

## Implementation of Digital Entrepreneurs in Determining Tourism Village in Indonesia (Systematic Literature Review)

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### ABSTRACT

*Digitalization by enterprises can improve production efficiency, processing, logistics, and adoption of new technologies so that technology integration enables the utilization of local and global economies and enterprise-level business models to be more productive and sustainable. The application of digital entrepreneurship principles is also carried out in determining tourism destinations in Indonesia. The purpose of this study is to look at a piece of writing about how to identify tourist villages through digital entrepreneurship. The source of the data was a compilation of publications that were published in reputable international scientific journals. This study's foundation is a series of inquiries, What topic is being discussed the most when it comes to tourist villages and digital entrepreneurship? The results showed that technology adoption, entrepreneurial attitude and the uniqueness of an object are factors that influence the formation of tourist villages. Technology adoption is the use of digital technology to inform the uniqueness of an object so as to encourage people to visit.*

**Keywords:** *Digital Entrepreneurship, Technology Adoption, Entrepreneurial Attitude, Tourism uniqueness*

### INTRODUCTION

Today organizations are strongly influenced by technology modern, especially digital achievements, which are incorporated in various sectors through the process of digitization or digital transformation (Bahcecik et al., 2019). The tourism sector is one of them (Simić & Matović, 2018)

Consequence digitalization in the tourism sector, the so-called digital tourism is becoming more and more popular. This is tourist which involves the application of various digital innovations (system open source, platform technology, cloud computing, ultra-fast search engine and efficient, crowdsourcing, crowdfunding, big data, smartphones and other devices based on wired networks and non- cable. infrastructure) which enable organizations belonging to this sector, to more easily and completely fulfill needs and requirements client they, as well as increase their own level of competitiveness (Happ & Ivancsó-Horváth, 2018).

In a study for to get the data you want to know about a thing, it is necessary to analyze the variables to be analyzed in the form of data or new discoveries of a thing to be studied, in this case to explore a resource that if it cannot be done directly, it can use the method. review papers. Through the review process paper could add understanding in analyzing data and building argument to express an opinion about the title that we adopt, with a paper review as well could see the views or perspectives of other writers on the issues raised so that they can provide references to other writers to develop their opinions. In addition, by using a review paper writers can also see the shortcomings of previous studies so that they can make improvements and make more regular formulations. At least there are several things that need to be done before reviewing a journal article, including finding a journal that fits the research topic raised, reading the entire contents of the journal, and trying to rewrite it in your own language the meaning of the journal/paper. So from this explanation it can be concluded that a journal review is a text that contains a summary of scientific research on the topic-specific topics. Journal reviews are written with the aim of providing a better understanding of a particular topic, so that it can help individuals understand some topics without reading entire books or various types of published documents. In line with digitalization, digital entrepreneurship becomes important. This is a category of entrepreneurs whose popularity is due to the emergence and success of billion-dollar digital startups (such as: Airbnb and Uber - Sharing Economy; Amazon - E-commerce; Google - Search Business; Facebook - Social Media), which owe their dizzying success, at above all, to modern digital technology (Sahut et al., 2021), as well as to the fact that "entrepreneurship, and more recently digital entrepreneurship has become a key feature for employment and growth..." (Bahcecik et al., 2019).

Digitalization and digital entrepreneurship create many opportunities and challenges for the tourism industry. The purpose of this literature review is to highlight the determination of tourist villages brought by digital entrepreneurship, to encourage the trend of digitizing entrepreneurial organizations in the tourism sector in the Republic of Indonesia, in a way that allows the use of digital business models.

Tourism is one type of industry that is able to create economic growth because it can provide employment, increase income, standard of living and stimulate other production sectors so that it has an impact on economic development. Economic development itself is a process of increasing total income and per capita income by taking into account population growth and accompanied by fundamental changes in the economic structure of a region.

Economic development cannot be separated from growth where economic development encourages economic growth and economic growth makes smooth economic development. From an economic point of view, there are at least eight advantages of tourism development, namely increasing business opportunities, employment opportunities, increasing tax revenues, income receipts, accelerating income distribution, increasing the added value of cultural products, expanding product markets, increasing the impact of the multiplier effect on the economy due to tourist spending, investment and trade abroad (Gimpel & Röglinger, 2017). Existence from a tourist village cannot be separated from the high

motivation of the local community to contribute to the development of their village. The higher the motivation of the local population, the greater the participation shown for the management of the tourist village. Their motivation to get involved in village activities contributes to future success they accomplished.

Therefore, their motivation is the main factor that contributes to the development of tourist villages. The motivation of local communities to manage tourist villages greatly contributes to the image of a tourist village, which then becomes the basic capital to make it a sustainable destination in the future and determine its sustainability. Every tourist village tries to develop a positive image and minimize a negative image (Mostaghel et al., 2022). Village tourism is a form of tourism activity in the village carried out by tourists by staying temporarily in people's homes and participating in economic and social activities of rural communities (Geissinger et al., 2019). The rise of the emergence of tourist villages in the last decade has become a great potential in the development of Indonesian tourism. Its characteristics that are able to maintain the strength of local wisdom, the environment and empower the people's economy make tourist villages more worthy of consideration.

