Smart Tourism Destination as a Community-based Tourism Resilience Effort in Indonesia

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ABSTRACT

This research specifically aims to explore the resilience of community-based tourism to risks posed by the pandemic and others. Community-based tourism resilience is analyzed from community members' tangible and intangible adaptive skills and capacities in fighting the COVID-19 pandemic. Specifically, this research analyses tourism resilience regarding social structure, smart governance, and technology readiness. This research method is a combination of quantitative and qualitative research. This research began by collecting key informants selected using convenience sampling. Respondents are managers of each community-based tourism village in the Special Region of Yogyakarta. There were 141 respondents, consisting of community-based tourism managers in Yogyakarta. This research is a survey of respondents using structured interviews with questionnaires and focus group discussions to obtain research data. Qualitative analysis was conducted using discourse analysis, which begins by exploring and analyzing relationship patterns from respondents' responses to determine general attributes and categories. Meanwhile, quantitative analysis was carried out to test the structural model of several factors that influence the resilience of rural community-based tourism. The analytical tool used is SEM-AMOS. The results of this study indicate that all hypothesized relationships are supported. Social structure, Technology Readiness, and Smart Governance positively affect Smart Tourism Destination (STD). Furthermore, STD has a positive effect on Destination Resilience. So, it can be explained that the Destination Resilience model in Community-based tourism is acceptable.

Keywords: Social network, technology readiness, smart governance, and smart tourism destination.

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1. INTRODUCTION

The coronavirus outbreak in 2019 resulted in a crisis in the Special Region of Yogyakarta's Tourism industry. Sugandini et al. (2018) and Sugandini et al. (2019) research results show that the Special Region of Yogyakarta's tourism industry is experiencing losses due to a decrease in the number of tourists in 2021 and 2022 for tourist destinations. This decline also impacts tourism derivative industries, such as micro, small, and medium enterprises and other creative industries. The decline in revenues from the tourism sector, which is the leading source of state revenue, has significantly impacted Indonesia's economic growth. The high vulnerability of community-based tourism lies in the lack of resilience of the tourism industry in the Special Region of Yogyakarta and the dynamic complexity of the tourism sector. The tourism industry through a tourist destination can be the locomotive driving for the advancement of other sectors, such as seaports or airports, roads, local transport, hygiene or health programs, a pilot project tourist culture, the environment, and so on (Kamenidou & Stavrianea, 2022). The complexity of the tourism sector occurs due to a network of nonlinear relationships between communities and natural resources (Mendoza-Moheno et al., 2021; Dayunan, 2023). The complexity of the relationship between society and nature implies increased dependence on resources and communities, so tourism becomes vulnerable to various threats (Dayunan, 2023). This research explores and analyses several factors that influence the resilience of rural community-based tourism destinations in the Special Region of Yogyakarta in creating crisis-resistant smart tourism. This research is urgent because: 1) COVID-19 has triggered disruption to tourism activities, especially rural community-based tourism, which relies on this sector as a source of income for communities providing tourist destination services. 2) The impact of the COVID-19 pandemic touches more on the socio-economic context and decreases people's welfare, ultimately increasing the poverty rate. 3) This research explicitly examines rural community-based tourism resilience strategies against COVID-19. This research is necessary because the pandemic threat produces a unique set of impacts that affect the capacity of rural community-based tourism to adapt and recover. 4). There has not been much research on the resilience of rural community-based tourism in Indonesia. Hence, this research explicitly analyses the pandemic's impact in the context of community resilience. The concept of community resilience has been widely explored in various studies, for example, by Zhang et al. (2020), Rendon et al. (2021), and Musavengane & Kloppers (2020).

This research takes three issues related to STD and tourism resilience. **The first issue** concerns society's social structure, which impacts tourism resilience. Musavengane and Kloppers (2020) researched community-based tourism by analyzing the role of community social structure in building community resilience through managing shared natural resources. The results show that community-based ecotourism can generate high levels of social capital, promoting cultural revitalization and community resilience (Musavengane & Kloppers, 2020; Kamenidou & Stavrianea, 2022). The strength of a community's social structure is essential because it responds proactively to external and

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internal shocks. Social structure impacts visitation, income, and overall community well-being. Many researchers have considered the impact of the pandemic on tourism resilience (Prayag, 2020), and only a few, including Pappas (2021) and Pappas and Glyptou (2021), have focused explicitly on community aspects. On the other hand, research from (Gabriel-Campos et al., 2021) developed a theoretical model of community resilience in community-based tourism, emphasizing the importance of social and cultural linkages between community members to build resilience. This community structure is believed to be essential in maintaining the natural resources widely used for community-based tourism (Baggio, Micera, & Del Chiappa, 2020).

