

## IMPLEMENTATION OF THE SMART TOURISM STRATEGY FOR TOURISM DEVELOPMENT AT SINGKIL BEACH KARANG PAKIS NUSAWUNGU, CILACAP, CENTRAL JAVA

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**ABSTRACT.** Tourism development and management do not exclude the possibility of embracing the Fourth Industrial Revolution, including the use of information and communication technology to realize smart tourism. This is crucial because tourism development must adapt to technological advancements and innovations to provide the best service to tourists. This research employs a mixed-method approach that integrates quantitative and qualitative methods. Quantitative data is derived from statistical indicators of visits to understand the diversity of viewpoints and questionnaire responses from tourists. Qualitative data includes interviews with informants, observations, and research documentation processed through SWOT analysis to formulate strategies based on identified internal and external factors. The study found that the management of the Singkil Beach Karang Pakis tourist destination had not fully maximized its tourism potential. Therefore, a tourism destination development strategy is formulated based on the concepts of strengths-opportunities, weaknesses-opportunities, strengths-threats, and weaknesses-threats. The concept of smart tourism is applied through the implementation of smart experiences, destinations, and business ecosystems as part of the development strategy. By integrating information and communication technology, this concept promises innovation in tourist destination management. An increase in tourist visits, thereby enhancing the economic quality for stakeholders, such as Pokdarwis, tourism managers, and the local community marked the successful implementation of the smart tourism concept.

**Keywords:** beach tourism destinations; smart tourism; tourism development.

## IMPLEMENTASI STRATEGI *SMART TOURISM* UNTUK PENGEMBANGAN PARIWISATA DI PANTAI SINGKIL KARANG PAKIS NUSAWUNGU, CILACAP, JAWA TENGAH

**ABSTRAK.** Pengembangan dan pengelolaan pariwisata tidak menutup kemungkinan untuk merangkul Revolusi Industri Keempat, termasuk penggunaan teknologi informasi dan komunikasi untuk mewujudkan *smart tourism*. Hal ini menjadi krusial karena pengembangan pariwisata harus beradaptasi dengan kemajuan dan inovasi teknologi untuk memberikan pelayanan terbaik kepada wisatawan. Penelitian ini menggunakan pendekatan metode campuran yang mengintegrasikan metode kuantitatif dan kualitatif. Data kuantitatif diperoleh dari indikator statistik kunjungan untuk memahami keragaman sudut pandang dan tanggapan kuesioner dari wisatawan. Data kualitatif meliputi wawancara dengan informan, observasi, dan dokumentasi penelitian yang diolah melalui analisis SWOT untuk merumuskan strategi berdasarkan faktor internal dan eksternal yang teridentifikasi. Penelitian ini menemukan bahwa pengelolaan destinasi wisata Pantai Singkil Karang Pakis belum sepenuhnya memaksimalkan potensi wisata yang dimiliki. Oleh karena itu, strategi pengembangan destinasi pariwisata dirumuskan berdasarkan konsep kekuatan-peluang, kelemahan-peluang, kekuatan-ancaman, dan kelemahan-ancaman. Konsep *smart tourism* diterapkan melalui implementasi *smart experience*, destinasi, dan ekosistem bisnis sebagai bagian dari strategi pengembangan. Dengan mengintegrasikan teknologi informasi dan komunikasi, konsep ini menjanjikan inovasi dalam pengelolaan destinasi wisata. Peningkatan kunjungan wisatawan, sehingga meningkatkan kualitas ekonomi bagi para pemangku kepentingan seperti Pokdarwis, pengelola wisata, dan masyarakat setempat menandai keberhasilan penerapan konsep *smart tourism*.

**Kata kunci:** destinasi wisata pantai; pengembangan pariwisata; *smart tourism*.

### INTRODUCTION

Tourism has now become one of the driving forces of the world economy, especially in the country's foreign exchange earnings, through the consumption of goods and services by foreign and domestic tourists for national goods and services. Various international organizations, namely the United Nations (UN), the World Bank, United Nations World Tourism

