

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tourism is an activity carried out by individuals or groups who voluntarily leave their normal environment and visit other places or environments. Tourism is also the short-term temporary movement of people to destinations outside the places where they normally live and work. Therefore, tourism includes the movement of people for all purposes, including day visits or excursions. People who carry out travel or visit activities, usually do so for not more than one year in a row for leisure, business, or other purposes (Camilleri, 2018). Tourism is also a form of using leisure time to visit various places, destinations, and areas featured in travel holidays. Tourism has had an impact on various sectors, including the industrial, cultural and economic sectors.

Tourism is the biggest foreign exchange earner for some developed countries in terms of tourism (Page, 2019). However, in the midst of the COVID-19 pandemic, the tourism sector has become shaken, this can be seen when tourist visits are limited, many tourist attractions are closed, and sectors related to tourism also feel the influence. Strict social distancing, temporary travel bans and in some cases more extreme quarantine measures such as total lockdowns have caused economic losses and almost no tourism activity. The impact of the outbreak of COVID-19 has been felt in many areas, such as stagnation or economic downturn which resulted in the collapse of many companies and unemployment. The World Bank estimates under the normal scenario that global GDP is expected to continue to decline.

The prognosis for the tourism sector is expected to be a 50–70% decline in output and up to 80% (Zielinski & Botero, 2020). The coronavirus first hit foreign tourists, and the pandemic was triggered by flights so travel restrictions have been tightened even more. The decision to restrict the movement of people and commodities is mainly influenced by industries such as tourism and hospitality, including hoteliers, restaurants, travel agencies such as; air transportation, sea transportation, food handling, accommodation sector, entertainment and recreation, and so on. This then has a huge impact on the Indonesian economy, especially the economy that comes from tourism activities (Riadil, 2020).

The impact of the COVID-19 pandemic which is quite significant on tourism activities, requires industry, tourism actors, and including the government to innovate and find new ways to continue to introduce tourism, and to facilitate the need for information related to tourism along with rules and protocols in carrying out tourist activities and visits. . Tourism needs to come up with the latest innovations to restore the stability of tourism activities and slowly start new ways that can facilitate tourists to make it easier to travel.

Tourism is a sector affected by the spread of Covid-19, many hotel employees and employees in tourism destinations cannot work properly to prevent the spread of this virus (Muhammad, Mutiarin and Damanik, 2021). During the COVID-19 pandemic, Tourism became one of the service sectors hardest hit by the Covid-19 pandemic due to a decline in travel supply and demand which resulted in a decline in tourism prices. Mitigation steps directed by President Jokowi in the tourism sector so that the tourism and creative economy sectors and their workers can survive in the midst of the

pandemic, namely 1) Social Protection Program for workers in the tourism sector, 2) Reallocation of the Ministry of Tourism and Creative Economy's budget to labor-intensive programs for workers engaged in tourism, 3) Economic stimulation for tourism and creative economy business actors to prevent massive layoffs (Mutiarin, Utami and Damanik, 2021). One of the existing tourism developments during the pandemic, namely the introduction of SMART Tourism is innovation in the tourism sector by utilizing information technology in integrating tourism activities (Kusuma, Mutiarin and Damanik, 2021).

Virtual Tour which is present as an alternative, of course, cannot replace the experience gained from tourism activities directly. Nevertheless, people's enthusiasm for this virtual tour is quite good. Then the package price is very affordable and offers a new experience which is the main attraction. Virtual Tour is packed with various interesting innovations so that virtual tourists can get a better experience (Winata and Mutiarin, 2021).

Tourism innovation is the process of using new technology into a product with the aim of development and progress. In tourism, tourism technology innovation is defined as the introduction of new products or services that provide new experiences to tourists or the implementation of new processes that improve the quality and efficiency of tourism services as well as increase customer satisfaction. Innovations in tourism provide tourists with new tourism products and new experiences, improve the quality and efficiency of tourism services and processes, and drive customer demand. Customer satisfaction and company performance are the goals of tourism innovation

(Nguyen & Natoli, 2021). Innovation in tourism involves the use of new technologies such as the use of the internet and browser and smartphone applications.

Sanchez, et all (2021) explained that the use of the internet while traveling and participating in tourism activities has increased innovation in the tourism sector, which is increasingly innovative and aimed at providing added value to users in their travels. In addition, there are many other new applications and various innovative business models, which use different strategies to help users perform daily tasks and other activities, such as tourism. The use of social media is also one of the technological innovations that serve to share information about tourism, tourism promotion, and investigate customer satisfaction. The innovation aspect is assessed with three dimensions: the scale of innovation as a differentiation of radical vs. incremental innovations with established innovations in the differentiation of tourism products/services, processes, management, marketing and institutional innovations (Chen & Mansfeld, 2021).

The importance of technological innovation in tourism allows consumers to communicate about social themes such as vacations and travel. Now the Internet and technology have created a more interconnected society where tourism is and occurs (Page, 2019). The use of technology as part of innovation in tourism aims to facilitate tourists in terms of ease of getting information, sharing experiences, and making it easier to plan trips, these things are aimed at increasing customer satisfaction who are tourists when traveling in a place or area. During the Covid-19 pandemic, where tourism activities have changed in new ways that have been adjusted according to the latest conditions, adaptable innovations are needed.

This encourages tourism service providers as well as local governments to create new things in the form of digital technology to facilitate tourists to enjoy a comfortable and enjoyable trip during the pandemic. Tourism innovation has also been carried out by the Solo city government in various ways so that Solo city tourism can continue to develop and be known, one of the innovations made is the creation of a digital application that can be installed and used via smartphones, namely "*Solo Destination Application*". This application provides various information services related to the city of Solo and its tourism.

