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1 Development of Natural Tourism Potential and Digitalization of Nateh Village Hulu Sungai Tengah Through Smart Tourism

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ABSTRACT

1
The tourist village is one of the natural resources that have the potential to be developed, given the increasing needs of the community, and one of them is a vacation. To form a tourism village, a set of components is needed which consists of management and participation of the community, education about tourists, and good relations with work partners in order to increase people's income. Nateh Village is one of the tourist destinations that promises a lot of natural scenery such as rivers, mountains, and beautiful caves. However, there are still many tourists who are not familiar with this village because the introduction to this village is still lacking. For this reason, the South Kalimantan community service team carried out community service in Nateh Village in the form of training on the potential of tourism villages through smart tourism and market digitization. The introduction of tourist villages can be done by using smart tourism as branding for a tourist destination and processed products through digital-based offers and marketing that we often hear with the term tourism digitization. Through this community service activity, marketing about the potential of the Nateh tourist village becomes more and more easily found on various social media such as Instagram, Facebook, and websites that directly managed to introduce Nateh village

1. Introduction

A tourism village is an example of developing tourism potential in an area. The development of natural tourism potential presents the authenticity in the area, such as customs from ancestors, socio-cultural life, architectural art that still smells of tradition, the daily lifestyle of the surrounding community, and village spatial structures (Karpova et al., 2019; Kumar & Shekhar, 2020; Pranita et al., 2021). Tourism village is an example of implementing sustainable development that has become a routine agenda globally (Mumtaz & Karmilah, 2021; Murti et al., 2022; Nirmala & Paramitha, 2020; Nurhalimah et al., 2021). The development of a tourist village requires a set of components consisting of management and participation of the surrounding community, education about tourists, establishing relationships with work partners, and increasing community income (Karpova et al., 2019; Kumar & Shekhar, 2020; Pranita et al., 2021). Tourism is one of the sectors to grow the world economy because this sector is resistant to global crisis (Ferdiansyah et al., 2020).

The development of natural tourism potential in the village is significant to do in order to improve the welfare of the community and achieve national development (Hasanah et al., 2020; Nugraha et al., 2019; Pranita et al., 2021). In order to develop the attractiveness of an area, at least in that area, there is more than one type of object that can be a tourist attraction (İlhan & Çeltek, 2016; Karpova et al., 2019; Rahmawati & Wijana, 2019). South Kalimantan has various kinds of tourist attractions, be it beaches, lakes, rivers, and mountains. One area in South Kalimantan that has a mountain tourist attraction is Nateh Village in Hulu Sungai Tengah Regency.

Nateh Village is one of the villages in Batang Alai Timur District, Hulu Sungai Tengah Regency, located ± 35 kilometers from the district capital (Barabai). The village offers many uniqueness and natural beauty, such as a row of mountains of Meratus, a river that is still maintained in its beauty with a combination of rocks which is very suitable for river crossing activities to present the cave as other tourism. Some of the caves in Nateh Village are Berangin Cave, Kukup Cave, and Sawar Cave which provide views of stalactites, stalactites, and others.

The natural wealth owned by Nateh Village is an attraction for tourists to visit and is the most significant capital as a means of tourist attraction. However, the tourist objects still need to be managed and given a good arrangement so that the interest of tourists to come will increase. Tourist interest in visiting is also supported by an introduction to the potential of the village. Meanwhile, the introduction of the potential and tourism in Nateh Village is still lacking. This is considering that there are still domestic tourists who do not know well about the village. In addition to being rich in tourist attractions, Nateh Village is also rich in natural products, one of which is palm sugar or what the local people call gula habang. Natural products owned by this village have the potential to develop considering that gula habang is one of the snacks that the community needs both as food and drink. The natural sweet taste that comes after consuming this sugar makes the most of people like it.

As the human population increases, the need for tourism also increases. Another impact is also on the development of technology that makes the flow of information easier, and this is an opportunity as an opportunity to introduce tourist villages (Afgani et al., 2021; İlhan & Çeltek, 2016; Ma et al., 2021). The combination of technological innovation with an increase in population can give birth to the smart concept of tours. The introduction of tourist villages can be done by using smart tourism as branding for a tourist destination and processed products through digital-based offers and marketing that we often hear with the term tourism digitization (Damayanti et al., 2020; Murti et al., 2022; Romanda, 2020). Digitization of tourism needs to be done considering that increasingly capable mastery of technology makes almost everyone able to access information only through their smartphone. Therefore, it becomes an opportunity as a means of promoting natural tourism that wants to be introduced to the wider community.