Organization (UNWTO), have recognized that tourism is a potential economic sector that can thrive even in a global crisis. Additionally, this sector is noted for its ability to rapidly increase economic growth (Susetyarini, 2017). Based on research data, tourism holds significant economic and social importance on an international scale (Tüzünkan, 2017). Tourism also plays a crucial role in the world economy (Alami & Aria, 2016). Likewise, Indonesia is an archipelagic

country where each region boasts diverse tourism potentials, each with its unique attractions. This uniqueness contributes to Indonesia's status as one of the world's leading tourist destinations. Moreover, Indonesia is renowned for its beach tourism, further enhancing its global image and popularity (Endi & Prasetyo, 2020). Therefore, tourism in Indonesia plays a vital role in the economy because it can provide additional foreign exchange for the country to increase state income (Perdana, 2020). As a concrete step, the government has worked hard to increase foreign exchange earners from the tourism sector by making tourism a priority sector for development. One of the efforts to enhance the tourism industry's potential is by utilizing advances in information and communication technology, also known as smart tourism (Buhalis & Amaranggana, 2013).

The tourism industry has shown a change in market behavior. These changes can be seen in how tourists seek information, plan, and implement their trips and activities in tourist destinations. This change is largely attributed to the rapid development of information technology. The evolution of information technology from analog to digital has spanned generations in society, from baby boomers to the alpha generation. In addition, the transition of eras has made visitors more demanding, seeking convenience and instant gratification in their travel experiences. The use of technology applied in destinations can synergize by relying on technology and social components to complement the tourist experience in traveling. Applying the concept of smart tourism in terms of planning before visiting, while traveling, and after traveling to destinations can increase the competitiveness of the tourism industry and the satisfaction of tourism service users (Buhalis & Amaranggana, 2015).

The main goal of smart tourism is to utilize technology systems to improve the tourist experience and optimize resource management for maximizing service efficiency. It also aims to prepare businesses to meet ongoing competition and ensure long-term customer satisfaction (Buhalis & Amaranggana, 2014). In principle, smart tourism seeks to enhance visitor experiences by providing a smart platform (as a model) to integrate information in an integrated manner, distribute information within destinations, facilitate a more efficient allocation of resources, integrate tourism suppliers at the macro to the micro-level so that the benefits of having a tourism destination can be felt by the surrounding community (Sugandini et al., 2022).

Awareness of the great benefits of the tourism world makes areas with tourism potential continue to strive and enhance their offerings. One such area is Singkil Beach Karang Pakis in Karang Pakis Village, Nusawungu District, Cilacap Regency, Central Java. This beach has an attraction that is not inferior to other destinations, such as the beauty of the waves known as the Seven Waves, where the waves always come sequentially seven times with a micro-large size is one of the attractions for tourists visiting this location (Bhakti, 2020).

In the context of tourism, several issues are relevant to the implementation of smart tourism. Some of these issues include the complexity of technology implementation without the support of synergy from institutions (government), industry players, and the community. In addition, issues related to smart tourism also include a better tourism experience for visitors, investor friendliness in the tourism industry, and the utilization of technology to improve the quality of public services and the regional economy (Fattah, 2023).

The implementation of smart tourism can affect the surrounding environment in various ways, including better and more sustainable tourism management to reduce negative impacts on the environment. In addition, the technology used in smart tourism can also assist in managing natural resources and the environment and promote environmental awareness among tourists and local communities. Smart tourism can create harmony between tourism growth and environmental preservation, including waste management, energy efficiency, ecosystem protection, and reduction of negative impacts on the environment around tourist destinations. Thus, smart tourism could positively contribute to environmental preservation around tourist destinations and raise awareness of the importance of preserving the environment in tourism activities (Arifin et al., 2023).

Examples of successful smart tourism implementations can be found globally, including in Indonesia. One prominent example is the implementation of smart tourism in regional tourism management. In this context, technology is used to create a new environment in tourism, known as Smart Tourism. It is an ICT tourism platform that integrates the role of information technology in providing efficient information and services to tourists.

In addition, the importance of implementing smart tourism in Indonesia's tourism industry is also a good example. Utilization of sensor technology, big data, the Internet of Things (IoT), and the predictive and reasoning capabilities of the actors has driven tourism to smart tourism. In the realization of smart tourism, there are three main components, namely Smart Experience, Smart Business Ecosystem, and integration of information and communication technology (ICT).

There is also a concrete example in the form of a Smart Tourism App in Indonesia, which is a crucial asset in supporting tourism activities. The app focused on tourism development in specific areas, such as Siak District. It provides up-to-date information and supports the promotion of tourist destinations in the area. From these examples, the Smart Tourism App has positive impacts, including tourist experience, tourism business management, and promotion of tourist destinations (Wardana & Musadad, 2017).