In its development, this application has been downloaded more than 20,000 times on the PlayStore. The number of downloaders for the Solo Destination application has fluctuated from year to year since its launch. The number of downloads of the Solo Destination application can be seen in table:

Tabel 1.1 Downloader

<b>Year</b>	<b>Total Downloader</b>
2014-2015	6,307
2016	4,355
2017	4,162
2018	6,266
January 2019	110
<b>Total</b>	<b>21,200</b>

Based on this data, application downloads in 2016-2017 decreased from 2015 and then increased in 2018 to 6,266 downloaders. Changes in the number of downloaders

are influenced by one of the promotions carried out by the municipal government, for example through promotional events held on Car Free Day, workshops on smart city development using Solo Destinations as objects discussed in workshops and through discounts for each transaction in the "Solo Great Sale" program. ” when downloading the Solo Destination application. In addition, there are already private parties who are also developing similar applications, namely Solo Tourism and Solo Tourism (Taesa, 2019).

Solo Destination Application is an application that is managed and held by the Office of Statistics, Informatics and Coding of the City of Surakarta. The portraits of the features of the Solo Destination Application are as follows:

Figure 1.1 Figures of Solo Destination Application



Source: GooglePlay

In the application, there are features for tourism in the application, the tourism feature contains 12 features (Diskominfo, 2014). The twelve features include

culinary, tourism, hotels, shopping, public facilities, cultural events, reviews, community services, children's radio, food prices, general information, and other information. The following is a breakdown of the twelve features of the Solo Destination Application.

Table 1. 1 Features of Solo Destination Application

No	Features	Services/Information
1	Culinary	<ul style="list-style-type: none"> <li>a. Snack and drink</li> <li>b. Lunch</li> <li>c. Dinner</li> </ul>
2	Tourist	<ul style="list-style-type: none"> <li>a. Cultural Tourist</li> <li>b. Cultural Religion</li> <li>c. Cultural Artificial</li> <li>d. Cultural Nature</li> <li>e. Crafts</li> </ul>
3	Hotel	<ul style="list-style-type: none"> <li>a. 1 Star Hotel</li> <li>b. 2 Star Hotel</li> <li>c. 3 Star Hotel</li> <li>d. 4 Star Hotel</li> <li>e. 5 Star Hotel</li> </ul>
4	Shopping	<ul style="list-style-type: none"> <li>a. Traditional Market</li> <li>b. Modern Market</li> </ul>
5	Public Facilities	<ul style="list-style-type: none"> <li>a. Public Health Center</li> </ul>

No	Features	Services/Information
		<ul style="list-style-type: none"> <li>b. Hospital</li> <li>c. Gas Station</li> </ul>
6	Cultural Events	January-December event calendar schedule
7	More Info	CCTV cameras in every corner of the city, both dome cameras and fixed cameras
8	Review	Complains/aspiration, criticisms and suggestions from the public to the city government
9	Community Service	<ul style="list-style-type: none"> <li>a. IMB Licensing</li> <li>b. e-Test</li> <li>c. Population Service</li> <li>d. e-Retribution</li> </ul>
10	Kids Radio	Children's radio broadcast
11	Food Price	Price list of basic needs/groceries in traditional market
12	General Info	<ul style="list-style-type: none"> <li>a. Photo Gallery</li> <li>b. ATM</li> <li>c. Important Numbers</li> <li>d. Sober Magz</li> <li>e. Dashboard (SPGDT) Sistem Penanggulangan Gawat Darurat Terpadu</li> <li>f. RRI Surakarta</li> </ul>



No	Features	Services/Information
		g. RRI Application h. Transportation Schedule

This feature provides information about tourist sites and supporting tourist sites in Surakarta. The information needed in this feature is a photo, location position on the map, location description such as price, number of rooms, and others (Galuh & Rachmawati, 2021).

This application clearly facilitates tourists to easily access tourism information that can direct their journey while in the city of Solo, by providing the latest information, so that users can find out which tourist attractions are open and operating hours, and can connect with industry service providers. tourism to meet the needs of tourists during the trip. In addition, there is information about the cultural event of the city of Solo along with all the rules and protocols for health and prevention of COVID-19 when traveling. Sudapet et al (2021) also explained that the use of mobile applications such as the Solo Destination Application provides several advantages, including for tourism promotion, mobile-based travel applications will continue to be updated in terms of tourism-related information and data displayed, Effective and efficient to reach more comprehensive users, mobile applications are a platform the most effective and efficient promotions, access anytime and anywhere, side by side with digital media, travel applications make it easy for users to access information anytime and anywhere.

The use of the Solo Destination Application is part of the government's innovation and in collaboration with tourism service providers/the local city tourism industry that provides the latest services for tourists. This certainly helps the tourism industry to recover after being affected by COVID-19, the use of this mobile application is also a new way in digital technology that continues to develop along with the development of the globalization era so that it can adapt to the needs of the latest tourists. These innovations have the ultimate goal of creating travel satisfaction for tourists in enjoying local tourism services. Tourism satisfaction is one of the targets of tourism innovation, because the tourist satisfaction felt by tourists will have a long-term influence on sustainable tourism development.

Tourism satisfaction is a tourist's post-visit response and is a signal of destination implementation. Satisfied travelers will share positive feelings with individuals they meet, becoming free advertising promoters capable of promoting consistent travel to destination sites. Tourist satisfaction plays an important role in ensuring the long-term sustainability of tourist sites (Asmelash & Kumar , 2019). Overall travel satisfaction depends on the extent to which the overall pleasure felt by tourists resulting from the ability of tourism to meet the desires, expectations, and needs of tourists. A number of studies reveal that travel satisfaction is the result of the image and quality of tourism services. It also seems widely agreed that favorable satisfaction leads to positive future behaviors such as increased intention to revisit and higher willingness to recommend volunteering to others (Bayih & Singh, 2020).

