



Technology & Community  
Empowerment For The Tourism  
Development



**triponyu**

# 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

# Impact of Tech

Technological development causes some sectors to appear, disappear, and even merge	Lower operational costs & Flexible	Reshaping customer expectations and creating potential virtual opportunities in every sector	Easier to test the market preference
Organizations have opportunities to create something new, borderless	Able to manage billions of transactions either goods or services	Creating customer value, reducing customer's costs, providing new experiences	
Creating new or even identical competitors	Growing power on how to manage data for the development of industries	Single access gateway for a wide range of products and services	

# 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



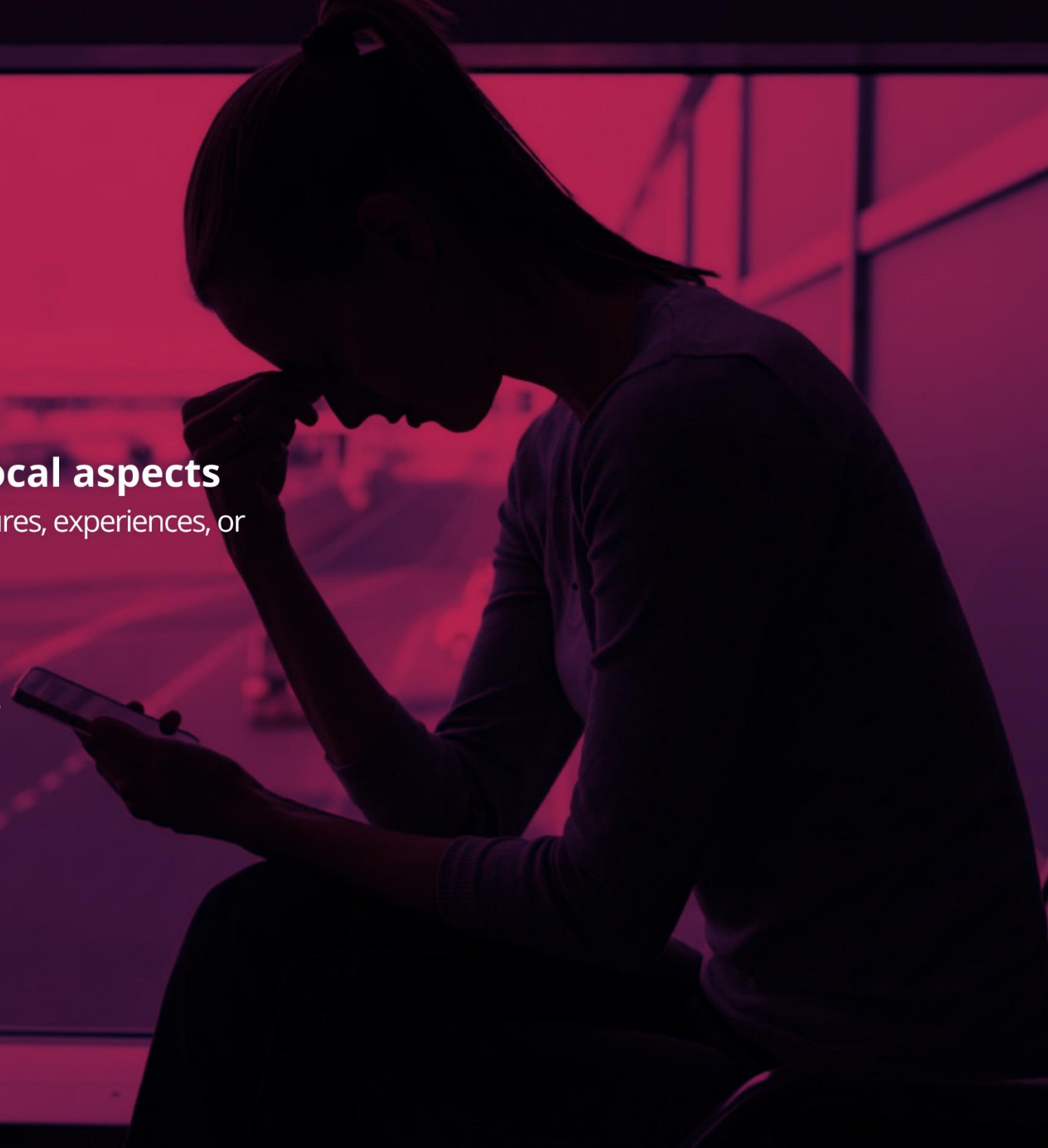
## No Easy Way

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

The background of the slide features silhouettes of a family—a woman, a child, and a man—walking with their luggage. In the upper right, a silhouette of an airplane is visible against a red-to-purple gradient background. The silhouettes are reflected on a glossy surface at the bottom of the image.

