YOGYAKARTA CITY AS A SMART DESTINATION TOURIST

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Abstract

The application of smart cities has become a trend in regional planning in Indonesia. The current state of urban development planning is more focused on environmental and social sustainability aspects that are directly related to urban problems. such as the decline in the quality of public services, the reduced availability of land settlements, road congestion, difficulty finding parking spaces, increased consumption of energy, waste pollution, increased crime rates, and other social problems. Thus, to be able to solve these problems, planning is needed. One of the smarter developments involves smart cities. One of the development sectors that has become a priority in the last five years is the tourism sector. In the field, tourism is known as the "smart tourism" concept. In the Indonesia Smart City Index Year 2018, the city of Yogyakarta is ranked third in the medium city category. As a result, this research will ultimately determine Yogyakarta's readiness as a smart tourism destination. This research is based on three variables, namely, smart service, smart marketing, and smart service management. In this study, the researcher used a qualitative descriptive analysis. Study This study was conducted from July 30 to August 10, 2019. Participants in the study It is divided into two, namely, enterprise and government. Enterprise participants include Museum Fort Vredeburg, Smart Park, Aisya Tour, Zaza Tour, Cabin Hotel, Paku Mas Hotel, Hamzah Batik, Beringharjo Market, and the government, namely the Yogyakarta City Tourism Office. Results from this study show that enterprises and governments are still not ready to become smart tourism destinations. The results of this study are expected to be an input for the enterprise and the government in the city of Yogyakarta to be able to implement smart tourism in the future.

Keywords: Smart City, Smart Tourism, Smart Tourism Destination, Smart Service, Smart Marketing, Smart Management.

A. INTRODUCTION

Nowadays, the implementation of smart cities has become a trend in planning regional development in Indonesia. According to Puspitawati (2016), the government and industry in various regions are already aware of and excited about the formation of a smart city in the area. Planning conditions for urban development are currently more focused on environmental and sustainability aspects of today's problems directly related to urbanization. As a result, sustainable development addresses global issues such as declining public service quality, the availability of residential land, congested highways, the difficulty of finding parking, increased energy consumption, waste pollution, rising crime rates, and other social issues. The problem just mentioned cannot be resolved quickly if we are still using the same development pattern. To be able to solve the problem, smarter development plans for them through the smart city are required.

A city that applies the smart city concept can also be a tourist destination, which is studied more deeply in the concept of smart tourist destinations. Thus, smart cities act as a ladder for the establishment of smart tourism destinations. A smart tourism destination is a smart city that utilizes information technology and innovation to enable fun and memorable experiences for tourists. Therefore, it is clear that smart tourism is part of the foundation of smart cities.

Boes et al. (2015) define smart tourism destinations as places that use tools and equipment technology techniques available for enabling demand and supply together to create value, pleasure, and experience for tourists and wealth, profits, and benefits for organizations and their goals. Kangli (2015: 116) mentions that the true meaning of a smart tourism destination is to focus on and take care of tourists' personal needs by combining ICT with casual culture.

The city of Yogyakarta has a vision as a city of quality education, character, culture-based tourism, and the center of environmentally friendly services and the people's economy. To make it real The vision is that the Yogyakarta city government will make a smart city roadmap in 2016. In the smart city roadmap, Yogyakarta mentioned that the focus of Yogyakarta's smart city development is on three things: smart culture, smart tourism, and smart education. Yogyakarta's city smart tourism has three main goals that must be met: the number of tourists, the length of their stay, and the amount of money spent. According to the UGM PSPPR Team, the work agenda for Yogyakarta smart city development is divided into two stages, namely short-term and medium-term, with priority development on smart tourism destinations. To make a destination a smart tourism destination, it is necessary to have a system called a smart tourism system.

According to Kangli (2015: 127), the smart tourism system has three main components: the first is the smart service, which provides tourists with all processes customized and convenient service. The second is smart administration, which refers to industrial surveillance activities, tourism, and company management tourism based on smart infrastructure cities. The third is smart marketing, namely the process of sending information in the form of text, photos, videos, and products from tourism companies about destination tourism to potential tourists through various media and transmission channels and realizing publicity and marketing tourism products and destinations with various software for intelligent cell phones. The three elements above both produce and use patterned data: collection, exchange, and processing. Based on various variables from the smart tourism system that has been mentioned, researchers found that the city of Yogyakarta has the opportunity to be a smart tourist destination.