Based on this background, researchers are interested in researching tourist satisfaction with the use of the Solo Destination Application. Where this application

was made by the Surakarta government to facilitate tourists in terms of ease of getting information, sharing experiences, and making it easier to plan their trips, especially in the city of Surakarta.

## **1.2 Problem Formulation**

This research is expected to provide the following benefits.

1. How do people get tourist satisfaction using solo destinations application?

## **1.3 Research Objectives**

Based on the formulation of the problem above, the objectives of this research are:

1. To find out the complexity of tourism Innovation in the Solo Tourism Destination application on tourist satisfaction.

## **1.4 Benefit of Research**

### **1.4.1 Theoretical Benefits**

- a. This research can be useful for the public to be able to find out more clearly about the Solo Destination Application.

### **1.4.2 Practical Benefits**

- a. This research is expected to be use as a reference for tourist cities in Indonesia, inovation to make tourism applications, which can make it easier tourists to access information about their tourism need.

## **1.5 Literature Review**

Table 1.3 Data Literature Review

No	Researcher	Title	Result
1	Fitria Jalaluddin & Alfelis, N. (2021)	Peran Aplikasi "Visiting Jogja" dalam Mengembalikan Kepercayaan Wisatawan untuk Berwisata ke Yogyakarta	The use of the "Visiting Jogja" application is an innovation made by the DIY Tourism Office as a medium of information about various events, tourist attractions, culinary, event agendas, and festivals for tourists who come to Jogja. This is done to make it easier for tourists to explore tourist attractions, which are located in Yogyakarta Province, namely Gunung Kidul Regency, Bantul Regency, Yogyakarta City, Sleman Regency, and Kulon Progo Regency.
2	Maria Ursula Kawulur et al., (2018)	<i>Virtual Tour e-Tourism Objek</i> Wisata Alam di	Virtual Tour e-Tourism is an application that was chosen to be used as a medium of information for tourists, which can make it

No	Researcher	Title	Result
		Kabupaten Biak Numfor	easier for users because it is online so it can be used anywhere.
3	Oloan Sihombing et al., (2021)	Inovasi Pengembangan dan Peningkatan Pelayanan Publik pada Objek Wisata Taman Margasatwa menggunakan Metode Social Trust Path	The use of system media is proven to be an innovation for the development and improvement of services at wildlife park attractions that are useful for tourists to visit in wildlife parks. This application system makes it easier for the public to find out what facilities are in the wildlife park and this application system is also useful for ordering tickets online, ordering food and drinks online, ordering rides online.
4	Miyoung Jeong & Hyejo Hailey Shin (2019)	Tourists' Experiences with Smart Tourism Technology at Smart Destinations	Innovating using technology in tourist attractions has proven to be very informative, interactivity, and personalized. This is a key factor influencing

No	Researcher	Title	Result
		and Their Behavior Intentions	tourist experience, satisfaction, and revisit intention.
5	Pedro Manuel et al., (2018)	Digital Technology in a Smart Tourist Destination: The Case of Porto	The use of technology in tourism areas is important, because it affects the integrity of the tourism industry. Porto has solidified its position as a smart travel destination by emphasizing the tourist experience which is evaluated through innovation, communication and interactivity with tourists/visitors.
6	Valentina Della Corte et al., (2019)	Sustainable Tourism in the Open Innovation Realm: A Bibliometric Analysis	Sustainable innovation in the world of tourism can be done through the use of technology. The aim is to maintain the ecological balance of the tourist destination but also to increase its competitiveness.

No	Researcher	Title	Result
7	Jelena Dorcic el al., (2018)	Mobile technologies and applications towards smart tourism state of the art	Mobile technology and its applications have become part of consumers' lives. Smartphone adoption can be used as a useful innovation to help tourists travel. Mobile technology has a role as a situational facilitator, facilitating access to information, and helping tourists access the desired tourist attractions.
8	Frederic Bouchon & Karun Rawat (2016)	Rural Areas of ASEAN and Tourism Services, a Field for Innovative Solutions	The use of tourism technology using the internet can encourage tourism development opportunities, especially for places where there is still a gap between rural tourism potential and a lack of service management expertise. It examines how innovative approaches have succeeded in linking local

No	Researcher	Title	Result
			community needs with global tourism expectations.
9	Shinta Desiyana Fajarica el al., (2021)	Pengembangan potensi pariwisata hutam Bakau di Gili Sulat melalui Inovasi Produksi Konten Media Sosial	Technological developments, especially in the use of social media as promotional media and publications, are one way to increase publications in regional tourism potential.
10	Yogi & Irland (2021)	Inovasi Pengembangan Aplikasi Pariwisata Kabupaten Majalengka	The use of an application that provides information on tourist attractions in Majalengka Regency and its system, and an android application-based tourism information system in Majalengka Regency has been successfully built. The application's contribution to the community is that the community increases their knowledge regarding tourism objects in



No	Researcher	Title	Result
			Majalengka Regency, the community has no difficulty in getting information on increasing tourist objects, the importance of promotion to introduce tourist objects.

### 1.5.1 Research Differences

1. Fitria Jalaluddin & Alfelia, N. (2021)

Differences in the research of Fitria et al. with this research lies in the tourism application used as well as tourist attractions that have a role as the object of research. The research conducted by Fitria was conducted in the province of Yogyakarta, while this research was conducted in the city of Solo. Although the research objective is the same, namely the tourism application, the naming of the application is different, namely Visiting Jogja, while in this study it is the Solo Destination application.

2. Maria Ursula Kawulur et al., (2018)

The difference between Maria's research and this research lies in the tourism application used, namely by using Virtual Tour e-Tourism with

Rapid Application Development (RAD). In addition, there are differences in tourist locations that have a role as research objects, precisely in Biak Numfor Regency.