## **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

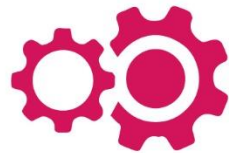
- The growth of middle class people to enjoy holiday
- ASEAN integration
- The growth of travellers who come to SEA mainly Indonesia
- Offering many unforgettable experiences mostly local aspects
- Heritages, cultures, local culinary and so on
- Infrastructure improvement in Indonesia
- Tourism sector 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 Proposition

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

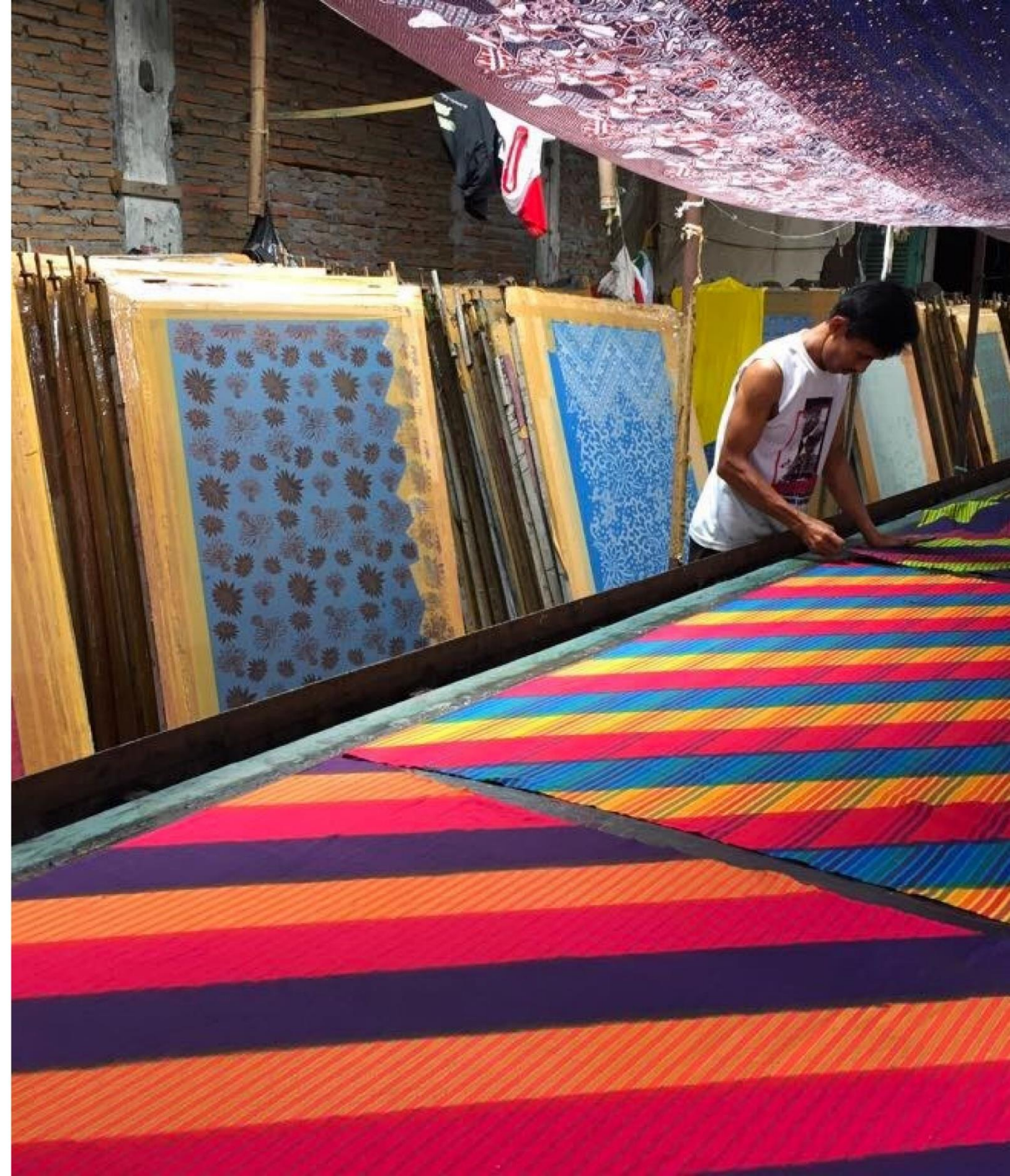
## Local & unique destination

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



## 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 to their areas
6. Knowing wisdoms embedded in the community

## 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

## Team Review, Revision, Trial & Error

1. Skill improvement (language, communication, gestures)
2. Area improvement: bring more some new local things
3. Establishing and promoting

## 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, continuous improvement
4. More collaboration with other sectors

## Sustainable Programs

1. Micro economic development
2. Reducing unemployment
3. Productive communities
4. Living city & community

# Thank You