B.   RESEARCH METHOD

This study employs both qualitative and descriptive analysis. Qualitative research can be defined as a process investigation to understand a social problem based on the formation of a complete holistic picture with words, detailed reporting of informant views, and compilation in a natural setting.(Silalahi, 2010:77)

Data for this study were collected between July 30, 2019, and August 10, 2019. Participants in This study is divided into two sections: enterprise and government. Participants' enterprises include the Castle Museum Vredeburg, Smart Park, Aisya Tour, Zaza Tour, Cabin Hotel, Paku Mas Hotel, Hamzah Batik, Beringharjo Market, and for the government, namely the City Tourism Office Yogyakarta. In this study, researchers used data collection techniques by way of interviews. The results of the interview were then analyzed in stages, namely data reduction, data presentation, and conclusion.
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C.   RESULTS AND ANALYSIS

This part consists
1.   Enterprise
   a.   Smart Service
      1)   Fort Vredeburg Museum
            Fort Vredeburg Museum Location: It's already in the GPS, so tourists can access information about the location of this museum. But the manager of this museum has not

provided text instructions, photos, or videos about travel information for tourists who visit, but if tourists want to get tourist information around Yogyakarta City, they can ask the tourist information center.

To be able to enter this museum, visitors need to buy a ticket at the counter, and if tourists want to give criticism and suggestions, they can write in the guest book, but according to the concept of the smart tourism system, tourist destinations are said to have to implement a smart tourism system if tourists can do online reservation and payment, making it easier for tourists to get the ticket. Not only must reservations and payments be made online, but also criticism and suggestions.However, the management of this museum has planned to implement the system.

The management of this museum provides easily accessible complaint service to tourists through social media, SMS, and telephone, or you can go directly to the official website (vredeburg.id). On the website, tourists can also access interaction services and consulting related to information about the museum itself.

Results of interviews with parties at the museum show that the Museum Vredeburg Fortress has already delivered smart services in several aspects, but there are still aspects that haven't been implemented, such as providing tourist information and directions online, receiving criticism, and making suggestions that are easily accessible.

2) Smart Park

Smart Park is already in GPS, so information about its location can be accessed online. Smart Park Manager provides instructions in the form of posters about tourist information for tourists who visit, but even the posters require a deposit from another tourism company, such as hotels and travel agents.

Ticket purchase reservations at Smart Park can be accessed on the website tamanpintar.co.id, but only for one tourist attraction, namely the square-oval attraction. A manager is in the process of adding tickets that can be purchased through the website, not only from the website but also planning to make an app special for reservations and purchasing tickets online.

To provide criticism and suggestions, visitors can directly do so via the suggestion box, email, or social media. If tourists want to consult with management, they can directly contact them via social media.

Results of interviews with parties at Smart Park show that this tourist spot has provided service according to the smart theory tourism system, but there are still aspects that have not been fulfilled, namely providing a tourist information guide in the city of Yogyakarta.

3) Aisha Tour

As a travel agent, already should provide instructions tourist information for tourists, but only the form of information more views now. Aisya tour already provides tourist information through online media, print media, and also conventional directly to the traveler. The form is already photos and videos via Instagram @jogjatour_aishatransport and also a website at www.mubengjogja.com, and also in the form of photos and text use print media to get conveyed to all.

The location of this travel agent is already available found on google maps to make it easier for tourists who want to visit. To make a reservation online, tourists can direct contact social media or websites. If tourists want to give criticism or suggestions

can also directly through google business owned by the travel agent. In terms of service, Aisya Tour already meets the smart service criteria.

4) Zaza Tour

The location of this place is already accessible from Google Maps, so tourists can reach it easily. This Zaza tour already provides a tourist information guide in the form of tour packages and all its supporters, such as hotels, restaurants, transportation, and other products related to tourism that support tourist activity. Information hint The tour can be seen on the website, www.zazatourjogja.com, or you can go through social media, such as Instagram and Twitter, listed on the website.

Tourists can be contacted directly by email or social media for reservation and payment of the tour package that you want to sell them; payments can be made via transfer. To provide criticism and advice, you can already go online via Google Reviews or directly via Whatsapp. If tourists want a consultation with the travel agent, they can make a call via WhatsApp.

5) Hotel Cabins

Cabin Hotel has four branches around the city of Yogyakarta; the location of the hotel is already in the GPS. Every hotel also provides tourist information at the front desk in the form of catalogs, text and photos, and hotel videos on social media.