Smart tourism provides solutions for various tourism offerings in scattered locations through the use of human needs by combining IT developments with local cultural wisdom. The application of smart tourism is a tourism activity with efforts through destinations to collect and process data from physical infrastructure, social connections and use other sources provided for tourists and become a complete experience (Damayanti et al., 2020; Nirmala & Paramitha, 2020; Nugraha et al., 2019; Trisnawati et al., 2018). In its implementation, smart tourism needs cooperation and active participation from the surrounding community in order to change tourism conditions that were initially marginally weak to become strong and independent (Damayanti et al., 2020; Helmita et al., 2021; İlhan & Çeltek, 2016; Pranita et al., 2021).

Smart tourism is one way to increase economic growth quickly, so in this case, the concept of smart tourism is the right choice for boosting the development of regional natural tourism potential. To solve problems which occur in Nateh Village, Batang Alai Timur District, Hulu Sungai Tengah Regency, the solution that can be done is through the development of natural tourism potential through the concept of smart tourism.

Regional tourism potential can support the realization of the regional economy, especially the surrounding community, where the success of its development is very dependent on the level of acceptance and support from the surrounding community. Several ways that can be done in smart tourism are by creating a website as a promotional medium and tourism promotion videos (Karpova et al., 2019; Kumar & Shekhar, 2020; Pranita, 2018; Thees et al., 2021). The development of tourism in an area can also be carried out through technical and operational management by prioritizing local community initiatives by focusing on packaging tourism packages through the digitalization of marketing in the form of e-catalogs created with partners (Afgani et al., 2021; Cranmer et al., 2020; Dwiningwarni et al., 2021; Tahyudin et al., 2015).

The application of smart tourism can elevate local wisdom and natural preservation around the area to be developed, and this will be a great attraction for tourists, both domestic and foreign (Romanda, 2020). There are many trends in the development of regional tourism potential. One of which is smart tourism which is the empowerment of digital-based regional potential. Considering that Nateh village has amazing tourism potential and the introduction of this tourism potential is still lacking, the South Kalimantan PKM team carries out Community Service activities in Nateh Village by providing training on developing tourism potential based on smart tourism and digital markets.

2. Methods

This community service activity is carried out by providing solutions through several methods, namely as follows:

- a. Training in the form of Empowering the Community. The training and empowerment of the surrounding community are carried out by introducing them to the concept of smart tourism to empower the socio-economic community based on IT. In providing training activities, the service team offers material directly and collaborates with bloggers to explain directions for creating social media accounts and their basic use.
- b. Digitalization of marketing through social media and websites. Digitalization of marketing is about making interesting videos about the natural tourism potential of Nateh Village in the form of rivers, mountains, and caves. Then, marketing them online through applications such as Instagram, Facebook, or creating a catalog and collaborating with local travel by highlighting that Nateh village is a fun tourist destination and beautiful through smart tourism.

3. Results and Discussion

The results of the implementation of this community service activity are as follows:

3.1 Creating Social Media Accounts and Websites

These social media account creation training aims for all people in Nateh Village to be technologically literate. The activity also involved several students of Lambung Mangkurat University Elementary School Teacher Education Study Program in order to facilitate the service team in fostering and training the people who participated in the training activities. First, people are introduced to what social media is and its types. Then they are taught to create social media accounts for those who have smartphones, and those who don't have smartphones can use computers owned by village officials. For website creation, because the website is one of the social media that is difficult to manage by ordinary people, the management is still assisted by a service team that involves several students.



Figure 1. Observation and Creating Social Media Accounts and Websites Process.

The function of the website is as a means to convey the latest and interesting information to be read by our customers or customers (Mayashofa & Nashiroh, 2021; Rahmawati & Wijana, 2019). Basically, the website can also be used as a means of education, learning, tutorials, tips & tricks, and much more (Karpova et al., 2019; Rahmawati & Wijana, 2019). Examples of websites as a means of information are news search sites, company profile websites, and others. The type of content can be in the form of video, text, and images. The website created in this community service activity is based on WordPress which contains information on directions to tourist attractions, and promotional videos that have been made that are connected to the YouTube channel. The hope is that this website, which will later be managed by the community with team assistance, can improve the concept of Digital Tourism so that Nateh Village is better known by local and international communities.

