Technology & Community Empowerment For The Tourism Development
Indonesia Overview

262 Million
Total Population
Urbanisation: 55%

133 Million
Internet Users
Penetration: 51%

123 Million
Active mobile internet users
Penetration: 47%

92 Million
Active mobile & social users
Penetration: 35%

Average Daily Use

8H 44M
INTERNET
(Desktop & Tablet)

3H 55M
INTERNET
(Mobile Phone)

3H 16M
SOCIAL MEDIA
(Any device)

2H 33M
TV Viewing Time
<table>
<thead>
<tr>
<th>Impact of Tech</th>
<th>Lower operational costs &amp; Flexible</th>
<th>Reshaping customer expectations and creating potential virtual opportunities in every sector</th>
<th>Easier to test the market preference</th>
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</thead>
<tbody>
<tr>
<td>Technological development causes some sectors to appear, disappear, and even merge</td>
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<td>Organizations have opportunities to create something new, borderless</td>
<td>Able to manage billions of transactions either goods or services</td>
<td>Creating customer value, reducing customer’s costs, providing new experiences</td>
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<td>Creating new or even identical competitors</td>
<td>Growing power on how to manage data for the development of industries</td>
<td>Single access gateway for a wide range of products and services</td>
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Problem on Traveling

**Price**
Scam or the amount of money that should be spent due to traveling

**Less information about local aspects**
It is quite difficult to know the local cultures, experiences, or any local activities

**No Easy Way**
People are confused to offer attractions based on local activities

**Regular Tour Trips**
Lack of understanding areas or how to promote activities with locals
What Customer’s Looking

- Emotionally satisfying connections
  They are looking what they need and what value is offered

- Experience connections
  They use online posting to feel that

- Effectiveness, efficiency, and easiness

- Becoming trust seekers
  They want more high level transparency
Power of Millennials

- New behaviors and characteristics
- Eager to take long haul trips
- Looking personal experiences: Looking unique rich experiences and exploration
- Digital things are their world
- Seeking specific interest: photography, cycling, trekking, authentic experiences
- Using apps and sharing economy while traveling
- They want to be a part of the culture
- More income more traveling
**Opportunities We Feel**

- The growth of middle class people to enjoy holiday
- ASEAN integration
- The growth of travellers who come to SEA mainly Indonesia
- Offering many unforgettable experiences mostly local aspects
- Heritages, cultures, local culinary and so on
- Infrastructure improvement in Indonesia
- Tourism sector is the fastest growing sector
- Tourism creates job, economic growth, export revenue, and domestic value added
- Growth on population
- Domestic investment
Tech for Locals

**People**
Trained people/community in order to understand customer needs. Important aspect to build sustainable community

**Process**
Understanding the activity that will be delivered to result experiences

**Technology**
Understanding how to deal with recent concept, finding partnerships, having supporting ecosystem

**Value Preposition**
Knowing the best difference that they have where it can be a strong point for their unforgettable trips such as uniqueness, wisdoms, or even traditions. Things that we are different from others
Tourism Trends

Digitalisation/Sharing
It brings effectiveness, affordable and efficiency on tourism/sharing economy/Will attract young travellers

Innovation for locals
Giving experiences on program developments or new pristine destinations

Local & unique destination
Sharing economy today gives more chances to everyone enjoying affordable trips and seeing new different things
Why Growing Locals

1. Strengthen Local Communities
2. Economic Growth
3. Developing Creative Society
4. Opportunity for investment
5. Integrated areas in the tourism/new destinations
6. New jobs
7. Protecting Assets, environment, & cultural heritage
8. Tourism Sustainability
9. Benefit local businesses
Communities Empowerment

1. Introduction & Content Discussion
   1. Identifying local contents
   2. Understanding the history behind it
   3. Finding out weaknesses
   4. Discussing about the content
   5. Educating local people to be more aware of their areas
   6. Knowing wisdsoms embedded in the community

2. Content Establishment & Story Telling
   1. Divided contents to some parts
   2. Establishing the story of contents
   3. Creating trip flows
   4. Collaborating with other areas to support other communities

3. Team Review, Revision, Trial & Error
   1. Skill improvement (language, communication, gestures)
   2. Area improvement: bring more some new local things
   3. Establishing and promoting

4. Promotion, Improvement & Content Development
   1. The power of social media & other medias
   2. Continuous improvement mainly on local people and its contents
   3. Reviewing contents, continous improvement
   4. More collaboration with other sectors

5. Sustainable Programs
   1. Micro economic development
   2. Reducing unemployment
   3. Productive communities
   4. Living city & community
Thank You