

Model for The Development of A Tourism Business Ecosystem

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ABSTRACT

This study aims to evaluate previous researches related to tourism development in the world. The method used in this research was content analysis. This data included research articles published in reputable international journals indexed by Scopus with the subject area of tourism during 2016-2020. This study revealed there are three keywords associated with tourism development, namely information and communication technology, sustainability, and collaboration/cooperation. These results have implications in the formulation of tourism development policies, both for the government and tourism companies. Tourism can be used as a poverty alleviation tool if its development involves all stakeholders, particularly local residents who are rarely involved as decision-makers.

Keywords

Tourism, Information and communication technology, sustainability, collaboration

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Methods

Introduction

Tourism is one sector's roles as a major contributor to gross domestic income and economic growth in many countries in the world [1]–[4]. Moreover, the tourism sector is no longer considered a luxury. The elderly, young people and even people with disabilities also enjoying tourism [5], [6]. Tourism is now also not only about visiting places with beautiful scenery and historical buildings, but also related to religion, social, culture, sports, food, volunteering, and even visiting slums. [7]–[12].

Tourism is also believed to be used as a postcolonial, post-conflict, and post-disaster poverty alleviation tool [13]. However, this phenomenon does not necessarily make residents in tourist spots prosperous [3]. Therefore, the tourism development model continues to be developed to form a tourism business ecosystem, benefits all stakeholders.

This study aims to examine the literature related to the latest tourism development model trends documented in scientific articles. This study evaluates the findings of previous research relevant to the development of tourism from various countries in the world to gain a holistic understanding of the current and future development of the tourism sector.

This research was conducted from September to October 2020. Researchers compiled scientific articles in reputable open access journals indexed by Scopus in subject areas of tourism, leisure, and hospitality management. Based on the Scopus database, 26 scientific journals fall within the category of the subject areas and open access. Researchers then selected the 10 highest cites core scientific journals. However, of those 10 scientific journals, there was 3 inaccessible or paid access to scientific journals. Furthermore, researchers visited these scientific journals one by one by looking for research articles published in the last 5 years (2016-2020) using the keyword tourism presented in the title or abstract.

Table 1. List of ten highest citation impact of Scopus indexed scientific journals in the subject areas of tourism, leisure, and hospitality management

No.	Scientific Journal Name	Cite Score
1.	European Journal of Management and Business Economics	3.3
2.	Journal of Tourism Futures	3.2

3.	Sport Mont	1.9
4.	European Journal of Tourism Research	1.7
5.	European Journal of Futures Research	1.6
6.	Geographica Pannonica	1.6
7.	Journal of Environmental Management and Tourism	1.6
8.	Organizacija	1.6
9.	Rural Society	1.6
10.	Tourism and Hospitality Management	1.6

Study of Inclusion and Exclusion Criteria The literature used in this review included articles published from 2016 to 2020 which contained the keyword tourism both in the title and abstract. According to these criteria, there were 147 articles. However, not all of these articles were relevant to this study of the tourism business ecosystem development strategy model. Thus, the remaining 63 articles met the relevance criteria.

Data Collection and Synthesis Processes

Abstracts and articles were identified to see the compatibility with inclusion criteria. The title and contents of the article were examined so we knew whether the article had similarities with other articles. The articles met the inclusion criteria were coded and then summarized in the columns as follows: author, location, and results.

Results & Discussions

Based on the results found through searches and studies summarized in Table 1, about 18 articles highlight the role of information and communication technology developments in the development of the tourism sector. Ten articles examined environmental impacts on the tourism sector. Meanwhile, 13 other articles analyze sustainable tourism development models. Also, 33 articles revealed that collaboration is needed in the tourism sector development strategy.

Information and Communication Technology

Change is something permanent in this world and technological progress is a change that has major implications for various sectors of life, including

the tourism sector. The result of the research of Bhaduri & Pandey (2019) and Teodoro et al (2017) revealed that the development of information and communication technology infrastructure may increase the tourist inflows and increase per capita income [14], [15]. These results are in line with the findings of Liberato et al (2018), which discovers that the existence of adequate internet access and the availability of information technology at tourist attractions can increase tourist interest [16]. The development of information and communication technology can be used by tourist attractions to provide information to tourists before, during, and after visits [17]. Besides, the use of information and communication technology also help the tourism industry reach more and more diverse tourists, including young people, where the number of tourism demand among young people has increased significantly nowadays [18], [19]. The forms of information and communication technology used in the tourism sector and contribute a significant impact on tourism demand are websites, social media, and application platforms that are developed.