This hotel has partnered with an online travel agency (OTA) so that tourists can make reservations and pay online using OTA applications. for criticism and suggestions from visitors, usually through guest comments, and can also go through a review in OTA applications. If tourists want to wonder, this hotel side will also provide a later map recommending several tourist sites around the city of Yogyakarta. For service complaints that are easily accessible by tourists, the hotel provides guest comments, which are then sent to visitors who make a complaint via WhatsApp.

6) Paku Mas Hotel

The location of this hotel is already on Google Maps. The hotel provides tourist information to tourists through brochures and leaflets at the front desk; there is also tourist information on the hotel's Instagram. The forms of tourist information are far too comprehensive, ranging from text to photos to videos.

Paku Mas Hotel has also cooperated with OTA so that reservations and payments can be made directly through the OTA application. If tourists want to give criticism and suggestions, they can do so through guest comments, or they can review via OTA and Google reviews. This hotel also provides service interaction and consultation through the front office so that tourists can wander. The hotel will call visitors who make complaints and will follow up immediately through easy access to complaint service via written guest comments.

7) Beringharjo Market

Beringharjo Market's location already exists on GPS. Market manager Beringharjo hasn't yet delivered a tourist information guide. Part of a small shop in this market can already receive payment electronics such as OVO and Gopay, but there are still stores that haven't applied.

For criticism and suggestions, visitors can directly contact the market manager, Beringharjo, via WhatsApp. If visitors want to inquire about this market, they can come directly to the marketing office on the 3rd floor. Complaint service is still provided traditionally in this market by coming to the office to file a complaint.

8) Hamzah Batik

Tourists can already search for Hamzah Batik's location on Google Maps. Here we have provided instructions for tourist information in the form of tourist maps. Social media takes the form of text and photos, particularly videos.

Hamzah Batik is more than just a souvenir shop; it also has a tourist attraction on the third floor, and reservations can be made online through social media or even a bank transfer. Visitors who want to provide feedback and suggestions can do so via SMS, phone, email, and email on social media. Hamzah Batik's party, too, provides interaction services and consultation with visitors but is still verbal. Visitors can also contact the owner directly if they have a complaint.

b. Smart Marketing

1) Fort Vredeburg Museum

Fort Vredeburg Museum has carried out marketing activities online or offline. Online marketing is carried out through social media (Facebook, Instagram, Twitter, and YouTube) and websites (culture.kemdikbud.go.id/vredeburg/ and vredeburg.id). Whereas offline marketing activities are carried out through exhibitions and outreach, regular exhibitions are aimed at publication, education, and cooperation with the community.

Fortress Museum Manager Vredeburg has also taken advantage of smarter travelers by providing related e-books to the museum that can be found during exhibitions, and all of the material about the museum already exists completely in the e-books of them.

As a step in innovation activities for museum promotion, the manager is already planning to make a SIGI (Digital Information System) application. The application can later be downloaded by visitors via the Play Store. Besides, SIGI can also be used to scan the barcode around the museum; later, from the scan results, a documentary video (2D and 3D) from the museum will appear.

2) Smart Park

Smart Park has engaged in both online and offline marketing activities.Online activity marketing is done by the manager of Smart Park via social media sites such as Facebook, Instagram, Twitter, YouTube, Pinterest, and the Clever Garden website. Unfortunately, the management of Smart Park said that some of their social media accounts have not been managed optimally. As for offline marketing, see Smart Park promoting newspapers, magazines, journalists, word-of-mouth marketing, and promotional programs such as soft promotion (through events) and hard promotion (direct invitation).

Responding to the times and changes in the behavior of tourists who are getting smarter and more mobile, Smart Park parties use the blast promotion technique (sponsor) through mass media and online media.

The Smart Garden Manager has also innovated in activity promotion, namely by making videos that are 3-dimensional (3D) and 4-dimensional (4D), which can be seen through virtual reality (VR) devices and have a 360-degree field of view. Visitors can use virtual reality devices privately and then download the video promotion through the Smart Park website. Visitors can view videos of the promotion from the place of origin,

so they can see multiple zones and rides in the Smart Park. However, unfortunately, this innovation has not reached all the rides in the Smart Park.