## **THEORETICAL FRAMEWORK**

Indonesia has various variety culture, history and traditions contained in village–villages scattered from Sabang until Merauke. Panorama the beauty owned Rural areas in Indonesia have their own unique charm for Public globally, this is a potential that we must develop and empower to increase well-being Public village at a time guard sustainability natural and wisdom local area, the more it is preserved the more prosperous it is.

Currently, tourism is recognized as a strategic sector of the Indonesian economy. Previously, the village development paradigm was more focused on "building a village" but now it has become a "building village". This change certainly changes the old pattern in village development, where previously the village was only an object of development, now the village is the subject of development itself. This makes the village community also have the opportunity to build their own village according to the advantages they have, one of which is the tourism sector. A tourist village is a village administrative area that has the potential and uniqueness of a distinctive tourist attraction, namely to experience the uniqueness of life and experience community traditions in rural areas with all their potential (MUAFI et al., 2021). The development of the tourism village concept is considered very effective in order to introduce and provide as much opportunity as possible for rural communities to understand the essence of the world of tourism and enjoy the results of tourism. For areas that have characteristics and uniqueness, especially in the daily life of rural communities, the development of this concept is highly recommended. There are three main advantages in applying this concept to an area.

Digitization is defined as the use of digital technology to innovate business models and provide new revenue streams and value-generating opportunities in industrial ecosystems (Mostaghel et al., 2022). To be able to become an independent tourism village, it is necessary

to develop village potential through independent entrepreneurship. In this digital era, it is very important to be able to elaborate digipreneur (digital entrepreneurship). Importance exploration about Digital entrepreneurship is a key element that makes it important in the most acclaimed publications of the entrepreneurship field.

Progressivity and rapid progress in digital machines have contributed greatly in bringing deviation organizations to global economic prosperity (Elia et al., 2020). (Elia et al., 2020) in recent decades, advances in computerization have generally changed system, procedure, items and administration business with foster traditional methods of cooperating. Next Muhammad Jawad et al give an analogy that for example, the interaction of interpersonal skills and innovation have contributed to new ways of dealing with Settings organization, making it possible for employers to interact with various entertainers located in distant topographical areas and oversee large numbers of connections. In addition, online networks have become an important column in business advertising and make associations decline. In addition, through advanced innovation, entrepreneurs quickly understand the uncontrollable capabilities of computerized gadgets and framework work, e.g. mobile phones, the web, huge information, internet-based life, distributed computing in uncovering new markets while expanding effectiveness and generating development effort new advanced.

Each criterion is used to see the main characteristics of a village and then determine whether a village will become a village with a stop type for a moment, type of one day trip or type of stay. Entrepreneurship technology digital has made a huge impact on the world. Effort digital which built through internet networks such as Google, Facebook or Microsoft has capable changed the world and has shaped the pattern of communication without bulkhead geographical. Digitization also impact on entrepreneurial development new. Potency development effort new increase because existence opportunity digitization branch effort nor change effort from offline Becomes on line. Positive impact digitization Entrepreneurship also occurs in the form of promotion of innovation, creation of job opportunities, enhancement productivity goods socially and economically so that it becomes a priority for governments in various countries (Elia et al., 2020).

(MUAFI et al., 2021) found that entrepreneurship digital many used by MSME in increase performance. Base digital entrepreneurship could applied in concepts such as internet-based business models and platform digital (Muafi et al., 2021). Elijah identify six research streams related to digital entrepreneurship, namely digital business models, digital entrepreneurship processes, strategies platforms, ecosystem digital, education entrepreneurship, and social digital entrepreneurship. Digital-based entrepreneurship development can be triggered and supported through external funding from both the private sector and the government (Muafi et al., 2021).

Digital entrepreneurship facilitates the exchange, transfer and acquisition of knowledge while starting new ways of doing business (Muafi et al., 2021) Digital-based businesses through social media platforms provide opportunities to form consumer engagement with company brands (Bahcecik et al., 2019). Digital businesses use technology to create new value

in business models, customer experiences and internet capabilities that support core operations. The idea of a business model emphasizes a holistic perspective, the boundaries of the range to describe how a company operates (Zott et al., 2011). A business model” describes the design or architecture of the value creation, delivery and capture mechanism (the firm) employs (Elia et al., 2020). In the managerial and academic communities, business models have reached a consensus in supporting strategic decision making as a management buffer (Kamble et al., 2019). Digitization has provided data in volume, speed, variety and correctness (Happ & Ivancsó-Horváth, 2018) which enables data-driven strategies for innovation model business. For example, analyze behavior purchase consumers and predict future sales, traditional retailers must rely on data sale just. Later, new tools, such as customer relationship management, were introduced to track loyalty customer. With data, retailers can change their relationship with customer, which on turn will change management operational and generate their income (Kamble et al., 2019).

