

The Effect of Information Technology and Motivation to Visit Sustainable Tourism Villages in Tourism Village Tinalah Kulon Progo, Yogyakarta, Indonesia

Candra Hidayat*, Joko Haryono
Trisakti Institute of Tourism

*candra.hidayat@iptrisakti.ac.id, joko.haryono@iptrisakti.ac.id

Abstract

Sustainable tourism village is development that meets the needs of the present without sacrificing the right to fulfil the needs of future generations. In this context, our study examines the effect of information technology and motivation to visit sustainable tourism villages in Tourism Village Tinalah Kulon Progo. Practices in sustainable tourism village from the perspective and experience of tourist are explored. Through information technology more possible, it has become easier for tourist interact and share stories with others tourist in internet. These interactions are perceived by the tourist, which then motivate them to visit sustainable tourism villages in Tourism Village Tinalah Kulon Progo. Our study finds that there is a positive effect of information technology and motivation on sustainable tourism development in the Tinalah Tourism Village of Kulon Progo.

Keywords: information technology, motivation, sustainable tourism, tourism village, Tinalah Kulon Progo

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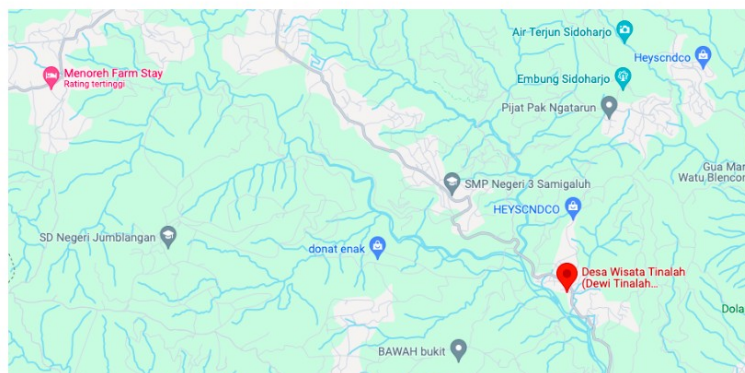
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INTRODUCTION

Tourism activities have a significant contribution in the economic, social, cultural, and environmental aspects. The main issues in the development of tourism are sustainability and involving local communities. One form of tourism development that prioritizes local community participation is the concept of a tourist village (Mandigma et al, 2019, Yudhoyono et al, 2020, Suharsono et.al, 2022). Tourism destination will not be known by the tourists without the media promotion and technology utilization. Through utilizing information technology to improve the quality of tourism destination by increasing the resources, destination management and it easier for tourists to access information about a tourism destination Sedarmayanti, 2018, Mandigma et al, 2019, Mumtaz and Karmilah, 2021).

Tinalah Tourism Village is located in the Bukit Menoreh area in 117 meters above sea level. This tourist village is located on Jalan Jadianan KM. 5. Purwoharjo Village, Samigaluh District, Kulon Progo Regency, Yogyakarta Special Region. Take a role as a community movement in responding to the planned development of the Tinalah Reservoir that was responded to by the Community Communication Forum (FKMT). Starting in 2009 to 2012, FKMT faced government programs related to the reservoir development plan. However, after 2012, FKMT took steps to create a Tourism Village with the aim not only to develop the community's economy, but also as a form of rejection of reservoir development. The development journey of Tinalah Tourism Village began in 2012 until 2023 has experienced various important developments and achievements.

 Desa Wisata Tinalah (Dewi Tinalah - Wisat



Source: Tinalah Tourism Village by Google Map 2024

Based on observations, some of the obstacles faced by tourism managers in Tourism Village, among others, the village community as a grassroots that provide tourist facilities are not consistent and need training. The unavailability of guest databases visiting Tourism Village Tinalah so that managers have difficulty seeing visit trends and planning development to make decisions based on data. It is also necessary to be a sustainable creative and innovative effort as an economic value for the hamlet community which is the area of the Tourism Village. Therefore, it is important to develop and maintain a guest database to support the management and development of sustainable tourism more effectively. Therefore, researchers conducted research with the title The effect of information technology and motivation to visit sustainable tourism villages in Tourism Village Tinalah Kulon Progo.