3. Oloan Sihombing et al., (2021)

The difference between Oloan et al.'s research and this research lies in the purpose of the study, where in Oloan et al.'s research, they carried out tourism innovations to make Wildlife Parks a place to increase understanding, knowledge, and insight that is fun for every tourist, both for children, students and accessible to all tourists. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

4. Miyoung Jeong & Hyejo Hailey Shin (2019)

The difference between Miyoung & Hyejo's research and this research lies in the focus of the research, where the use of applications in tourism in Miyoung & Hyejo's research aims to determine the satisfaction of tourists in doing their tours. Through the application, tourists can provide an assessment of the overall travel experience and intention to return. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

5. Pedro Manuel et al., (2018)

The difference between Pedro et al.'s research and this research lies in the research objective, namely to determine the effect of using tourism technology and the response of tourists in using the technology. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

6. Valentina Della Corte et al., (2019)

The difference between Valentina et al.'s research and this study lies in the research objectives. The aim is to conduct a bibliometric analysis, as well as to find out the existence of discoveries in the use of technology in the tourism sector. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

7. Jelena Dorcic et al., (2018)

The difference between Jelena et al.'s research and this research lies in the focus of research which shows that the use of tourism technology can be used as a tool to know market developments in the future. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

8. Frederic Bouchon & Karun Rawat (2016)

The difference between Frederic & Karun's research and this research lies in the research objective which reveals that the purpose of using tourism technology in his research is to minimize the gap between rural tourism potential and the lack of service management expertise in certain tourist areas. This is done so that it can lead to an important step towards the development of a trained workforce, especially in the ASEAN Region. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place.

9. Shinta Desiyana Fajarica et al., (2021)

The difference between Shinta Desiyana Fajarica et al.'s research and this research lies in developing the tourism potential of mangrove forests through innovation in the production of social media content. The benefits achieved from this service program are the development of social media content through personal Facebook and Instagram fanpages that can be used by the public to increase awareness, knowledge and skills in recognizing and understanding the use of social media as a means to introduce and increase regional tourism potential.

10. Yogi & Irland (2021)

The difference between Yogi & Irland's research and this research lies in the research objectives, namely, making tourism innovations by

building applications that provide information on tourist attractions in Majalengka Regency and their systems, and building a tourism information system based on android applications. While the purpose of this research is to find out innovations in the application of Solo destinations, which include tourist places, places to eat, and all things related to tourism in the city of Solo, not just centered on one place..

## **1.6 Theoretical Framework**

### **1.6.1 Tourism Innovation**

#### **1.6.1.1 Definition of Tourism Innovation**

##### **1. Tourism Innovation**

Innovation is an activity in the form of creativity or something that is done differently from before. Innovation focuses on the concept of developing or improving a thing, object, or activity (Imron, 2020). The purpose of innovation is to explore the potential in it. Innovation is understood as the process of creating new products (goods or services), the introduction of new methods or ideas or the creation of incremental changes or improvements (Suwarno, dalam Putri and Mutiarin, 2018).

In general, innovation is often translated as the discovery of new things. Even though there are currently pros and cons to innovation, if innovation is not carried out, there will never be any renewal or change. An innovation must need a way to

introduce itself to the public because innovation requires a means to convey information to the public regarding existing innovations, innovations are in accordance with shared expectations (Eldo and Mutiarin, 2019).

Innovation requires a new perspective to see what things don't exist or have never been done before. Innovation can be said as something that is more than just tangible things but also intangible things that are expected to have a broad impact on organizations in particular or society in general. Innovation will be successful if it is the result of the implementation and creation of product innovations, processes, service methods, policies and system innovations (Munawaroh and Mutiarin, 2019).

According to Putri and Mutiarin, (2018), Innovation is a prime subject in our time. In business and government, it is held to be essential in the face of the massive and complex problems and the rapid pace of change in contemporary society. Innovation is thought to be the way to harness the creative potential of the human race in order to survive, to progress, and to prosper.

According to Pirainen & Koski, innovation includes two system concepts, namely innovation in the narrow sense, by combining the functions of research and development, and in a broad sense, namely, it can be interactive and bottom-up,

including in all aspects of the economic structure and regulation of innovation (Imron, 2020). According to Wahono et al., (2018) Innovation is a creative activity that is needed in all economic sectors including the tourism sector. Innovation in tourism can encourage this industry to contribute to increasing people's income, as well as explore the potential that exists in tourist attractions.

According to Abdullah Sarif & Munib (2021) Innovation is defined as renewal, which comes from creativity and initiative in productive thinking. Innovation is understood as one of the thoughts of individuals to be able to be creative with new ideas they have. New ideas can have an impact on renewal that allows individuals to be competent and have different judgments from other individuals. Likewise with tourism, where innovation in tourism can create new conditions, which can increase visitor satisfaction, so that they feel interested in coming back (Wahono et al., 2018). In this regard, Weiermair & Pechlaner explained that innovation offers incentives to eliminate mass saturation, so that the tourism sector can increase its competition with other tourism sectors (Wahono et al., 2018).

Based on the above definition, it can be concluded that innovation is creative thinking created by individuals, based on new ideas that are in their minds, to allow for renewal,

development, and improvement of something that is being innovated, not least in tourism.

## **2. Tourism Definition**

Tourism is an activity carried out by individuals or groups to release tired and tired. According to Fauziah Eddyono (2021). Tourism is the study of people, not part of their habit, but of industries that respond to tourist needs, such as tourist destinations. Tourism is also defined as a journey, which means traveling from one place to another for a while to stop, and then return to the place of origin (Jalaluddin & Permatasari, 2021).