The author is interested in observing these attractions, and how far the concept of smart tourism has achieved and applied. Introducing it to the public is crucial, including prospective domestic and foreign tourists. According to Pokdarwis members during the pre-research, the management has started using the concept of smart tourism, for example, for promotion through social media. Another interest is the tourist location, which remains natural and untouched by the exploitation of nature. One of the efforts is to increase the potential of the tourism industry. It is perceived as an effort to utilize technological sophistication as part of tourism development innovation to create a pleasant and profitable tourist experience for tourism actors (Jasrotia & Gangotia, 2018).

The implementation of smart tourism is essential because it leads to sustainable tourism development, adapting to technological advancements, and providing the best services to tourists (Jasrotia & Gangotia, 2018). Moreover, tourists greatly benefit from smart tourism in tourist destination management (Wetzel & Barten, 2016). The ease of obtaining information and the availability of digitally accessible tourism facilities will make it easier and provide the best experience for tourists to enjoy their tours. Therefore, researchers want to prove the implementation of the smart tourism concept at Karang Pakis Nusawungu Beach tourism attraction to determine if and to what extent the concept has been implemented.

## METHOD

This study uses mixed methods, qualitative and quantitative research methods. Collecting qualitative data by direct observation of the research location, interviews with tourism object managers, Pokdarwis (Kelompok Sadar Wisata/ Tourism Awareness Groups), and visitors by interacting directly. Quantitative data comes from questionnaires given to tourists to ensure the data obtained comes from various points of view. Interaction with people at the research location occurred naturally, with the researcher serving as the key instrument. Data was obtained through questionnaire responses from informants and documentation. The research was conducted at the Singkil Beach Karang Pakis tourist destination in Karang Pakis Village, Nusawungu District, Cilacap Regency, Central Java, from July 2022 to December 2022.

The data successfully obtained during the direct research at the location were categorized as primary data and validated using triangulation techniques. Data collection techniques involved inductive analysis (Sugiyono, 2014). The authors obtained data from 100 respondents consisting of local people who incidentally provide goods and services, tourists, and Pokdarwis. It is complemented by secondary data obtained from literature, articles, journals, and sites on the internet related to the research conducted.

The research data collection is then reduced, presented descriptively in research reports, and subjected to data conclusion and verification (Harahap, 2021). Furthermore, data analysis uses the SWOT analysis method, which consists of strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are an analysis of internal factors or the organization's internal environment, while opportunities and threats are external factors or are in the organization's external environment (Komariah & Satori, 2013). Furthermore, based on the results of the SWOT analysis, a tourism development strategy decision can be taken by the manager of the tourist destination.

## RESULTS AND DISCUSSION

### Description of Research Respondents

Singkil Karang Pakis Beach is a tourist attraction located in Karang Pakis Village, Nusawungu District, Cilacap Regency, Central Java. Researchers get respondents based on

gender, occupation, age, and region of origin of tourists so that the information obtained is more varied from various points of view. The table below finds the distribution of visitors to the tourist objects examined as a benchmark for visitors to recognize the tourist attraction and confirm the language of the questionnaire filling based on diverse points of view.

**Table 1. Respondents by Gender**

Gender	Amount	%
Male	62	62
Female	38	38
Total	100	100%

**Table 2. Respondents by Occupation**

Typer	Amount	%
Student	80	80
Entrepreneur	5	5
Employee	10	10
PNS/TNI/POLRI	2	2
Others	3	3
Total	100	100%

**Table 3. Respondents by Age Range**

Range	Amount	%
15-25	75	75
26-40	19	19
> 41	6	6
Total	100	100%

Data from Tables 1, 2, and 3 shows that the distribution of tourists is uneven. Male tourists dominated the gender; students dominated based on occupation; based on age, teenagers to young people with an age range of 15 to 25. When referring to the concept of smart tourism, which emphasizes tourist destinations for all tourists, the uneven distribution of data shows the implementation of this concept. Many factors influence this, such as uneven information, less attractive tourist attractions, inadequate facilities, et cetera.