The second issue concerns Smart governance (SG) in increasing tourism resilience. Mandić & Praničević (2019) show that although smart tourism is increasingly attracting attention from tourist destinations and academics, the SG concept has not been discussed in detail in tourism research. Regarding tourist destinations, Mandić & Kennell (2021) state that SG is a joint action between managers and society to change existing systems in destinations to be innovative and resilient, capable of withstanding various pressures. The SG concept is studied as a component of destination management planning, focusing on tourist experience and technology adoption (Johnson & Samakovlis, 2019; Mehraliyev, Chan, Choi, Koseoglu, & Law, 2020). **The third issue** is related to technology readiness (TR). Shin et al. (2023) show that although the use of technology in tourism destinations is increasing, not many have researched it by combining external aspects of tourism technology and int tendencies.

Yogyakarta was chosen to test theories and models of tourism resilience because it is one of the cities in Indonesia that relies on the tourism industry for its domestic revenue. Yogyakarta is one of the most popular tourist destinations for foreign and domestic tourists. Tourism resilience theory is more suitable for tourism managers in Yogyakarta because, after COVID-19, all community-based tourism is forced to implement smart tourism management to increase tourism resilience. This research is on the conditions of the community-based tourism industry, where the resilience of tourism SMEs depends on their technological readiness, support from the government in managing smart tourism, and the social structure in Yogyakarta. The society also supports tourism resilience in community-based tourism because Yogyakarta is characterized by hospitality and cooperation from its residents. So, this tourism resilience model can be tested on SMEs in the tourism industry.

2. LITERATURE REVIEW

2.1 Smart Tourism Destinations

Smart tourism destinations are often based on the concept of smart cities (Bulchand-Gidumal, 2022). A smart village is defined as a city that can improve the quality of life of its citizens while making the city more competitive. Bhushan et al. (2020) define a smart city with six dimensions of city intelligence: governance, environment, mobility, economy, people, and life. STD is an innovative destination consolidated on a state-of-the-art technological infrastructure. It guarantees sustainable regional development, promotes universal accessibility, and facilitates interaction and integration of visitors with the environment, enhancing their experience in the destination while improving residents' quality of life. STDs must develop five areas:

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governance, innovation, technology, sustainability, and accessibility (Bulchand-Gidumal, 2022). Ivars-Baidal et al. (2021) use nine dimensions: governance, sustainability, accessibility, innovation, connectivity, intelligence, information systems, online marketing, and the evolution of tourism activities.

1.2 Tourism Resilience Concept

Tourism resilience has become an exciting issue due to the increasing number of shocks experienced in tourism in the face of pandemic storms and other climate changes. The most prominent tourism resilience explored in the literature includes social-ecological resilience (Islam et al., 2020; Cinner & Barnes, 2019) derived from the socio-ecological systems approach; social resilience (Lwin et al., 2020; Saja et al., 2021; Wang et al., 2020); organizational resilience (Salanova, 2020; Reis et al., 2017) and community resilience (Zhang et al., 2020; Rendon et al., 2021; Musavengane & Kloppers, 2020; Joseph et al., 2020). Community resilience focuses on examining community capacity, ability, and resources to respond to inconclusive conditions that tend to be detrimental and are the focus of this research. Community resilience research from (Gabriel-Campos et al., 2021) shows that community members' skills and adaptive capacity strengthen their ability to fight the COVID-19 pandemic (Tsai et al., 2016).