Researches conducted by Jimenez & Iyer (2016) and Parra-Lopez et al (2018) highlights the quality of the tourist location's website and its relationship to tourist attitudes [20], [21]. The results show that the quality of the content and appearance of a website can improve the traveler experience and even loyalty [21], [22]. Website quality is operationalized by the ease of use, information, interactive, and visual appearance [22]. Meanwhile, tourist loyalty in question is the attitude of tourists recommending tourist attractions to others and the desire of tourists to revisit these tourist attractions [23]. Tourist loyalty is needed for tourism companies because it can increase business profitability and gain a competitive advantage [24]. Social media is one of the information and communication technology innovations with a significant impact on the tourism sector. The majority of tourists currently use social media to obtain and share information about tourist attractions. The use of social media is an important indicator in making traveling decisions [25], [26]. The majority of tourism marketing strategies currently utilize social media [25]. It is caused by marketing through social media more effectively

and efficiently. The use of social media can encourage tourists to recommend tourist attractions to others either directly or indirectly [26].

The use of information and communication technology also has an impact on increasing the amount of revenue from hotels and other forms of accommodation, particularly through the booking platform innovation. The booking platform allows tourists to stay at local people's homes. This business model is also known as a form of sharing economy and has an impact on the property market [27], [28]. Such platforms have formed a generic ecosystem that connects potential customers with anything and anyone, both private individuals and multinational companies, so it is often called a hyperconnected economy [28]. However, this innovation is still being debated because there are no policies and regulations that can minimize the negative impact of these changes by governments in the majority of countries. Also, the issues of taxation, ownership of information, security and customer protection, and fair competition due to the presence of this platform still need to be reviewed by the government. [28].

Information and communication technology is not only useful in terms of tourism marketing but also tourism planning. The finding of Huettermann et al. (2019) showed that the majority of visitors want an application that can predict traffic density, parking, and queues at tourist attractions in real-time so that tourists can plan their activities properly. This kind of application is not only needed by tourists but also tourism businesses in formulating tourist management strategies [30]. The tourism industry needs to adopt a business intelligence system in tourism management to obtain a competitive advantage [31]. Additionally, analysis and mining of social media data are also beneficial for the tourism industry in strategic decision making [32]. The use of information and communication technology in the tourism sector does not always contribute to a positive impact. Threats arising from the existence of information and communication technology cause the loss of jobs in the tourism sector which is replaced by technology [30]. Additionally, social media platforms are required to further improve the security of user privacy and hoax news [32]. The presence of information and communication technology was also found to harm

the environment [14]. Therefore, the role of government is needed in providing appropriate regulations on information and communication technology innovation in the tourism sector.

Sustainable Tourism

In addition to the keywords information and communication technology, many tourism research articles examined the issue of sustainability. Sustainable tourism is defined as tourism activities that conserve natural, cultural, and social resources in a long-term period and contribute positively and equitably to economic development and the development of individuals who live, work, and reside in these tourist areas. The development of tourism cannot be separated from social conflicts that arise between tourists and local communities [33], [34]. A study conducted by Janusz et al (2017) found that the reason local people tend to reject tourism in their area is the feeling that they do not get any benefit from it [35]. The benefits referred to are not only economic benefits but also environmental benefits, preservation of historical buildings, and social capital [8], [36], [37].