Smart tourism refers to the strategic use of technology, including the Internet of Things, disaster warning sensors, evacuation route guidance, and digital promotion, among others, to manage tourist destinations efficiently. This approach leverages technology to enhance response speeds at both macro and micro levels, providing intelligent services and integrating end-user devices through multiple touchpoints, such as smartphones. Moreover, smart tourism can unite

stakeholders by employing a dynamic platform that facilitates interaction akin to a nervous system (Li et al., 2017). Smart tourism contains several objectives: First, creating a database related to tourism resources, supported by the development of the Internet of Things and cloud computing which focuses on increasing tourism through existing identification and monitoring; Second, advancing tourist destinations with tourism industry innovations for tourism promotion, tourism service improvement, and tourism management; Third, expanding the scale of the tourism industry with a real-time information platform, integrating tourism service providers and the role of local communities (Buhalis & Amaranggana, 2014).

The realization of smart tourism has three main components. The first is the smart experience that provides more experience for visitors, for example, updating the latest information and so on. The second is the smart business ecosystem must ensure that the tourism industry is investor-friendly and provides excellent service to tourism users. The third is smart destinations, which focus on improving user experience by offering unique value propositions that differentiate them from other destinations. These components rely on the collection, exchange, and processing of patterned data to both generate and utilize information effectively (Gretzel et al., 2015). Information and Communication Technologies (ICT) tools and widely accessible applications play a crucial role in enhancing the intelligence of the tourism industry. That is, the relevant parties should participate in increasing the level of competition performance of one tourist destination with other tourist destinations. Moreover, the dynamic flow of information from the business side influences marketing strategies, business management practices, and service standards for tourists (Buhalis & Amaranggana, 2015).

**Table 4. Respondents by Region of Origin**

Range	Amount	%
Cilacap District	93	93
Outside Cilacap District	7	7
Total	100	100%

In simple terms, the data in Table 4 indicates that the manager of the tourist attraction has not fully utilized the internet for promotion, so it is clear that the data shows that tourists are dominated by local tourists. The data suggests that the concept of smart tourism, particularly in terms of promotion, has not been implemented.



The realization of digitization in tourism by offering innovative tourism and hospitality information, products, services, spaces, and experiences tailored to consumer needs through ICT-based solutions and digital devices. It is about providing digital information on tourism destinations, attractions, and offerings, as well as information on public transport and making travel accommodation information digitally accessible (Silander & Silander, 2018).

## **Analysis of Internal Environmental Factors**

### ***Potential***

This tourist destination area offers clear seawater with crashing waves and a spot to watch the sunset, which adds to its allure. This beach is also known as a friendly and safe area for children, who can play with dunes, and there is also a Green Yingking laying eggs. In addition, this location is a favorite area for foreign tourists who like to surf. The waves are known as the Seven Waves because the waves always come in succession seven times in large sizes. The seven waves are one of the attractions for tourists

### ***Accessibility***

Accessibility to this tourist attraction is very convenient, supported by the condition of the paved road. The road to the location is very shady. The journey to the destination is surrounded by lush greenery, providing visitors with a pleasant and relaxing atmosphere. In addition, the community around the tourist attraction strongly supports the development of this beach, as a tourist spot with effective management will be able to provide a positive economic impact for the local community. As a result, many people are setting up food stalls with semi-permanent buildings or tents to sell food or drinks to visitors.

### ***Human Resources***

Human resources are one of the keys to tourism development. The presence of qualified, creative, and innovative individuals is essential for the effective management and growth of tourist destinations. However, in this case, both the manager and the local community lack sufficient knowledge and expertise in managing and developing Singkil Karang Pakis Beach. It is partly due to the low level of education in the village. While there is awareness of the potential of this tourist destination, the management has not fully optimized it. The lack of socialization efforts has also contributed to the low interest of the community in engaging with stakeholders for the development of Singkil Beach Karang Pakis.

### ***Manager***

The Singkil Beach Karang Pakis tourist destination is fully managed by the local community. However, in the previous decade, the management of this beach was also assisted by the Cilacap Regency Tourism Office until 2015. The termination of cooperation was due to a third party that took ownership of the land, which belonged to the Indonesian Army, along the coast. Thus the local community in the development of Singkil Karang Pakis Beach only relies on village funds, such as funds from the LPMD (Lembaga Pemberdayaan Masyarakat Desa or Village Community Empowerment Institution) received from the central government to build and complete facilities that do not yet exist, in addition to funds that come from collecting entry fees for this object.