2.3 Social structure and tourism resilience

The definition of social structure is the pattern of social relations between people or groups in a society in everyday life (Saja et al., 2021). According to (Theng, 2015), the social structure involves local communities developing smart tourism. The social structure creates unique spatial layouts for sharing unique aspects of life in each village. Village layouts in rural areas provide various attractions in terms of history and culture, and village layouts are prepared based on local wisdom (Syukur, 2017). Shin et al. (2023) explained that smart tourism destinations require dynamic integration of technology platforms that facilitate the collection and analysis of tourist behavior in a destination with the social structure that exists in society. STD applies digital instrument devices at each destination, for example, camera sensors and cellular and transportation infrastructure. The purpose of STD is to monitor and manage data on tourist visits, such as locations visited and activities carried out by tourists (Sustacha et al., 2023). Integrating and analyzing the information produced by various devices offers a comprehensive and cohesive understanding of a city, ultimately increasing efficiency and sustainability in city management (Bhushan et al., 2020). STDs are believed to increase community resilience, namely, the Community's adaptive ability to respond to crises using its resources. In other words, STD could be the best solution for increasing community resilience (Sustacha et al., 2023).

H1: The social structure of society influences STD

2.4 Smart governance (SG)

Smart Governance (SG) is a decision-making method that uses intelligent and adaptive techniques Sorokina et al. (2022). SG also involves a combination of information and collaborative communication technologies, and SG can optimize sustainable tourism development through increasing community involvement, the environment, and stakeholders (Mandić & Kennell, 2021). Sorokina et al. (2022) show that SG effectiveness is a prerequisite for integrating physical infrastructure and technology to create tourist experiences and improve people's quality of life. Mandić & Kennell (2021) also stated that SG is a vital attribute of STD that relies on community involvement and

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public-private partnerships.

H2: Smart Governance Affects STD

2.5 Technology readiness (TR)

Wang & Sparks (2017) define TR as the tendency to accept and use technology to achieve goals in managing tourist destinations. TR is a multidimensional concept consisting of two motivators: optimism and innovation. Two inhibitors of TR are discomfort and insecurity (Wang et al., 2020). Optimism indicates people's optimistic belief that technology allows them to increase control, efficiency, and flexibility to achieve their goals (Wang et al., 2020). Innovativeness refers to an individual's willingness to use new technology. Innovation has been studied to understand individuals' technology acceptance behavior and was found to positively influence individuals' perceptions of technology in STD (Wang et al., 2020). Discomfort is defined as people's perception that they lack control over technology and feel burdened by technology (Wang & Sparks (2017). Insecurity is an individual's distrust and skeptical view of the ability of technology to work well. TR dimensions differ, and individuals have different combinations of dimensions (Rezapouraghdam et al., 2022). Individuals with high motivation and innovativeness will make STD a success and ultimately increase the resilience of a tourist destination (Hall et al., 2023).

H3: Technology readiness affects STD

H4: STD influences tourism resilience

3. METHOD

3.1 Research Design

This research is survey research that combines qualitative and quantitative research. The data collection method uses a questionnaire. In-depth interviews and focus group discussions were conducted to obtain good data. The respondents of this research are community-based tourism village managers, the government, and Yogyakarta tourism awareness groups. The number of respondents was 141 as managers in Community-based tourism.

3.2 Data processing and analysis techniques

This research uses the statistical data processing technique of Structural Equation Modeling with the AMOS-23 and SPSS-19 programs. The direct effect is observed from the standardized regression weights by testing the significance of comparing the CR (Critical Ratio) value, which is the same as the calculated t value with the t-table if the t-count is greater than the t-table, which means it is significant. This research uses composite indicators to maximize the validity and reliability of research instruments and data processing for many respondents. The output results of the AMOS 23 program will also observe the causal relationship between variables by looking at the direct and indirect effects and the total effect. In the causal model, the problem that is often faced is the identification problem. In the AMOS program, the solution to overcome this identification problem is providing constraints on the analyzed model—testing the developed model with various Goodness of Fit criteria. Measuring the goodness of fit of a model is a relative criterion (Hair et al., 2014). Interpretation of the results of latent construct measurements is guided by the significance level of the loading factor or

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lambda coefficient (λ), which is based on the probability value (p), which is considered significant if the p-value is ≤ 0.05. Next, the complete model derived from all significant constructs and indicators will be tested to examine the factors influencing tourism resilience by observing the path coefficient (standardized regression), direction, magnitude, and significance. The significance assessment is guided by the probability value (p). The significance limit used is a p-value ≤ 0.05.