In the industrial world, tourism is considered important for increasing the country's foreign exchange earnings. The existence of tourist attractions in an area can also provide income to local residents, and even provide jobs for the community. For people who have a hobby of traveling, it is possible for them to travel from one destination to another to entertain themselves or maybe seek experience from the trip (Syamsu et al., 2019). In the other side, Fajarica, (2021) describes tourism as a tourist area that provides many facilities for people to enjoy natural scenery and vacations.

The scope of tourist destinations includes various things, such as culinary places, gift centers, parks, recreation areas and much more. Fulfillment of this destination aims to meet the



needs of tourists while in tourist attractions. Based on PP No. 50 of 2011 concerning the RIPPARNAS of tourism facilities including accommodation, restaurants, information centers and tourist services, immigration services, e-tourism kiosks, police & task force, souvenir centers, tourist directions, and landscaping (Anggarini, 2021). The large number of visitors requires tourist attractions to have standard operating procedures that have been determined, to support the tourist attractions themselves and tourists who come.

Based on this definition, it can be concluded that tourism is an activity or activity carried out by the community with the meaning of taking a vacation to a tourist place for a while, in order to unwind and be tired. Therefore, it can be understood that tourism innovation is an activity related to building, developing or developing a tourist destination in order to continue to be able to introduce and increase tourism potential in certain areas. Tourism innovation is carried out with the aim of eliminating mass saturation, so that the tourism sector can increase its competition with other tourism sectors.

#### **1.6.1.2 Tourism Dimension**

The tourism dimension is a measurement system found in tourism activities. According to Fauziah Eddyono (2021) In tourism

there are five dimensions that apply to international and domestic tourism, as follows.

1. Travel destination

Purpose is considered as the primary statement based on the desire to visit a recreation area. However, sometimes the individual can also determine where he is going without going through the destination.

2. Mileage

Mileage is the length of distance it takes to travel to a certain area.

3. Travel duration

The duration of the trip is the amount of time needed to travel, especially when traveling.

4. Place of residence

Tourism-related residences are places that individuals use to rest or spend the night while traveling. It can be a relative's house, hotel, motel, inn, company mess, campsite, and local resident's house.

5. Transportation

Transportation is a vehicle used to get to a tourist destination as planned, such as buses, private vehicles (cars or motorbikes), trains, planes, and ships.

### **1.6.1.3 Benefit of Tourism Innovation**

The tourism sector can provide benefits for local residents, regional income and even national deviation income. Therefore, to be able to continue to develop, innovations in tourist attractions should be carried out as often as possible. The benefits of tourism innovation are: (Fauziah Eddyono, 2021):

1. Tourism as a contributor to nature conservation.
2. Tourism as an economic incentive for communities and destinations.
3. Tourism can alleviate poverty, especially for local residents.
4. Places that become tourism can compete with other tourism businesses.
5. Tourism can create jobs for citizens

### **1.6.1.4 Implication of Tourism Innovation**

Tourism policy is a control method that shows government involvement in tourism development (economic, socio-cultural, and environmental aspects), Tourism policy is also defined as a set of resolutions, discourses, and systems driven by the government in collaboration with the private or social sector (sometimes ) in

ensuring the diversity of objectives related to tourism and industrial development are achieved (Albakeri, Mutiarin and Damanik, 2021).

The development of tourist attractions usually affects the surrounding conditions or circumstances. The positive implications of tourism that have been built and developed according to Fauziah (2021).

1. Develop local wisdom

Local people usually actively participate in fulfilling facilities and events that can be used as tourist facilities such as special food, dance, sculpture, painting.

2. Creating monuments of historical value

Historical monuments in the form of traditional architecture that are protected and maintained by the government, such as kingdoms, temples, and certain locations that have history

#### **1.6.1.5 Indicator of Tourism Innovation**

Innovation application can be linked to factor theory the success of innovation by (Bugge et al., 2018) which consists of 6 (six) indicators, namely :

1. Solo Destination Application Management by Dishubkominfo Solo

Governance is related to the government's role in the innovation formation process, including regulations that

underlie the creation of innovations as well as management that is created so that innovation can run smoothly.

2. Source of Innovation Ideas and Solo Destination application management

Sources of innovation ideas and management of Solo Destination applications include the creation of new services, policies, goals and concepts. Sources can come from internal organizations or external organizations as a step to optimize service quality.

3. The Innovation Culture of the Solo Destination Service in the form of habitual values and assumptions in the Solo Destination application

Innovation Culture can be defined as the values, habits, and assumptions held. Measures of innovation culture include support for and experience of the risks involved in innovation.

4. Capabilities and tools in Dishubkominfo Solo Destination

Ability and tools are factors to measure a success in innovation because it relates to the ability of the implementing apparatus in operating innovations, especially with regard to information technology, in this case training efforts are considered important for each implementing apparatus to minimize the risk.

5. Objective, Outcomes, drivers, and obstacle in Solo Destination Application

This indicator includes the goals to be achieved in the formation of innovation, the factors that emerge as the driving force behind the formation of innovation as well as the obstacles that occur during the process of implementing the innovation.

6. Collecting innovation data in a solo destination application

This indicator provides an overview of the method adopted by the organization in collecting information that can be used as a guide in determining the type of innovation. As well as implementing the renewal.

## **1.6.2 Tourism Satisfaction**

### **1.6.2.1 Definition of Tourist Satisfaction**

Tourist satisfaction according to Severt is defined as a customer's assessment of his travel experience which includes product or service features that meet the wishes of tourists (Destiana, 2019). Satisfaction can mean a response to the fulfillment of individual desires or expectations regarding the tourist sites visited. This is in the form of a positive mental state from tourists regarding the travel experience they get when they are at a tourist location for a while. According to Hanif et al., (2016) Tourist

satisfaction is a measure of individual feelings, it can be a feeling of disappointment or pleasure, if the customer is satisfied then this action can have an impact on customer loyalty. Because these sizes can be used as material for consideration or assessment of the tourist attractions they visit.