### ***Facilities***

Based on interviews, the respondents agreed that Singkil Beach, Karang Pakis, is equipped with adequate facilities for the needs of tourists. However, the facilities provided were not fully adequate due to limited funds to carry out development. There are only seven toilets opposite, two children's swimming pools, and 10 stalls which can be said to be large, besides that a place to take pictures of what materials are available, is still very unattractive. However, these facilities appear to be poorly maintained, with some parts in a state of disrepair, giving a negative impression to visitors.

### ***Organization***

So far, the organizational system at Singkil Beach Karang Pakis is still less active. According to one Pokdarwis member as an informant in this study, when there is a meeting, only 50% to 80% of the members attend. One of the existing organizations is the Karang Pakis Pokdarwis (Tourism Awareness Group) which has existed since 2013, but its existence has not yet been able to maximize the development of Singkil Karang Pakis Beach. Moreover, the current status of Pokdarwis Karang Pakis is inactive due to its busyness, which may hinder tourism development in the future.

### ***Relations***

The current management of Singkil Beach Karang Pakis involves collaboration between the Indonesian Army, Pokdarwis, and the local community. Before 2015, the Tourism Office of Cilacap Regency with the Karang Pakis Community managed the beach. However, due to a transition period, the Indonesian Army -- as

the owner of the coastal land -- decided on the cooperation contract and chose to manage it themselves with the surrounding community.

### **Funding**

Funding at Singkil Karang Pakis Beach only depends on the sale of entrance tickets and the rental of merchant stalls. But in reality, ticket sales are inconsistent, with higher sales during weekends, holidays, or long weekends. As well as for traders' stalls provided by the manager and then rented out to the public for Rp 750.000,- for trading, but in reality, many people pay less than the set price, which is only Rp 500,000,-.

### **Security**

Security at Singkil Beach Karang Pakis is rated highly. Assessments from the surrounding

community, managers, and tourists feel comfortable and safe when traveling on this beach. It's just that the manager will continue to be vigilant and anticipate visitors who are teenagers to prevent any potential issues that lead to juvenile delinquency.

### **Cleanliness**

After making direct observations as well as conducting interviews and distributing questionnaires to both the public and tourists, the cleanliness at Singkil Karang Pakis Beach is still lacking. Some tourists are not mindful of littering, and the availability of large trash cans at only two points may discourage proper disposal of garbage.

**Table 5. Analysis of Internal Environmental Factors**

No.	Factors	Strength	Weakness
1.	Access roads to attractions Singkil Karang Pakis Beach are good and easy to reach.	√	
2.	The human resources who manage the Singkil Beach Karang Pakis tourism object, namely the local community, have not been creative and innovative. There is a lack of development of tourist attractions that could be used as superior icons.		√
3.	The existing facilities at the Singkil Beach Karang Pakis tourism object are not fully adequate, such as the lack of toilets, the lack of additional performing arts, et cetera.		√
4.	The management carried out by the Indonesian Army (TNI AD) and the local community is not optimal.		√
5.	Organizations in Singkil Beach, Karang Pakis have not brought positive and significant changes.		√
6.	Relations between human resources are still not good and compact.		√
7.	Funding at Singkil Beach Karang Pakis is still very lacking and limited.		√
8.	Security at Singkil Beach Karang Pakis is already very good. Because so far tourists feel safe.	√	
9.	Cleanliness at Singkil Beach Karang Pakis is still less disturbing to tourists who are traveling.		√
10.	The potential that exists at Singkil Karang Pakis Beach is quite promising, namely with unspoiled beach conditions and the presence of linking and big and clean waves.	√	

Analysis of internal factors used to determine the strengths and weaknesses of the tourist attraction manager. The data can serve as a reference for improvement to implement sustainable tourism management. From the SWOT analysis of the tourist attraction's existence, out of 10 indicators, three indicators are categorized as management strengths, while seven are indicators of weak management.

### **Analysis of External Environmental Factors**

#### **Society**

Local communities around tourist destinations play a crucial role in managing, developing, and participating in the development of Singkil Beach Karang Pakis tourism objects. However, based on the results of this study,

researchers found a lack or lack of knowledge of tourist awareness about the importance of developing tourist objects, which became an obstacle in developing Singkil Beach Karang Pakis tourism objects. Hence, there is a perceived necessity within the community for specialized guidance on the significance of cultivating tourism assets within their surroundings. Such guidance is envisaged to enhance local knowledge, consequently fostering economic advancement within the community.