4. RESULTS

4.1 Respondent characteristics

This research used 141 respondents, including tourism village managers, tourism awareness groups, and the government, with the following details: (1) tourist village managers, village heads, and tourism awareness groups for each village. The total number of respondents was 141 respondents. This tourist village in Yogyakarta is divided into four categories: advanced, developing, growing, and marketable.

4.2 Test results with structural equation models

Structural model testing is carried out by combining existing indicators into one. The indicator value used in the model is a composite value calculated from the average of each variable multiplied by its factor score. Table 1 shows the fit test results of the structural equation model obtained in this study. Almost all of the recommended values were achieved, except RMSEA, which was more than 0.08. So, it can be stated that the tourism resilience model proposed in this research is acceptable.

Table 1. Model fit test

Model	CMIN	P	CMIN/DF	GFI	AGFI	TLI	CFI	NFI	RMSEA
Default model	8.914	0.08	2.971	0.975	0.974	0.915	0.944	0.904	0.019
Critical Value	Small	≥ 0.05	≤ 2.00	≥ 0.90	≥ 0.90	≥ 0.95	≥ 0.94	≥ 0.90	≤ 0.08
Criteria	Good	Good	Good	Good	Good	Good	Good	Good	Moderate

4.3 Hypothesis test

The results of hypothesis testing are shown from the p-value obtained from the research results. The influence of each variable is shown from the standardized loading factor value that emerges from the structural equation. Table 2 shows the results of testing the hypotheses proposed in this research.

Table 2. Standardized Regression Value and P-value

	Estimate	Standardized Regression Weights	SE	CR	P
Social Structure → STD	.296	.369	.052	5.657	***

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Technology Readiness → STD	.224	.231	.074	3.017	.003
Smart Governance → STD	.352	.750	.029	11.989	***
STD→Destination Resilience	.553	.458	.090	6.176	***

This research produces p-values that emerge from various relationships that are more than 0.05, so it can be stated that all hypotheses are supported. Smart governance has the highest influence on tourism resilience. The influence of each variable and the whole model of tourism resilience can be seen in Figure 1.