(Yang et al., 2017) produced a research that needs to be developed related to digital business models, as a form of development of the research they do. (Yang et al., 2017) said that the retail digital business model can be measured through value creation, which is related to architecture, technology and mechanism that allow companies to offer value to their customers (Yang et al., 2017) value delivery, takes an important role in delivering values. businesses that provide value delivery channels (Daeyoung & Jaeyoung, 2015).

Furthermore, Kang put forward the idea that value delivery is a value architecture that moves from one to another based on the value network theory. once the business creates a subsistence for each input, transformation process and output, source power—money, labour, materials, equipment, buildings, land, administration and management. Value delivery could be involved with strategic behavior in cooperative relationships, alliances and even competitors. And the measure of the digital business model is value capture, which describes how the company changes the proposed value to customers into income and profit (Storbacka & Nenonen, 2009) There are several ways to generate revenue streams, including product/service sales, usage fees, subscription fees, loan, advertisement, community building, leasing, licensing and intermediary (Sreeramana Aithal, 2016).

## **RESEARCH METHODS**

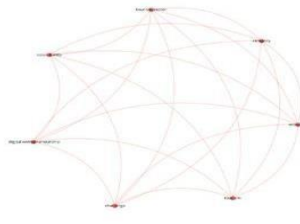
This study aims to examine an article that is related to digital entrepreneurship in determining tourist villages. The source of the data obtained is in the form of a collection of articles published in scientific journals of international repute. This study is based on several questions, including: What is the dominant theme in the discussion about digital entrepreneurship and tourist villages?

- a. How is the relationship between digital entrepreneurship and define a tourist village?
- b. What are the topics related to research on digital entrepreneurship and tourism villages?
- c. What type of mapping is used in discussing digital entrepreneurship and village tourism?
- d. What concepts are used in the study about digital entrepreneurship and tourism village?



Network visualization serves to show the network between the topics that are visualized. There were 100 journals searched through Google Scholar with the theme of digital entrepreneurship using theVosviewer application, which resulted in 7items with 3 clusters marked in red, blue and green.

As for the tourism village theme, the following network visualization was obtained:

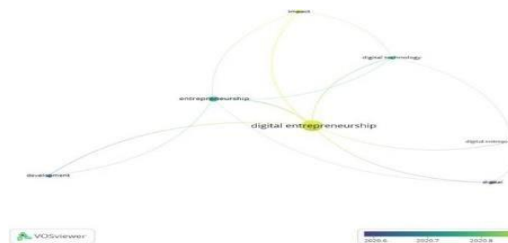


**Figure 3.** network visualization oftourism village

From the visualization, it was found that 2 journals related to digital entrepreneurship in determining tourist villages found 7 items with 1 red cluster.

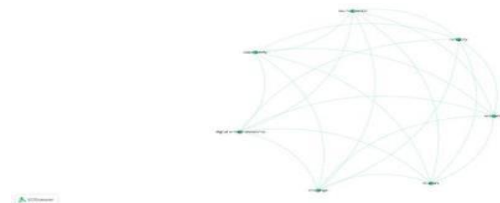
b. Overlay Visualization

Overlay visualization shows the year of publication of the article used. From this visualization, it was found that research ondigital entrepreneurship became the most favorite theme to be researched in 2020, which consisted of 30 articles.



**Figure 4.** Overlay visualization digitalentrepreneur

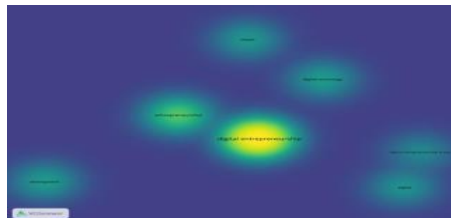
Meanwhile, research related to digitalentrepreneurship in determining touristvillages will be examined in 2020 and 2021,because only two research articles wereobtained.



**Figure 5.** Digital entrepreneurship tourism village visualization overlay

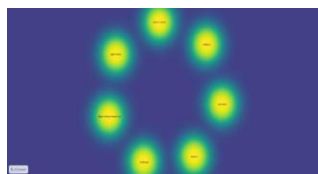
c. Density Visualization

Final visualization from the Vostviewer application is Density visualization, which is a visualization to find out which topic is the center of attention. The thicker the color and the writing, the more interested the article is. While the faded color shows that the article is still little / rarely appears research done.



**Figure 6.** Density visualization of digital entrepreneurship

From the visualization of digital entrepreneurship, it was found that the topic that is still little researched is about digital entrepreneurship ecosystem. As for digital entrepreneurship research in determining tourist villages, the following visualizations are obtained:



**Figure 7.** Density Visualization digital entrepreneurship tourism village.

The results of the visualization show that digital entrepreneurship in determining tourist villages is still a new thing to be researched.

## CONCLUSION

In digital entrepreneurship research, the topic that has been the least researched is the digital entrepreneurship ecosystem. Meanwhile, in digital entrepreneurship research in determining tourist villages, there are still very few researches, this is indicated by the obtaining of 2 journals related to the topic.

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