#### **Promotion**

Promotion is the most effective way to introduce tourism potential. It could be accomplished through various channels, including print media, electronic media, social

media, and word of mouth of tourists who have visited. Promotion will have a positive impact on increasing the popularity of tourist objects so that they are not only known by the local community but also by the wider community. The purpose of the promotion is to attract tourists to visit or to attract investors to invest in infrastructure development at tourist sites. For the promotion of Singkil Karang Pakis Beach, it has not been implemented optimally, as researchers only found promotional efforts through social media.

### **Regulation**

Regulations serve as inherent rules in human life, established by humans for humans. The primary objective is to govern human behavior, ensuring adherence to these rules and preventing transgressions. Similarly, at the Singkil Karang Pakis Beach tourist attraction, regulations are enforced in the form of recommendations or prohibitions. These regulations, devised by the local community, are mandatory for all visitors to follow. Among the rules enforced at the site are prohibitions against littering, parking outside designated areas, damaging natural ecosystems, swimming without supervision, carrying firearms or sharp weapons, and engaging in pornography or related actions. These regulations are prominently displayed and easily accessible to visitors.

### **Competitors**

Singkil Beach Karang Pakis faces stiff competition from several competitors, including Teluk Penyu Beach, Kalimantan Beach, and Widarapayung Beach. All of these are currently designated by the Tourism Office, and Jetis Beach, which has shown promising development, particularly due to its association with the local fishermen's Fish Auction Place (TPI). This competitive landscape necessitates that managers take a more serious approach to healthy competition. All respondents support Singkil Karang Pakis Beach in its efforts to compete effectively with these other beaches.

### **Target Market**

Informants expressed their hope that Singkil Karang Pakis Beach will become a destination visited by both domestic and international tourists in the future. With the aim that this Singkil Karang Pakis Beach tourist attraction can be known more widely and can compete with various other beaches in Cilacap. Based on the local Pokdarwis' explanation, ongoing efforts to develop the target market for this tourist attraction are being discussed with stakeholders.

Hopefully, these efforts will contribute to the local community's economy.

### **Technology**

Both in terms of facilities and information services at Singkil Beach, Karang Pakis, based on the results of respondents' exposure, they still have shortcomings, one of which is tourist support facilities such as ATMs (Automated Teller Machines), which are far from the beach location, which is 8 km. According to respondents, it is less efficient to support progress, especially when local traders are still making cash transactions. In addition, the readiness of ICT infrastructure has not been well organized and data on tourism potential owned by the government, Pokdarwis, managers, and local communities are still very minimal. The respondents stated that they have never and will not know information about the existence of Singkil Beach Karang Pakis tourism through promotional media on the internet, so far only known through social media.

**Table 6. Analysis of External Environmental Factors**

No	Factors	Opportunity	Threat
1.	The lack of tourism knowledge and the lack of awareness of local community tourism in the Singkil Beach Karang Pakis tourism object.		√
2.	The promotions carried out by the manager have not been maximized.	√	
3.	The regulations are going well in the form of regulation determined by the manager of the Singkil Beach Karang Pakis tourism object.	√	
4.	The target market share is all circles.	√	
5.	This Singkil Karang Pakis Beach competitor has many competitors.		√
6.	Visitors who come mainly from teenagers or young people.	√	
7.	The use of technology at Singkil Beach, Karang Pakis is still lacking to be developed.	√	

### **Tourism Destination Development Strategy**

Based on a SWOT analysis of internal and external factors, a tourism destination

development strategy can be formulated as follows:

#### ***Strength-Opportunity (S-O) Strategy***

This strategy is created by utilizing all strengths to bring in more visitors, new visitors, or visitors who have been on a date by taking advantage of opportunities, such as the following: (1) incessantly carry out promotions with various breakthroughs, such as taking advantage of the current trend of the industrial revolution 4.0. One of them is by implementing the smart marketing concept to increase market share through social media, BigData, a website that contains tourism potential, accessibility, accommodation, and additional services related to Singkil Karang Pakis Beach. Making it easier for tourists to find out more information first before dating; (2) increasing local and foreign tourist visits with easy access to online information retrieval about tourist objects; (3) Introducing the potential of community crafts such as Coconut Sugar, which is still not utilized by the manager as a new activity besides enjoying the beach. The goal is to be able to reach all tourists, be able to feel more mingled with the surrounding community, increase the travel experience, and level the economy of the local community; (4) Holding events that accommodate the creativity of young people as well as adding some space for photo spots such as trendy, environmentally friendly bathing houses, and sustainable innovations.