3) 3) Aisha Tour

Aisha Tour in running the business has carried out activities and promotions both online and online offline. In online marketing activities, Aisha Tour is using social media namely Instagram, the Aisha Tour website, Google Business, and Whatsapp. While in offline marketing Aisha Tour made a brochure that then shares with other people. Aisha Tour is still planning to take advantage of tourists who getting smarter. So that innovation in There are no promotional activities yet.

The use of social media leading and the website is still Aisha Tour's mainstay in activities the promotion. So that the application of smart marketing in this line of business is yet maximum.

4) Zaza Tour

In doing online marketing, Zaza Tour utilizes e-commerce services such as Lazada, Bukalapak, and Tokopedia. However, Zaza Tour claims that the service is underutilized because it necessitates product adjustments.Zaza Tour uses word-of-mouth marketing, booklets, flyers, and brochures for offline marketing, though these are considered less effective.While more promotional activities can be carried out effectively through exhibitions or travel markets,

Zaza Tour takes advantage of travelers who are getting smarter and keeps in touch with tourists, striving to provide the best services. Zaza Tour considers that today's tourist intelligence can be seen in the habit of uploading experiences on social media. Evaluation travelers on the internet are very important and affect the reputation of companies. Zaza Tour strives to maximize its services to avoid bad reviews from travelers.

Zaza Tours has innovated in promotional activities through location-based marketing activities, but the results are considered less good. Zaza Tour is still planning innovative marketing activities as of now.

5) Hotel Cabins

Cabin Hotel already makes use of online marketing and e-commerce services like Traveloka, Pegipegi, Booking.com, Agoda, Tiket.com, Airbnb, and its own website.This marketing strategy is aimed more at the middle and lower classes.Whereas for offline marketing, cabin hotels do direct promotions; for example, guests staying here will learn how to get gifts at roulette.

Cabin hotels take advantage of travelers who are getting smarter by responding to potential customers and customers quickly and precisely. Cabin Hotel has innovated by showing photos and videos about products and services available at Cabin Hotel through multiple accounts on social media and OTA applications.

6) Paku Mas Hotel

Paku Mas Hotel is a hotel with three stars in Yogyakarta City. Nail Mas The hotel is already marketed online through OTAs like Traveloka, Tiket.com, Booking.com, and Pegipegi. The intended target market leads to families. Paku Mas Hotel engages in offline marketing activities such as tabletop, business-to-business partnerships, and tourism events (including marketing from service tourists),The target for the offline market is the company.

In order to take advantage of tourists who are getting smarter, Paku Mas Hotel always provides the latest information about its services and products through social media. The information is usually in the form of product photos, promotions, and prices. But this hotel is not yet innovative in activity promotion because it has not yet led there.

7) Beringharjo Market

Beringharjo Market Management has carried out smart marketing activities both online and offline. Online marketing is done by Beringharjo Market Management through social media and its own apps under the name Beringharjo Business Center. The application can be seen by tenants who sell at Beringharjo Market. However, because it is still in the development stage, the process of buying and selling transactions has not been completed.whereas offline marketing activities are carried out by the management via radio, magazines, newspapers, and certain events.

In order to take advantage of tourists' increasing intelligence, Beringharjo Market is already planning to open buying and selling services through e-commerce sites such as Bukalapak, Tokopedia, etc. Innovations were made in promotional activities, namely making online shops easier to access for tourists. From the results of the interviews with management, Beringharjo Market has implemented marketing aspects but still needs to maximize them.

8) Hamzah Batik

Online marketing that has been done is limited to advertising on social media and websites. For offline marketing, use flyers. The method takes advantage of the increasing number of tourists; Hamzah Batik started advertising on the Internet. The shop is still planning to innovate in its promotional activities.

c. Smart Management

1) Fort Vredeburg Museum

The museum has collaborated with Telkom, so the artifacts in this museum are designed to be accessed through online applications. Visitors can download the application, which uses augmented reality to scan existing barcodes in the museum, and a text description of the artifact will appear. In this museum, the digital map is not yet available. The museum has already focused on using e-tickets and is in the process of manufacturing them, and QR Codes have already been implemented. Castle Museum Management This Vredeburg has also benefited from an integrated information system, so all employees who work here must download the app later. Each employee has a job desk. This museum also cooperated with the tourism industry through mutual promotion.