Another definition of customer satisfaction can be interpreted as behavior that includes image, attitude, perception, satisfaction with the tourism activities carried out, to then intend to make a repeat visit (Yuningsih et al., 2021). This satisfaction arises when the expectations and expectations go according to what the individual thinks. They are satisfied with the services and attractions they visit, therefore, implementing good tourism services and concepts is important for a tourist location. Good management can trigger the desire of tourists to come and do tours. According to Pradini & Diva (2022) In customer satisfaction there are four important variables, namely, price, promotion, product, and location. These four variables have been shown to have a positive effect on customer satisfaction.

Based on the definition, it can be concluded that customer satisfaction is a feeling as well as a perception of tourists' ratings of the tourist destinations visited. This can be in the form of a good or bad assessment, if it is good then it is likely that tourists will recommend tourist attractions to people around them or maybe

make repeat visits. On the other hand, if they are not satisfied, usually tourists will not make repeat visits.

### **1.6.2.2 Tourist Satisfaction Factors**

Factor is anything that can affect. With regard to customer satisfaction, the factors in customer satisfaction according to Supranto in (Supriyadi & Komara, 2020) is as follows.

1. Service, which includes the presence and ability of employees to work and serve tourists.
2. Service responsiveness, in the form of employee responsiveness in meeting tourist needs.
3. Accuracy of service, in the form of punctuality or employee responsibility in meeting customer needs.
4. Service professionalism, namely the skills and abilities possessed by employees in serving tourists.
5. Overall satisfaction with service, namely overall satisfaction related to what tourists feel about the services received.
6. Overall satisfaction with the goods, namely overall satisfaction with the facilities and goods found in tourist attractions.



Besides that, Arlinda et al. (2021) mentions that in meeting customer satisfaction, the factors that need to be understood by tourism managers include:

1. Accommodation, is everything provided to meet the needs of tourists such as transportation, places to stay, places to eat, and so on.
2. Natural environment, is an environment formed from natural processes, in the form of atmosphere, natural scenery that can attract the attention of tourists to visit. Natural environment destinations for traveling, for example, mountains, rivers, forests.
3. Social environment, is the condition or social situation found in tourist attractions. The social environment that currently attracts the attention of tourists to do tourism is the rural environment.

### **1.6.2.3 Dimension of Tourist Satisfaction**

The dimension of tourist satisfaction is a measure of measuring customer satisfaction. The dimensions of tourist satisfaction according to Maria universally are (Susanto, 2019)

1. Attributes of the product, including the determination of the value obtained by the price, the

reliability of the product to determine satisfaction, and the benefits or benefits of the product.

2. Attributes of the service, including the promised warranty, the process of fulfilling the service or delivery, as well as the problem solving process.
3. Attributes of the decision, including the decision to buy or vice versa. This includes the ease with which tourists can get information, the courtesy of employees, and the influence of the company's reputation.

#### **1.6.2.4 Indicator of Tourist Satisfaction**

Indicators are measures that can be used to determine the success of something. With regard to customer satisfaction, indicators on customer satisfaction are (Ryanda & Wulansari, 2021).

1. The achievement of the expectations or goals of tourists, while traveling.
2. The fulfillment of the needs of tourists, while in tourist attractions.
3. The achievement of the wishes of tourists.
4. Tourists are interested in using the products and services again.

5. Travelers recommend products services to others

### **1.6.3 Tourism Technology**

#### **1.6.3.1 Definition of Tourism Technology**

Technology is defined as a device that individuals use to support their lives in collecting, processing, and exchanging information with other individuals (Irfan et al., 2019). According to Pai et al. (2020) Tourism technology is a smart device in the context of the tourism industry that can maximize the value of tourism resources and generate great social and economic benefits. Currently, technology has become a trend in society, especially in knowledge of information about various tourist spots in the world. According to Komalasari et al. (2020) Tourism technology is one form of innovation that is important for the development of life at this time. Technology can combine many media features, and help individuals sort out tourist destinations that tourists want. Um & Chung (2019) mentioned that tourism technology is important for the development of tourist attractions because it can strengthen tourism competitiveness and maximize visitor satisfaction.

In line with Lee et al. (2018) that tourism technology can contribute to the development of tourist destinations. This provides a real experience for visitors, where they can easily access information about the tourist attractions they want to visit. That way, they can enjoy the trip to their destination more relaxed and relaxed.

Through tourism technology, tourists can also interact, such as having real-time conversations via direct messages with operators at the destination, providing comments or ratings. (Lee et al., 2018).

Based on the explanation above, it can be concluded that tourism technology is an attribute or smart device that is useful for tourists to access information about the tourist destinations they want to visit. In addition, it can also affect the value of tourism resources and generate great social and economic benefits.

### **1.6.3.2 Benefit of Tourism Technology**

The existence of tourism technology is proven to increase the development of the tourism sector. According to Pai et al. (2020)

The benefits of tourism technology are.

1. Tourism technology can maximize the value of tourism resources and provide benefits to the social and economic conditions in a region.
2. Technology and provide convenience for tourists to access all tourist needs, such as hotels, airports, self-help locations, tour guide systems, and maps to get to tourist sites.

3. Tourism technology provides memorable experiences for tourists, because they can easily get information about accommodation destinations and attractions.
4. Tourism technology creates opportunities for new developments for tourist destinations. Because through technology, managers can directly see the ratings given by tourists.

