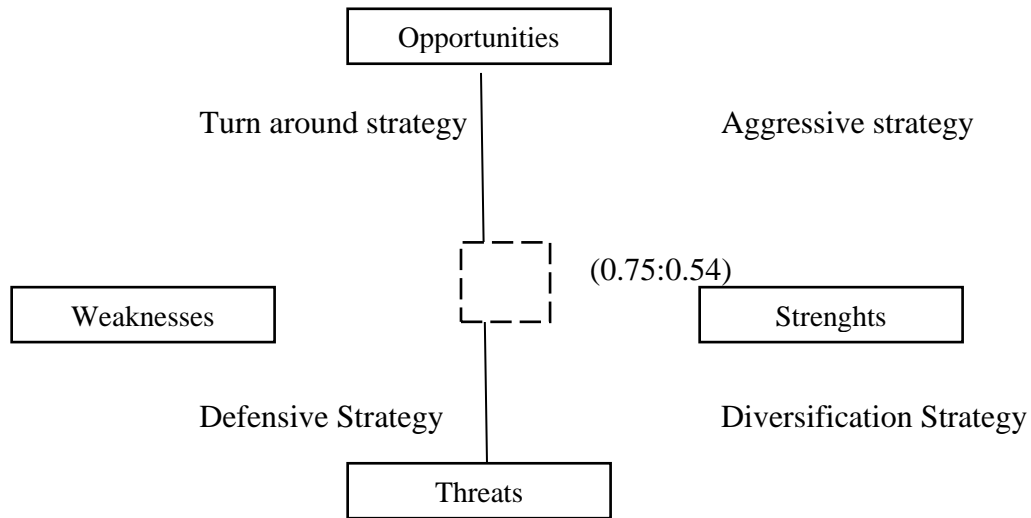


Figure 1. SWOT Quadrant of Digital Tourism of Gegesik Kulon Tourism Village

In developing the Gegesik Kulon Tourism Village, it is necessary to conduct an in-depth study in order to produce effective policies and strategies. In addition, stakeholders involved in the development of the Gegesik Kulon Tourism Village can optimize the existing digital tourism system to attract tourists and increase the number of visits. Based on the Space matrix that has been analyzed above, the calculation of the IFAS and EFAS matrices shows an aggressive strategy in developing the digital tourism system of the Gegesik Kulon Tourism Village. The Space matrix shows the intersection point (0.75: 0.54) which is in quadrant 1, meaning that the Gegesik Kulon Tourism Village in optimizing the digital tourism system is in good condition and potential so it is very possible to continue to expand, continue the previous development in increasing the optimization of the digital tourism system of the Gegesik Kulon Tourism Village. Gegesik Kulon Tourism Village can use strengths as the basic capital for its tourism operations, namely strengthening the arts, culture, and local wisdom that are thick in the Gegesik Kulon Tourism Village environment and maximizing tourism opportunities to anticipate and overcome threats that will hinder the development of the Gegesik Kulon Tourism Village.

5. Discussion

The aggressive strategy applied in developing the digital tourism system of Gegesik Kulon Tourism Village is by strengthening the internal aspects of tourism and optimizing external opportunities in Gegesik Kulon Tourism Village. Some steps that can be taken in implementing this strategy include: Focus on developing unique, interesting and sustainable tourism experiences. Support interaction between tourists and local communities, such as homestays, cultural training and local arts such as shadow puppet inlay, mask dance, glass painting and others. Integration with relevant stakeholders such as the government, non-governmental organizations, academics, and the private sector to obtain the support and resources needed in strengthening the digital tourism system of Gegesik Kulon Tourism Village, and optimizing tourism operations.

Strengthening effective marketing strategies to introduce Gegesik Kulon Tourism Village to the general public through various platforms. Collaborating with content creators and influencers in promoting Gegesik Kulon Tourism Village with interesting content. In addition, work with partnerships of travel agents, tour operators and tourism media to increase the visibility of the tourist village. Providing training to local communities on hospitality, tourism village management, tour guiding, MSME coaching, and other relevant expertise. Establishment of tour packages that are compatible and suitable with the tourism products offered in Gegesik Kulon Tourism Village.

As the title of one of the best tourist villages in Indonesia, it can be optimized in tourism marketing to provide trust issues to tourists who want to visit the Gegesik Kulon Tourism Village. In addition, the title can make the image of tourism better and more recognized in the wider community.

6. Conclusion

An aggressive strategy was chosen in the development of the digital tourism system of Gegesik Kulon Tourism Village, because of the conditions and situations that support the optimization of tourism potential such as culture and arts in Gegesik Kulon Tourism Village, besides focusing on internal strengths and external opportunities that can encourage the development of Gegesik Kulon Tourism Village. Factors on tourism products and services in Gegesik Kulon Tourism Village, empowerment of human resources, and stakeholder integration. In addition, utilizing tourism opportunities as one of the best tourist villages in Indonesia to improve a good tourism image and new tourism experiences for tourists.

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