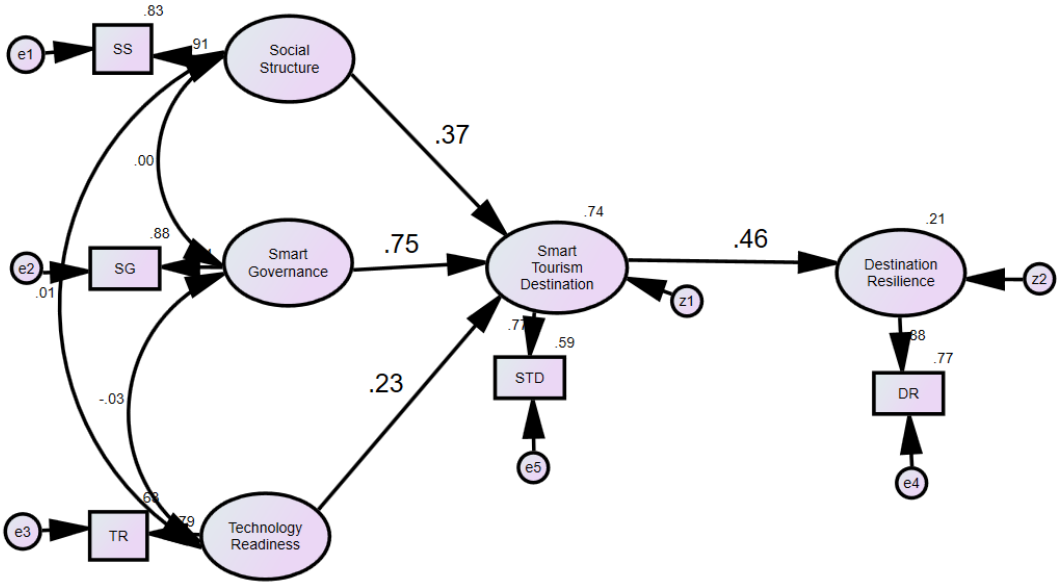

Figure 1. Tourism resilience model

5. DISCUSSION AND IMPLICATIONS

5.1 Results of an exploratory study of tourism resilience in Yogyakarta

The results of in-depth discussions and FGDs with the tourism office in Yogyakarta show that the regional government has made several efforts to restore its tourism sector. The recovery of the tourism sector aims to encourage national economic growth through cultural preservation. Yogyakarta, a cultural tourism destination, has shown improved fluctuations after the pandemic. The government's primary focus is to optimize quality by presenting classy tourist attractions that attract tourists while still considering the impact on the surrounding environment. The Special Region of Yogyakarta government has also implemented an intelligent tourism program. The smart tourism strategy implemented is to optimize ICT to adapt to new habits more wisely. Yogyakarta's government has also optimized social media and online applications to strengthen branding. The Yogyakarta government's implementation of the smart tourism concept has also significantly influenced regional tourism governance. Providing systematic and easily accessible information provides comfort for potential visitors. This STD positively impacts CBT in Yogyakarta: (1) getting guaranteed visits from local and

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foreign tourists through online application-based transactions. (2) tourists do not feel worried about information on the availability of public facilities. (3) tourists can get the latest knowledge regarding the rules for implementing health protocols while traveling in Yogyakarta.

5.2 Results of testing the tourism resilience model

This research shows that the tourism resilience model influenced by STD, SS, SG, and TR is acceptable. This means that SS, SG, TR, and STD can influence increasing tourism resilience in Yogyakarta. The results of data analysis and direct observation of CBT show that the first hypothesis that SS positively influences STD is supported. Data analysis and field studies show that support from community leaders for CBT tourist destinations is excellent. This support is shown in the Community's willingness to provide accommodation, culinary delights, and exemplary service to tourists. The Community also cleaned and repaired the road infrastructure to the tourist village. The Community helps maintain the cleanliness and safety of their village, impacting tourists' comfort. In most CBTs, cultural factors are the main attraction for the destination. Each CBT has different variations from one village to another. This strengthens and supports each other between tourist villages in promoting their CBT. This condition shows that the social structure of society in Yogyakarta can mutually support each CBT to survive critical times, such as during the COVID-19 pandemic. The results of this study support Saja et al., 2021; Theng 2015 stated that in making STD a success, social structures involving local communities are essential things that must be considered. The critical role of SS is that it can create a unique culture in terms of daily living habits, each of which is different. The CBT layout provides support from a historical and cultural perspective (Syukur, 2017; Shin et al., 2023). The community structure in each village is packaged comprehensively and cohesively to increase the adaptive capacity of the Community in intelligent tourism management, which in turn can increase tourism resilience in the village (Sustacha et al., 2023).

The second hypothesis of this research, which states that Smart Governance affects STD, is supported. SG is built from partnerships between destinations and stakeholders in CBT. SG is demonstrated by coordinating work with several existing stakeholders from a destination. In addition to the smart management carried out by CBT in Yogyakarta, it is demonstrated by adopting IT that supports tourist service operations. Each CBT created several Android-based applications to simplify services for tourists. It turns out that increasing this innovation capacity can make the STD at CBT Yogyakarta a success and ultimately increase CBT's resilience to all risks that disrupt its destination. This smart governance is also supported by the government, in this case, the Yogyakarta tourism office. The local government created an application website through the tourism office containing information about CBT in Yogyakarta. One of the digital platforms launched is Visiting Jogja. This website is an intelligent platform that can discuss directly with tourists who want to visit CBT in Yogyakarta, along with information on the infrastructure needed. The results of this research support Mandić & Kennell (2021) state that SG can increase the success of STD, which supports the resilience of tourist destinations. Sorokina et al. (2022) and Mandić & Kennell (2021) show that SG is a prerequisite for STD success and tourism resilience.