LITERATURE REVIEW

The development of tourism villages is based on: First, authenticity: The attractions offered are original activities that occur in the community in the village. Second, local community: Is a tradition carried out by the community and becomes a daily life carried out by the community. Third, community involvement: the community is actively involved in activities in tourist villages. Fourth, attitudes and values: while maintaining the values adopted by society and in accordance with the daily values and norms that exist. Fifth, conservation and carrying capacity: not destructive both in terms of physical and social community and in accordance with the carrying capacity of the village in accommodating tourists (Agnes et al, 2021). Sustainable tourism development that balances three aspects, economics, environment, socio-cultural. This sustainable tourism development has the main goal of improving the quality of life, strengthening cultural and community values, and providing the added value of the community's economy. In addition, the concept of sustainable tourism development in essence emphasizes four principles economically feasible, environmentally feasible, socially acceptable, technologically appropriate (Wirdayanti et al, 2021).

That the use of digital technology in villages is very important for the development and sustainability of tourism (Jaelani and Hanim, 2021). Furthermore, digitalization of tourism is an important strategy in promoting tourism through a digital approach that has an impact on the development of tourism potential in a tourist village (Mumtaz and Karmilah, 2021). Tourism village information technology, such as : 1. Website and application, tourism village can have an official website or mobile application that contains complete information about attractions, accommodation, services, and activities that occur in the destination. This information can be accessed by tourists before or during the trip. 2. Online reservations, tourists can reduce the hassles and improve their experience by ordering accommodation, attraction tickets, or other services before arriving at the destination through an online booking and reservation system. 3. Virtual tour guides, virtual reality (VR) or augmented reality (AR) technology can be used to give tourists virtual experience that allows them to interact with local attractions and culture. 4. Digital marketing: The use of social media, online advertisements, and visual content can help promote tourist villages to larger audiences and build closer relationships with potential tourists. 5. Geographic Information System (GIS), GIS technology is used to map and manage spatial information about the location of attractions, routes, and facilities, as well as assist in the planning and development of destinations. 6. Cultural and interactive education, tourists can be informed about local history, culture, and tradition through educational applications or software. 7. Digital payment system, the use of digital payments or e-wallet can help visitors avoid using cash and speed up the payment process. 8. Smart sensor, sensor technology can help management decision making by monitoring environmental conditions, parking lots, and tourist flow. 9. Reporting and feedback tourists, tourists can provide feedback and feedback about their experiences through an online system that allows improvement in services and management. 10. Tourism education, technology can be used to teach local communities about customer service, foreign languages, and sustainable practices in the tourism industry (Situmorang, 2023).

A motivates from satisfied user is reasons to consume information technologies and enjoys interacting and share the story in detail through internet (Kim, 2012, Kang, Lee, You & Lee 2013, Zulkafli et al, 2014). Now, the information technology is global trends which has evolved consistently, more efficiently and provide many opportunities to enhance the user experience through innovative multimedia and interactive (Kim, 2012, Giles & Hitch, 2017, Vazquez, 2018). Motivation is a mechanism which ultimately influences people to act in a desired way (Haque et al, 2014). Tourists are pushed by lifestyle and emotional needs to travel and pulled by features or destination attributes (Cohen et al, 2013, Hidayat, 2016). The tourism destination has attract tourist with tourism sustainable development plan. It is important to improved quality tourism experience as to meet tourist motivation to travel (Mandigma et al, 2019). Tourists motivation to adopt an information technology (Islam et al, 2023).

RESEARCH METHODOLOGY

The conceptual framework of this research, independent variable (X1) is based on information technology: 1. Website and application. 2. Online reservations. 3. Virtual tour guides. 4. Digital marketing. 5.

Geographic Information System (GIS). 6. Cultural and interactive education. 7. Digital payment system. 8. Smart sensor. 9. Reporting and feedback tourists. 10. Tourism education (Situmorang, 2023). Furthermore, dependent variable (X2) is based on tourists motivation to adopt an information technology (Islam et al, 2023). In addition, dependent variable (Y) is based on sustainable tourism development in essence emphasizes four principles economically feasible, environmentally feasible, socially acceptable, technologically appropriate (Wirdayanti et al, 2021). The quantitative descriptive and correlational research method used to test the proposed model. A quantitative descriptive is to investigate and analyze numerical data statistics research results to obtain concrete and measurable conclusion (Sugiyono, 2017), descriptive correlational is to determine the level of relationship. between two or more variables, without making changes, additions or manipulations to existing data (Kumar, 2011).