### **1.6.3.3 Implication of Tourism Technology**

Tourism technology in the tourism sector is able to provide significant changes and improvements. According to Hermawan (2019), the presence of tourism technology has an effect on people's lives. The implications of tourism technology are:

1. Improving the quality of tourism, namely the provision of tourism facilities and services.
2. Make it easier for tourists to access information about tourism by using a digital system that can be used anywhere and anytime.
3. Develop the tourism sector to an international level, in accordance with certified standards, and in accordance with the regulations set by the government.
4. Improve tourism branding.

## **1.7 Conceptual Definition**

### **1.7.1 Tourism Innovation**

Tourism innovation is the development of the tourism sector in certain location areas, which aims to promote the tourist location. In order for its development to run optimally, it is necessary to have the participation of various sectors of interest which include the community, central government, local government, and the private sector.

### **1.7.2 Tourism Satisfaction**

Tourist satisfaction is an important factor that needs to be considered by business managers to provide good service, loyalty, and trust to tourists. That way, it can also directly affect the good value and quality of tourist attractions, products or services that provide tourism-related products or services.

### **1.7.3 Tourism Technology**

Technology is defined as a device that individuals use to support their lives in collecting, processing, and exchanging information with other individuals. Tourism technology is one form of innovation that is important for the development of life today. Technology can combine many media features, and help individuals sort out tourist destinations that tourists want. In line with Lee et al. that tourism technology can contribute to the development of tourist destinations. This provides a real experience for

visitors, where they can easily access information about the tourist attraction they want to visit.

### 1.8 Operational Definition

The operational definition in this study is the definition of tourism innovation & tourist satisfaction.

As well as the definition of the influence of the independent variable which is the element of tourism on tourist satisfaction which includes the dependent variable. Based on the independent and dependent variables, the formulation of the research problem.

Table 1.4 Formulation of the Research Problem

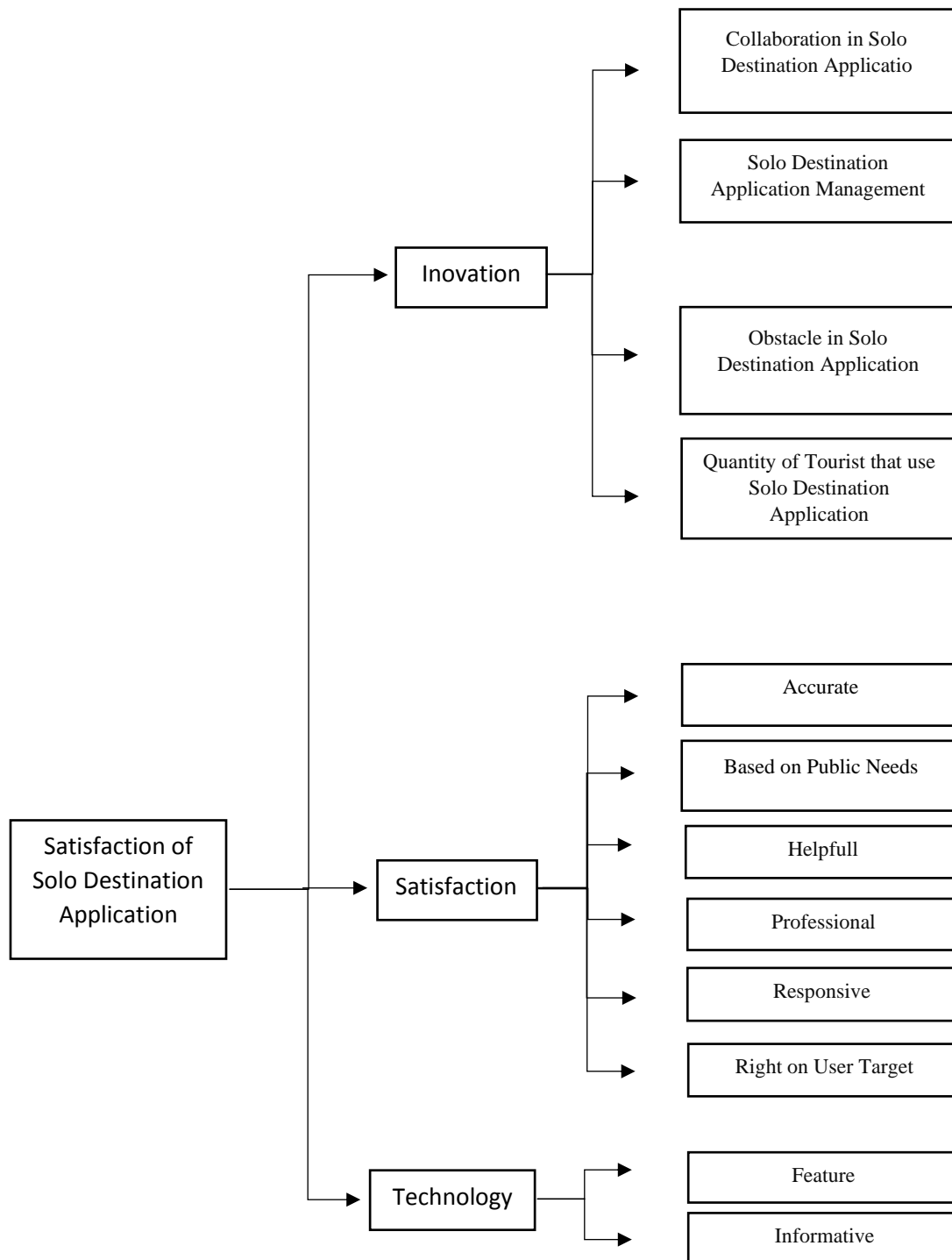
Variable	Indicators
Inovation	Collaboration in Solo Destination Application
	Solo Destination Application Management
	Obstacle in Solo Destination Application

	Quantity of Tourist that use Solo Destination Application
Satisfaction	Accurate
	Based on Public Needs
	Helpful
	Professional
	Responsive
	Right on User Target
Technology	Feature
	Informative



## Framework

Table 1.5 Framework



## **1.9 Research Methods**

### **1.9.1 Research Methods**

The method in this study uses a qualitative method. The purpose of using qualitative research methods is to explain and describe in detail about Tourism Satisfaction Innovation Using the Solo Destination Application, which will be examined through research respondents, namely the people of the city of Solo and tourists who use the Solo destination application, both local and foreign tourists. Qualitative research methods are research methods that focus on explaining an activity or event (Neuman, 2014). Activities and events that occur at a time or in a place that involve many people, are then researched and written into notes in the form of writing, pictures, symbols, and so on..