This research's third and fourth hypotheses state that technology readiness influences STD success. STD affects the resilience of supported tourist destinations. CBT destination managers in Yogyakarta are optimistic about applying information technology to manage tourism. Managers, tourism awareness groups, and the

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government have responded quickly to IT developments for CBT in their villages. The adopted TR provides comfort and security because this information technology supports management in managing CBT. The TR owned by tourist destination managers causes STD programs, including efforts to promote brands/logos to become more optimal. CBT can also facilitate financial transactions following technological developments, such as Quick Response Code Indonesian Standard (QRIS), Internet or mobile banking payments, and the availability of tools for transactions via Automatic Teller Machine. Through STD, CBT can provide all digital information and improve smart relationships and communication. The results of this study align with Wang & Sparks (2017); Wang et al. (2020), which shows that optimistic and flexible tourist destination management can increase the resilience of tourist destinations. Rezapouraghdam et al. (2022) and Wang et al. (2020) also stated that innovativeness referring to the use of new technology will increase the success of STD adoption and ultimately increase the resilience of tourist destinations. Wang et al. (2020) showed that comfort and safety factors are essential for STD and tourism resilience (Hall et al., 2023). In highly specialized sectors such as SMEs, OI is limited by the lack of external actors with sufficient industry knowledge (Lai-Yin Cheah et al., 2021; Chaudhary et al., 2022).

6. CONCLUSION

This research tests the destination resilience model, which influences STD, social structure, smart governance, and technology readiness. The data analysis tool used is SEM-AMOS, which uses data from variables whose composite average values have been calculated. This research analyzes tourism resilience regarding adopting smart tourism in community-based tourism. Increasing technology in tourism is essential for the tourism resilience of a destination. Mehraliyev et al., 2020; and Baggio et al., 2020 stated that tourist destinations that have implemented STDs can increase tourists' interest in visiting a destination. The conceptual framework built in this study was developed through empirical studies for several reasons. First, a community-based tourist destination is placed as the object of analysis. This research aims to understand the potential role of STDs in community-based tourism, which is related to the Community's social structure, tourism governance, and the technological readiness of tourism managers. Tourism development is something that the local government needs to do because it provides many benefits. This research also connects several activities and interests of managers in developing and managing smart destinations.

This study analyzes the resilience of a tourist destination in terms of the smart tourism destination phenomenon built by destination managers. Researchers conducted focus group discussions to obtain data regarding the readiness of technology applied by destination managers. Researchers also conducted in-depth discussions and in-depth interviews to understand the social structure that exists in society and the governance that applies to community-based tourism destinations. This research shows that the social structure of society in each destination supports the success of smart tourism destinations. The governance carried out in each destination is not yet completely perfect. Tourism managers are still trying to improve their management, which has shifted to technology-based. Changes in HR needs are also starting to be met due to technological demands.

Most destinations in community-based tourism villages are not yet ready in terms of technological readiness. The management, assisted by the local government, is trying to

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help each other complete the information technology infrastructure. The government also supports various tourist village applications because these applications usually have high costs and require high levels of expertise. In general, this research shows that social structure, governance, and technological readiness influence STD adaptability. All destination managers are pursuing this STD to create resilience in each tourist destination.

7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The limitations of this research are as follows: first, this research only analyzes the resilience of tourism in community-based tourist villages, which were appalling during the pandemic and many even closed. Future research should analyze the tourism resilience of all existing destinations that are relied upon to meet regional income so that it can provide input in decision-making and regulations related to tourism management in an area. Second, the stakeholders interviewed were only tourism managers who did not understand STDs well. Therefore, further research must interview other stakeholder groups in-depth, such as tourist perceptions, involvement of residents, and businesses related to tourism digitalization, so that tourism resilience can be more clearly understood (Fuchs & Sigala, 2021). Third, destination readiness in adopting technology needs to be analyzed more deeply because research results show that each community-based tourist destination is not yet ready to manage tourist destinations. Apart from that, the concept of STD and tourism resilience in a community-based tourism destination needs to be studied in more depth because, according to Lai and Li (2021), Doering and Zhang (2018) re-theorized STD and tourism resilience as requiring good linguistics so that they can correctly interpret these two concepts. In addition, to respond to the crises that hit tourist destinations, a good understanding of change management is needed to increase ICT in destinations and create preparedness for change, which is especially evident with the changing COVID-19 pandemic. Society, economy, and tourism at various levels (G¨ossling et al., 2020; Gretzel & Fuchs et al., 2020). Understanding changes in both practice and research into the euphoria of smart tourism technology can support a community-based destination that is sustainable, open, transparent, and responsive to specific crises.

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