RESULT AND DISCUSSIONS

Table 1 summarizes the demographic profile of the respondents. Most respondents were female (55.9%), aged 25-44 years (56.6%), level education Diploma (55.1%) and has visited Tinalah Kulon Progo first time (55%).

Table 1. Demographic Profile

Measurement	Percentage (%)
Gender	
Male	44.1
Female	55.9
Age	
< 25 years	23.4
25-44 years	56.6
45-54 years	14
>55 years	6
Level Education	
High School	10.9
Diploma	55.1
University	34
Experienced Visiting Tinalah Kulon Progo	
1 Time	55
2-3 Times	23
>4 Times	22

Table 2 summarizes the analysis descriptive. Sustainable tourism development is moderate (79.3%), information technology is moderate (76%) and motivation is moderate (77.9%).

Table. 2 Analysis Descriptive

Variable	Percentage (%)
Sustainable Tourism Development	
High	20.7
Moderate	79.3
Low	0.0
Information Technology	
High	23
Moderate	76
Low	0.7
Motivation	
High	21.4
Moderate	77.9
Low	0.7

Table 3 summarizes the analysis test prerequisite. The normality test results show that all research variables have a significance value of greater than 0.05 at (sig > 0.05), so it can be concluded that research data is normally distributed. The heteroscedasticity test shows that all variables have a significance value of greater than 0.05 so it can be concluded that the regression model in this study does not occur heteroscedasticity. The linearity test results in the table below can be seen that all variables have a significance value greater than 0.05 (sig> 0.05), this shows that all research variables are linear. The multicollinearity test it can be seen that all

variables have a tolerance value above 0.1 and the VIF value is below 10, so it can be concluded that the regression model in this study does not occur multicollinearity.

Table 3. Analysis Test Prerequisite

Variable	Significant	Result
Normality		
Sustainable Tourism Development	0.409	Normal
Information Technology	0.286	Normal
Motivation	0.258	Normal
Heteroscedasticity		
Information Technology	0.541	Non-Heteroscedasticity
Motivation	0.656	Non-Heteroscedasticity
Linearity		
Information Technology	0.405	Linear
Motivation	0.223	Linear
Multicollinearity		
	Tolerance	VIF
Information Technology	0.910	1.098
Motivation	0.538	1.858

$$Y = 12.747 + 0.336X1 + 0.274X2 + e$$

Based on this equation, it is known that the regression coefficient for information technology (b1) and motivation (b2) has a positive regression coefficient. This shows that information technology regression (b1) and motivation (b2) have a positive influence on sustainable tourism villages (Y). The statistical results of the t test for the information technology variable obtained a calculated t value of 5.132 with a significance value of 0.000 (0.000<0.05) and the regression coefficient had a positive value of 0.336; So the hypothesis which states that "There is a positive effect of information technology and motivation on sustainable tourism development in the Tinalah Tourism Village of Kulon Progo is accepted.

The statistical results of the t test for the motivation variable obtained a calculated t value of 5.042 with a significance value of 0.000 (0.000<0.05) and the regression coefficient had a positive value of 0.274; So the hypothesis which states that "There is a positive effect of information technology and motivation on sustainable tourism development in the Tinalah Tourism Village of Kulon Progo is accepted. The calculated F value was 36.932 with a significance of 0.000. Because the significance value is smaller than 0.05 (0.000<0.05), it can be concluded that the hypothesis which states "There is an effect of information technology and motivation on sustainable tourism development in the Tinalah Kulon Progo Tourism Village is accepted." The results of the Adjusted R2 test in this study obtained a value of 0.333. This shows that sustainable tourism development is influenced by information technology and motivation by 33.3%, while the remaining 66.7% is influenced by other factors not included in this research.

Table: 4 Hypothesis

Hypothesis	Regression Coefficient	T-Value	Significant (p-value)	Result
Information Technology	0.336	5.132	0.000	Significant
Motivation	0.274	5.042	0.000	Significant
Constant	12.747			
Adjusted R2	0.333			
F-Value	36.932			
Significant	0.000			

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