In connection with this research, qualitative research methods will be used to explain explicitly, through broad thinking, from the data that has been found during the research. The data collected is analyzed in the form of pictures, symbols, interview results and so on

### **1.9.2 Research Approach**

This research approach uses a descriptive approach. The descriptive approach was chosen because in this study, the researcher wanted to analyze data on data in the form of words, sentences, pictures, recordings, and situations in the study in the form of narrative descriptions. So that it can

make it easier for readers to understand the meaning of the research conducted. According to Samsu (2017) Descriptive qualitative research is research by exploring or clarifying a symptom, phenomenon, or social situation in accordance with the existing reality. Based on this, through descriptive qualitative, the researcher will try to see the events, situations, and conditions that occur in the field, and then illustrate as they are in the form of a description.

### **1.9.3 Research Location and Time**

The research location is where this research was conducted. The research location was conducted in the city of Solo, Central Java Province. The time of the research will be in 2023.

### **1.9.4 Data Source**

Research data sources are all things related or needed in research. Sources of data in research can be objects, things, people, places, situations, and events that occur (Samsu, 2017). In research, there are two types of data sources, namely primary data and secondary data (Samsu, 2017). In relation to research research, data collection through primary and secondary data is also used, as follows.

#### **1.9.4.1 Primary Data**

Primary data is data obtained directly from the main source in the study. This can be obtained through the results of interviews

with respondents. Respondents in this study were addressed to stakeholders, namely stakeholders who have a relationship with the application of the Solo destination which includes the community, local government, and the news platform.

Table 1.6 Primary Data

<b>No</b>	<b>Stakeholders</b>	<b>Responden</b>	<b>Data Research</b>
1	The Community	Local Tourist	Satisfaction
2	Local Government	Communication and informatics office	Innovation, Technology
		Culture and tourism office	Innovation, Technology
3	News Platform	Media platforms that cover Solo Destination Application	Innovation, Technology, Satisfaction

#### **1.9.4.2 Secondary Data**

Secondary data is data obtained through a second source, which is useful to support the main research data. Secondary data can be obtained through documents, photos, files, agendas, blogs, internet reviews, and other notes related to the research theme. The secondary data used in this study are.

Tabel 1.7 Secondary Data

No	Respondent
1	Recap document for Solo Destination Application users in 2021/2022
2	Documents for the 2021/2022 Solo Destination Application Collaboration with the Private Sector
3	Reviews on the Solo 2021/2022 Destination Application

### **1.9.5 Data Collection Technique**

Data collection techniques are the methods used to obtain the desired data. In qualitative methods, data collection can be done through interviews, observation, & documentation (Sekaran, And, & Bougie, 2016). However, in this research, it will be done through interviews and documentation.

#### **1.9.5.1 Interview**

Interview is a data collection technique by giving questions to respondents conducted by researchers. The aim is to obtain information directly, relating to Tourism Satisfaction Innovation Using the Solo Destination Application. In this data collection

technique, the first step is to make interview guidelines, to make it easier for interviewers to conduct interviews with respondents. The respondents in this interview data collection technique are :

1. Solo Society
2. Local Tourist
3. Communication and Informatics department
4. Culture and tourism department
5. News Platform

#### **1.9.5.2 Documentation**

Documentation is a data collection technique using data contained in internet access, books, documents, magazines, letters, newspapers, news, agendas, video clips, and so on. Documentation by Samsu (2017) expressed as a technique for collecting data from non-human sources, which is quite useful for complementary research because it is easy to obtain and accurate.

Data collection techniques through documentation in this study were carried out using, Recap documents for users of the Solo destination application for 2021/2022, collaboration documents for the Solo destination application for 2021/2022 with the private sector, and a review on the Solo destination application for 2021/2022.

### **1.9.6 Data Analysis Technique**

The data analysis technique is the interpretation stage of the data that has been successfully obtained in the research process that has been carried out. The data that has been collected is then analyzed to describe it descriptively, in order to obtain conclusions from this research. In addition, in the analysis process, categorization, data structuring, manipulation, and summarization will also be carried out to obtain answers to the problem formulations previously made (Samsu, 2017). Data analysis techniques in this study were carried out using analytical techniques according to Miles & Huberman, which included data collection, data reduction, power display, and drawing conclusions (Sekaran et al., 2016).

The explanation of the above scheme is as follows

#### **1. Data Collection**

Data collection is the process of collecting data. In this study data collection was done through interviews and documentation.

#### **2. Data Reduction**

Data reduction is the process of selecting, focusing data, simplifying data, abstracting data, and transforming raw data into complete data. For example, data from interview recordings is converted into narrative form (interview transcripts), to facilitate the analysis process.

#### **3. Data Display**

Data display is an attempt to assemble the information obtained from the data that has been collected, namely through interview transcripts and documentation. The data is then narrated in a neater form into the text.

#### 4. Conclusion

Conclusion is the last step taken to formulate answers in research. Conclusions can be in the form of the researcher's thoughts or the results of interpretations of the research carried out, which are also adapted to the data obtained in the study.