2) Smart Park

Tourism services and experiences interact in each zone's "smart park" props, which were created interactively using ICT, a combination of technology and interaction. Folder Digital Parks related to Smart Parks are available on a website that looks like a poster, so every ride location that's here is written on the map. E-tickets can be purchased through the website, and the QR code is already on every ride. The Smart Park is managed by three sectors: BLUD business stylist housekeeping, service & development, and public relations cooperation and marketing. Each division has its own SIM, and each SIM serves a different purpose. Smart Park already works with others in the tourism

industry, including hotels, attractions, other tours, Jogja bikes, travel agencies, and the media.

3) Aisha Tour

In planning/packaging products, sales and cooperation with suppliers here, Aisya Tour deals deals or makes collaborations via email, so this travel agent sent offer and establish cooperation via email, but if for example tourists want to order usually still via Whatsapp or telephone. Management Operation Aisya Tour has website, cooperation is also for services increase the sale, report to order data statistics per month sent to this travel agent by an outside team (sales service). The new technology used for simplify the operational process and business here, namely use the website, if tourists want to see the types various packages and custom it's on the website, you can also order directly via the website or social media.

4) Zaza Tour

In planning/packaging products, sales, services and cooperation with suppliers here is still produce yourself, this travel agent still counting the break even point, is it profitable to work as a individual or take from supplier other. For operational management here it's still 90% manually enter the database. In applying technology latest, Zaza Tour is more improve communication with customers, and convince customers to prefer to buy a package tours in this company.

5) Hotel Cabins

Air Conditioning and Illumination the system is still roomy. fire alarms still not implemented here because indeed this hotel is not too big size, but has a fire extinguisher tube. The communication system here is still using Whatsapp, for a computer system already exists. An information management system has also been applied. Wiring and prevention system here already exists, and has 2 sources of electricity, one from PLN and the other from the generator.

The hotel system is already integrated, even with 3 other branches too already connected in one management. Due to the size of the hotel the small one, then the computer room is here also not needed, but UPS and a lightning protection system are already available. Smart control and e-card the system here has not been used, but some hotel branches already planned. For television here already using Cable TV, however, movie requests (VOD) can't. Public broadcasting here using the TV installed in the waiting room. For multi-media, The inquiry system doesn't exist yet but it's done want to go that way, and for the remote, the video conferencing system is here indeed there isn't any.

6) Paku Mas Hotel

The air conditioner and lights here are still units and still ordinary. Here the fire alarm has not been installed, and still using a fire tube. Communication and computer systems already implemented, can be by remotely too, so anywhere can be checked by the manager. Information management system already exists. For wiring and prevention system doesn't exist yet, but there is an indicator light, so when the light is on, it means there is something problematic and later part of engineering will come down right away handle. The system is here too integrated.

There is a computer room, UPS is available on every computing device, and already there is a lightning rod. Smart control and The e-card system have not been used, because if you want to use them you have to overhaul them from scratch. Here also

already using cable TV or satellite, but Video on Demand (VOD) is still not available. Public New Broadcasting System wants planned to be made. Multi-media Inquiry system for public businesses used for guests already yes, but only at the front office and the same restaurant. And for video remote, the conference system here doesn't exist yet and still a manual meeting room, but equipment for meetings is available.

2. Government
   a. Smart Tourism Administration
      1) Management of Tourism Enterprises
         a) Eliminating The Existing Defects and Chronic Diseases in Tourism Industry
            Yogyakarta City Tourism Office already grouped industries conventional tourism and the ones that are already digital, most of the tourism industry in Yogyakarta City the big ones are already using digital, but there are some industries tourism is like a tourist house has not used a digital system.
         b) Promoting Reform, Development,
            Transformation and Upgrade of Traditional Tourism Enterprises Already gave directions to tourism business services for using technology, name the program is guidance and supervision, such as business socialization tourism services, later every business tourism that has followed and is up to standard will get a certificate from the government.
         c) Encouraging Tourism Enterprises to Produce and Develop Smart Tourism Products
            If the government is not here yet give it because the plan tourism planning master is still in the process of making smart tourism.
      2) Administration on Tourist
         a) Paying Attention to Tourists' Personalized Demands
            The Tourism Office has made tourist characteristics research and split it in half, for tourists foreign countries prepared special tours such as Kampung Bule Prawirotaman, while for domestic tourists, the government prepared some tourism for mass tourism.
         b) Providing a Convenient Experience for Tourists
            To enhance the experience of tourists, the city government of Yogyakarta created an app called Jogja Smart Service (JSS) accessible to all people, in the application, there is information related to the City of Yogyakarta.
         c) Mastering Tourists' Dynamic Information
            In understanding tourists, the government has followed information development/change such as adjusting market segmentation and changing the way of promotion from conventional to digital in collaboration with PHRI, ASITA, HPI, and print media.
         d) Safeguarding Tourists' Safety
            For security at every location, each UPT has been prepared by the government. There is also news on the Yogyakarta City Service website and the Jogja Smart Service application.
   b. Smart Tourism Service
      1) Public Information Services
         a) Tourism Public Information Service Platform
            The government has played a role highest to provide a platform that contains all related information for tourists.