#### ***Weakness-Opportunity (W-O) Strategy***

This strategy is designed by taking advantage of opportunities for existing weaknesses, such as the following: (1) conduct joint counseling activities 2x a month with Genpi (Generasi Pesona Indonesia) Cilacap Region related to skills development, both in services to tourists and MSMEs (Micro, Small, and Medium Enterprises) of the local community; (2) Addition and arrangement of facilities such as bathrooms, stall traders, trash cans at several points, gazebos with a modern style, as well as the existence of a tourism information center; (3) Involving the local community in the management of Karang Pakis Beach as well as re-activating the Pokdarwis organization, which had been inactive, both in terms of developing facilities that can channel children's creativity to work in it, as well as services for tourists; (4) creating an integrated tourism application; (5) Optimization of the official website of Karang Pakis Village-based tourism.

#### ***Strength-Threat (S-T) Strategy***

This strategy is formulated by leveraging their strengths to mitigate existing threats, as

follows: (1) Involve the local community in the management of Karang Pakis Beach as tourism actors directly. As well as carrying out routine activities every 2x a month to discuss the development of community skills in providing services to tourists following standards in the world of tourism; (2) The potential of Karang Pakis Beach is like waves with activity events in the form of surfing competitions, the existence of large land by holding a kite festival with various innovative innovations, making coconut sugar, and finding Yinking Hijau as a superior. The development plan is to provide education to tourists in making coconut sugar and Yinking Hijau typical of Karang Pakis so that they have different characteristics from the existence of other beaches along the Cilacap coast.

#### ***Weakness-Threat (W-T) Strategy***

This strategy is based on activities that are defensive in nature and try to deal with existing weaknesses and avoid threats, such as (1) Coordination and collaboration between business actors to improve the quality of tourism services. (2) Inviting Pokdarwis and the local community to participate as tourism actors directly to maximize the management of Karang Pakis Beach. It will enable Pokdarwis and the local community to directly experience the impact of tourism.

#### ***New Concept of Smart Tourism Strategy***

Based on the research, currently, the development of the Singkil Beach Karang Pakis tourist attraction can be said to be not optimal. This is due to insufficient supporting facilities and the fact that its management is still independently carried out by the local community. The development strategy is to apply the concept of smart tourism, such as expanding the scale of the tourism industry with digital information platforms, utilizing real-time technology, integrating tourism service providers, and increasing the role of local communities. Moreover, the current digitalization era enables everyone to play a role by leveraging advanced technology, which will be beneficial for tourism activities (Wetzel & Barten, 2016). The platform will specifically provide tourism information, including profiles, tourist attractions, accommodation, accessibility, and amenities (Kagungan, 2020). This is essential to encourage the local young generation to participate with all their creativity and innovation, both in playing a role in Industry 4.0 and indirect development. The realization of smart tourism involves three components in the future development of Karang



Pakis Beach, namely:

### 1. Smart Experience

Because of its potential for development, such as the production of coconut sugar or ant sugar and the cultivation of shrimp ponds by the local community, Karang Pakis Beach can further enhance its appeal. Additionally, local wisdom, including arts and culture, can be developed to increase its attractiveness. Local culture potentially becomes an appealing tourist destination (Wimrayardi et al., 2021). Its existence can enhance tourists' knowledge and experiences while boosting the local economy. Tourist activities are not only limited to the beach but can familiarize themselves with the local community. The large waves at Karang Pakis Beach can be utilized for surfing activities at regional, national, and international levels. The expansive area can host beach volleyball, sepak takraw, beach ball, and kite festival activities, enabling tourism at Karang Pakis Beach to function optimally and create a distinct impression on visitors. This is necessary because innovation in tourist destinations is crucial to change the rigid mindset towards existing tourist attractions, thus presenting new features that offer additional advantages to tourists (Gomes et al., 2017).

### 2. Smart Destination

In addition to improving the user experience, tourist destinations must also be able to offer more value that distinguishes them from other places. As in Karang Pakis Beach, which has a characteristic with the presence of Yinking Green around the beach. This animal also has the potential to be developed, such as in the culinary field. For example, this animal can serve as a savory snack by inviting the surrounding community to produce it in a home industry. In addition to being consumed on-site, these products can also serve as souvenirs for tourists, providing economic benefits to the local community.

