

Analysis of The Implementation of Directory Listing e-Commerce in Tourism in North Sulawesi Province of Indonesia

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ABSTRACT

Directory listing website is so popular for tourists, and it is being very helpful in terms of information presented mostly for various information regarding the presence of the tourism-related business and the information needed by tourists such as the feedback gathered from previous customers. While the system offers great benefit to business owners, there are still reluctant in implementing the system in larger scale.

Here, we will discuss common problems and their analysis to overcome them.

Those common obstacles mostly dealing with human resources adaptation, and straight guidelines for uploading the website.

General Terms

Reluctance on implementing directory listed e-commerce in Tourism business..

Keywords

Reluctance, Benefit, Softskills

1. INTRODUCTION

Directory listing website like Trip Advisor is so popular for tourists and very helpful in terms of information presented mostly for various information regarding the presence of the tourism-related business and the information needed by tourists such as the feedback gathered from previous customers. While the system offers great benefit to business owners, there are still reluctant in implementing the system in larger scale.

2. NORTH SULAWESI PROVINCE TOURISM OVERVIEW

In 2021, there was significant change in Tourism related business. Covid-19 pandemic totally shift social structure and tourism ecosystem as global. During these difficult times, tourism-related business in North Sulawesi sought a mean to optimize the way the business run, and make it even profitable.

One way to do so is by utilizing information technology on website and mobile so that business owners and tourists can access information regarding various tourists sites thoroughly. These information vary from location, booking, all the amenities, and also feedback from previous customers.

Although the system may benefit the businesses, but there are always reluctance to some entrepreneurs to adopt the system.

On one research conducting in Indonesia, it shows that the degree of perceived complexity by Small and Medium Enterprise owners when using online marketplaces

significantly affects the perceived risk. They tend to backlash the new mean as they felt unable to use it, moreover they felt the infrastructure is not supportive in some areas [1,2]. This is a bit different to what North Sulawesi business owners perceived.

3. BENEFIT TO BUSINESS

The implementation of the dirctory listing website actually increase the benefit to society. Benefit of e-commerce as intended mainly to the efficiency of the company. In marketing aspect, energy, time, and operational cost. It Can also reach customers directly from international scope [3,4,5]. This is due to 24/7 support by the system. Most of all, by utilizing google analytics, business owners can easily analyze the trend of the website, new users, which businesses are accessed the most, and other useful information.

The website that we are implementing has a domain name www.pasiar.id. The layout and main functionality is shown in figure 1.



Figure 1. Pasiar.id website home menu

On the homepage, downward navigate, it will show the featured listing and menu to which users can navigate through and find desirable places. The captured image on figure 2 shows it.

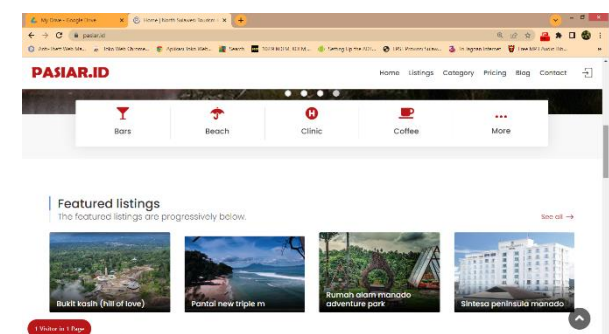


Figure 2. Featured listings

Popular listing screenshot can be seen in figure 3. This listings

is created by inferring the rank to which people access the information on pasiar.id.

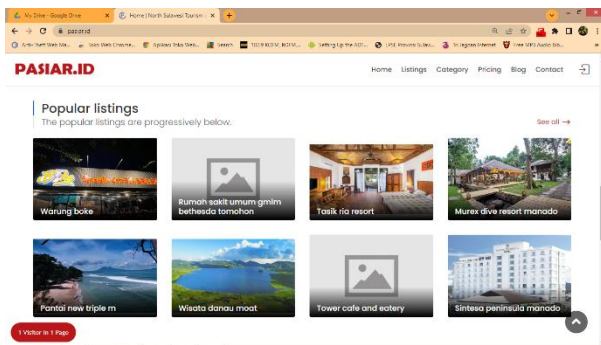


Figure 3. Popular listings

Menu on the top which always resides on the page during navigation are home, listings, category, pricing, blog, and contact.

The website covers all of the common information that are useful for tourists before visiting North Sulawesi. These features, of course, serve benefits to the businesses related to tourism.

It can be seen from google analytics chart representing tourists visiting the website from various location worldwide. Figure 4 describe the interests on customers (tourists).

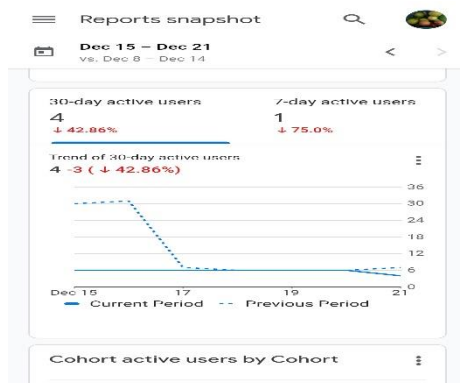


Figure 4. Google Analytics trend

4. BUSINESS OWNERS RECEPTIONS TO THE SYSTEM

During research, we distribute questionnaire to gain business owners' perception and acceptance of the new system.

The questionnaires are distributed during an event held by government's department of tourism. Most respondents are from tourism associations in North Sulawesi region. Some of them are business owners who run Small and Medium Enterprise that has close connection to tourism.

The result of the questionnaire are somewhat interesting. To sum up, most people rarely used laptop to promote their business, also most of the respondents feel comfortable in running their business as is.

Little does the respondents give enthusiastic response to the website. The reason still unclear, but 70 percent of them think that it is not the boss' responsibility to post informations on website.

5. CUSTOMERS FEEDBACK BASED ON GOOGLE ANALYTICS

Customers using the system are separated into 2 categories : domestic customers and international customers. No questionnaires given to customers. The feedback given by the customers are taken from google analytics. Of all feedbacks gathered, customers from overseas tend to appreciate the system more than domestic ones. This is perhaps as the result of the need of information right before they consider fly to north sulawesi. Only a handful of local users using the system to browse the directory list for their travelling purposes.

6. GOVERNMENT INVOLVEMENT

Government, in this instance, tourism department of north sulawesi, is supportive to the system right from the start. The system is a collaborative operation between Manado State Polytechnic and Tourism Department of North Sulawesi. But, lately, due to governmental duties of the person in charge (PiC) of the system, some updated data seemed late to post. This is also due to few responses from tourism-related entrepreneurs into the system. The students of Manado State Polytechnic whom assigned these tasks also have issues regarding slow response of business owners to update the data.

7. SOFT SKILLS RELATED SOLUTIONS

From the soft skills point of view, it appears that many of the stakeholders seemed to wait for others to do their tasks before they started doing theirs. Most of the entrepreneurs also seemed apathy to the new system provided. Only 12 percent responded well and start doing the tasks on the web to support their business.

The trend is a little bit hard to correct and needs thorough corrections from business owners own perspective, as they are the main users to the system.

8. CONCLUSION

In conclusion, pasiar.id is not responded well to local entrepreneurs while tourists from overseas appreciate and uses the system more than domestic ones.

Benefit awareness approach to local entrepreneurs about the system needs to conduct in order for the system to be useful.

9. ACKNOWLEDGMENTS

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