          b) Providing Smart Services of Tourism Public Information

             The government has provided a platform that contains information for tourists, namely through the Jogja application Smart Services.

    2) Complaining And Suggestion Service

        All suggestions & criticism sent by tourists through the website or JSS application will be responded to directly by the government, each service has its respective roles and will solve the problem depending her job.

c. Smart Tourism Marketing

    1) Smart Tourism Planning

        The tourism office hasn't made a plans related to smart tourism, and new will add in RIPPARDA next.

    2) Industrial Supervision Platform

        The Tourism Office accepts criticism & suggestions depending on the urgency, if it's an emergency it will be immediately handled for a maximum of 1x60 minutes, and for non-emergency will be handled 1x24 hours.

    3) Infrastructure Construction

        In adding data information on tourist characteristics, Service Yogyakarta City Tourism in collaboration with the tourism industry, HPI, PHRI, ASITA, and the media.

    4) Public Information Service

        The tourism office provides services and information related to tourism in TIC, government recruits workers specialized in that field. All Information related to tourism is also available on Tourism Department website

D. CONCLUSION

1. Conclusion

Based on the results of research that has been described earlier, the researcher conclude the readiness of the smart tourism system in the city of Yogyakarta as follows:

a. The condition of the smart service that has been implemented by the enterprise and government in the city of Yogyakarta is still not implemented properly because there are still main conditions that have not been fulfilled by some enterprises, related to providing instructions, tourist information, and providing interaction and consulting services for

b. The condition of smart management that has been implemented by the enterprise and government in the city of Yogyakarta is still not implemented properly because some enterprises and governments have not fulfilled the following main conditions: providing digital maps, cooperating with other tourism industries, conventional hotel facilities, operational management that is still manual based, not yet implementing the latest technology, and providing

c. The condition of smart marketing that has been implemented by the enterprise and government in the city of Yogyakarta is still not properly implemented by several enterprises and governments, related to determining the target market of each online and offline marketing and making smart tourism planning.

2. Suggestions
   1. Enterprise

      Here are some suggestions for some enterprises so that the City of Yogyakarta can be a Smart Destination for Tourism are as follows:

      b. To fulfill the main requirements of smart service, the enterprise should give a hint of tourist information in text form, photos, and videos, then provide interactive consultation for related tourist activities in the city of Yogyakarta. Examples of physical forms are making posters or brochures, and a digital form is like uploading photos and videos on websites or social media.

      c. To meet the main requirements of smart management, the enterprise should provide a digital map for tourists that can be downloaded via the website or QR Code, collaborate with other tourism-related industries, such as travel, such as collaborating to make promotions between travel agents and scenic spots in Yogyakarta, make hotel facilities more integrated, create an operational management system that can make data processing easier, and innovate.Examples of digital maps include the following:

      d. To meet the main requirements of smart marketing, the enterprise should set a target market when doing online and offline marketing, such as adapting to tourist characteristics. The target market for online marketing is teenagers because they are more used to the technology, and the target market for offline marketing is foreign tourists because they are more interested in conventional ones.

   2. Government

      Here are some suggestions for the government so that the City of Yogyakarta can be a Destination for Smart Tourism are as follows:

      a. To fulfill the main requirements of smart management, then the Service Tourism should provide directions for implementing smart tourism in the tourism industry which is in the city of Yogyakarta. For example, the Department of Tourism in The city of Yogyakarta held seminars and invites tourism industry players to convey how each type of tourism industry applies technology to the industry.

      b. To fulfill the main requirements of smart marketing, then Service Tourism should make smart tourism planning in the next few years to create the city of Yogyakarta as a Smart Tourism Destination. For example, making RIPPARDA in it how to write a plan to implement and develop the technology into industry tourism in the future.

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