3.2 Making Marketing Videos Assisted by a Blogger

In this activity, representatives of the training participants were asked to make an interesting video highlighting the uniqueness of their area, namely Nateh Village. They introduced the natural potential such as rivers, beautiful mountains, and unspoiled caves which are an attraction for tourists. The training was carried out directly by the South Kalimantan PKM TIM with officials and the Nateh village community at the Qianna Inn Barabai Hotel, Hulu Sungai Tengah Regency, South Kalimantan.



Figure 2. Making Marketing Videos Training.

The high number of social media users in Indonesia today has become a new medium for marketing products or services, social media can show videos as an effort to introduce tourism contextually to tourists. (Kumar & Shekhar, 2020; Mayashofa & Nashiroh, 2021; Safitri et al., 2017). Social media has changed the method of advertising that used to be done conventionally such as television, radio, newspapers or magazines. The advantages of tourism promotion using videos uploaded on social media are that in addition to being able to save costs and be more time efficient in marketing, producers can also provide feedback to consumers compared to conventional methods which are only one-way (Karpova et al., 2019; Kumar & Shekhar, 2020; Mayashofa & Nashiroh, 2021; Safitri et al., 2017). Through promotion using video on social media, marketing communications can run properly and allow the company to avoid losses due to ineffective and efficient promotional activities. So that the existence of social media can become a forum for interaction between consumers and producers, as well as attracting many consumers to view and visit links containing information about products and others.

3.3 Nateh Village Promotion

Promotions carried out in this service activity are not direct. However, publications through Instagram are made for the tourism potential of Nateh Village and through insta stories uploaded by students who take part in community service activities. Promotions that are done, such as the river crossing in Nateh Village that offers clear water, beautiful tours of the Meratus Mountains, and other fascinating tours. In addition to promotional activities through Instagram, promotional videos that have been made previously are also published on YouTube using the local village youth youtube account that has been created through training activities.

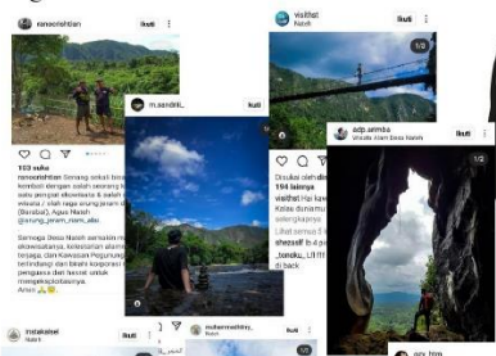


Figure 3. Promotion with Social Media Product.

The digitization of tourism promotion has changed the process of introducing tourist destinations carried out by tourist attractions managers to tourists, starting from the road to tourist attractions, the form of scenery that will be enjoyed, to the facilities obtained when visiting (Karpova et al., 2019; Kumar & Shekhar, 2020; Pranita, 2018). In addition, travelers will connect with each other and they will connect to the tourist community platform. They can share their experiences after they visit tourist attractions, they even advocate their experiences to others (Kumar & Shekhar, 2020; Pranita et al., 2021; Thees et al., 2021). However, this situation makes the manager less power to control customers and the possibility of external communication that influences the decision of tourists to be interested in visiting again or not. Therefore, with up-to-date tourism promotion, accompanied by sustainable tourism development, it will provide a different experience for every tourist visiting a tourist village (Kumar & Shekhar, 2020; Pranita et al., 2021; Thees et al., 2021). This will have the impact of tourists always wanting to repeat visiting tourist villages.

4. Conclusions

The development of the potential of the Nateh tourism village is done by increasing the promotion of regional tourism potential. The implementation of development activities is carried out starting from the initial activity is a site survey of what actions are needed in development activities, and socialization and training regarding the use and use of social media in the form of Instagram, Facebook, and websites as an appropriate promotional tool today. The development of the Nateh tourist village in collaboration with the surrounding community and assisted by several students. In order to create the development of the tourist village, in the future, it is hoped that there will be more socialization and promotions that are able to embrace all levels of society through social media.

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