Regarding the management and arrangement of facilities at Karang Pakis Beach, innovation is crucial. The ambiance should be unique and distinguishable from other locations. Like a *lapak*, you can only see a wooden hut and a tent with a roof made of Well (woven from leaves). Adding decorations and knick-knacks to

create an attractive, antiquated impression could enhance the stalls rather than appear shabby. Other innovations, for example, are the latest models that are simpler, modern, and environmentally friendly, such as using the model of the bathing house originating from Australia in the form of buildings that maintain classic architectural features with wooden framing, boards, and corrugated tin roofs, such as asbestos. Then, the wood framing is painted in various attractive colors. These structures could serve not only as merchant stalls but also as photo spots for tourists. The concept of smart destinations is known for efforts to improve services, infrastructure, and existence of places to stay, restaurants, cooperation, interaction with tourism people, empowerment of the surrounding community, and investment for the development of infrastructure and facilities in the tourist area (Alami & Aria, 2016).

### 3. Smart Business Ecosystem

The tourism sector is inherently linked with business activities, necessitating the involvement of investors for its implementation. The use of shrimp ponds in the Karang Pakis Beach area is also necessary to develop its existence because the shrimp ponds here are still not widely exposed. The shrimp pond can serve as an attraction for tourists to visit. For this, it would be nice for the community to take part in training and counseling in collaboration with Generasi Pesona Indonesia Region Cilacap (Genpi Cilacap) as an effort to improve human resources related to smart tourism regarding creating integrated tourism applications, optimizing the official Karang Pakis tourism website, and collaborating between actors business to enhance the quality of tourism services. Another advantage is that the existence of Genpi always has a positive impact on tourism development, particularly promotion on social media (Kagungan et al., 2021). Community participation in tourism management refers to the public's awareness and involvement in tourism destination development. This participation can take various forms, including contributing ideas, providing financial support, supplying materials, or offering labor (Hutagalung & Hermawan, 2021).

This initiative seeks to enhance accessibility for tourists and attract both local and international

investors by showcasing the potential of Karang Pakis Village through digital platforms. Subsequent investments are expected to facilitate the development and maintenance of the entire Karang Pakis Beach area, not just the shrimp ponds, in line with smart tourism principles. This holistic approach aims to integrate the area into a network of tourist attractions, emphasizing the importance of strategic tourism management in engaging diverse stakeholders (Alami & Aria, 2016).

The use of the smart tourism concept is the impact of rapid technological advances that intersect with tourism, which requires tourism actors to synergize with it (Ye et al., 2020). Tourist destination management with the concept of smart tourism is crucial in adapting to the evolving technological landscape, including leveraging technological advancements, social media, hardware, android software, data centers, and sustainable information (Kontogianni & Alepis, 2020). The integration of communication technology in tourism activities is a feature of innovation and a necessity to advance superior tourism (Wyman, 2020). It can also be the most effective way of marketing tourism destinations (Sigalat-Signes et al., 2020). Similarly, adapting tourist destinations to adhere to health protocols during the pandemic is crucial, as health services and insurance play pivotal roles in the sustainability of tourism destinations (Blazevic, 2016). Another advantage of implementing the concept of smart tourism is the economic quality of the many parties involved, such as Pokdarwis, managers, and local communities (Koo et al., 2017).

## CONCLUSION

Singkil Karang Pakis Beach stands out as a distinctive and visually appealing tourist destination characterized by its unspoiled natural splendor. The beach features impressive, pristine waves and offers picturesque views of the Kebumen Mountains to the east, along with stunning sunsets. While this tourist spot has a long-standing presence, it has primarily been frequented and appreciated by local tourists. Based on the results of the research, which then analyzes SWOT from internal and external factors, a tourism destination development strategy can be formulated, namely Strength-Opportunities, Weakness-Opportunities, Strength-Threats, and Weakness-Threats. The development strategy entails the adoption of smart tourism

principles, encompassing smart experience, smart destination, and smart business ecosystem. This implementation will intertwine with the utilization of information and communication technology to revolutionize tourist destination management. The effectiveness of smart tourism implementation is gauged by its ability to enhance economic quality for various stakeholders, including Pokdarwis, managers, and the local community.

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