Sustainability is also related to expanding the tourism market share. At present, the tourism business needs to pay attention to the necessity of tourists, especially young tourists, considering tend to be heterogeneous but have the potential to become current and future customers [5], [6], [38]. Even so, the role of the younger generation in the tourism world is not only as users and travelers but also as entrepreneurs and creators of online travel services [39]. The current young generations are potential future tourism leaders and funders [40]. So as tourism infrastructure planning should focus on changes in the future of tourism, including considering the behavior of the younger generation is not homogeneous. Sustainability is seen differently by stakeholders [41]. The government views sustainability as related to economic growth. However, a study by Gül & Özer (2018) revealed that the contribution of the tourism sector to economic growth and per capita income did not last long [3]. Therefore, knowledge about the economic contribution of the tourism sector, especially at the local level, is needed by the local government in formulating local policies [42]. Meanwhile, the public views sustainability in the context of the

natural environment. Environmental issues in all aspects of tourism are becoming the spotlight at this time, including aviation and hospitality [43], [44]. Interestingly, awareness of the environment in tourists can arise after doing ecotourism [45], [46].

Collaboration

In the tourism sector, there are various kinds of stakeholders including the tourism industry (consists of tourism businesses, accommodation businesses such as food and beverages, transportation, travel agents, tour operators, culture, sports, and recreational services), government (at the national level, regional, and regional), business and professional associations, local residents, tourists, and global tourism organizations [47]. Research of Marques & Santos (2016) found the main problems faced in tourism development, such as mobility capacity gaps, lack of adequate policies related to tourism, weak cooperative relations between the public and private sectors, inadequate infrastructure and facilities, and network accessibility [48]. Following these problems, the collaboration between tourists, local residents, tourism companies, tourism organizations, and the government is needed in developing tourism [49]. In fact, the diaspora can also play a role in developing tourism in their hometown [13]. According to [40], the government should increase tourism budget allocation to map a strategy to meet the needs of tourists in the future which will continue to change. Also, bureaucratic problems are recognized as an obstacle to the progress of the tourism sector [40]. The finding of Shen et al (2018) an instance, has confirmed the role of government policy in the tourism sector which proves that changes to the national holiday system in China affect domestic tourism demand there [50].

Tourism development in remote areas requires more effort from the government [4]. The government, especially the local government, plays an important role in tourism development, especially in areas that were not previously tourist areas [51]. Public and private policies need to be directed at improving security, health, business, and other public aspects to attract tourists. Political stability and security also need to be considered in

tourism development, which is the authority of the government [10], [52].

The sustainability of tourism can also be maintained through the co-evolution approach. Local governments can build cooperation with foreign multinational companies in developing tourist destinations [53]. However, the coevolution process requires a long and complicated process. If not managed properly, the involvement of foreign multinational companies can negatively affect the economy and social rights of local residents in the long term. Collaboration should also be directed at the collaboration of all stakeholders in synergy innovation so that dynamic capabilities are needed [47]. Therefore, human resources, both in the public and private sectors in the tourism sector, are very important to improve their capabilities, expertise, and knowledge about tourism so that collaboration runs smoothly [45].

Jere Jakulin (2017) as an example had developed a tourism approach system by describing the causal loop relationship between elements in a complex tourism system [54]. In the complex tourism system, it is illustrated that the supporting institutions in this case the government and the tourism business, and other stakeholders play a role in the development of tourism infrastructure which has implications for the quality of services and tourism [55]. [55](Mandić et al., 2018) The improving quality of tourism will indeed attract more tourist inflows. On the other hand, a large number of tourists have the potential to harm the environment [11]. Meanwhile, poor environmental quality reduces the quality of tourism. The strategy in developing tourist attractions should be based on several pillars, i.e., the pillars of competition (including comparison, competitive advantage, and positioning), pillars of the business model (sustainability and orientation), pillars of the customer (satisfaction, improvement, and trends), pillars of technology (provision and distribution), pillars of offering (innovation, differentiation, qualification, and certification) [16].

Conclusion

Based on the literature review conducted, there are three concepts currently frequently studied in tourism development in the world, namely the development of information and communication

technology, sustainable tourism, and collaboration between all stakeholders. The tourism sector is not only a matter of scenic spots and historical buildings but may include environmental awareness and empathy for local residents. Tourism can be used as a poverty alleviation tool if its development involves all stakeholders, particularly local residents who are rarely involved as decision-makers.

The results of this study provide managerial implications for both the government and the private sector to improve management policies in the tourism sector. Improving the quality of human resources is highly demanded in the success of any tourism business ecosystem development model. Besides, collaboration and cooperation with stakeholders should not only be oriented towards economic development but also on environmental and social aspects. This is important in ensuring the sustainability of the tour.

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