



Volume 7 Issue 2, December 2024, pages: 121-132

GO-TOUR BASED SEMARAPURA-BALI CITY TOUR PACKAGE MODEL

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Received: 23/10/2024

Revised: 19/12/2024

Accepted: 23/12/2024

Abstract

Klungkung is one of the smallest regencies in Bali, but has tourism potential to be developed. Historically, Klungkung was a very famous kingdom led by a king. In the colonial era, the Klungkung Kingdom experienced an event called the Puputan War. The event left a historical building called Kertagosa. Kertagosa consists of Balai Kertagosa, Balai Kambang (Gili Park), Pemedal Agung, Semarajaya Museum. Klungkung has an important value to the history of Bali, so it needs to be maintained and preserved. This is reinforced by Law No. 11 of 2010. Therefore, this study focuses on the development of tour packages in Klungkung through smart tourism based on go-tour. The research method used was a qualitative method with data analysis techniques using descriptive-qualitative analysis techniques with Efas, Ifas, and SWOT analysis. The results of this study showed that the strategy and model for developing city tour packages through the Go-Tour feature can be applied to support tourism activities in Semarapura City.

Keywords: City Tour, Tour Packages, Semarapura City

1. INTRODUCTION

The development of the tourism sector is one of the important things for a country. This is because the tourism sector can be said to be one of the sectors that provides a large contribution to global GDP (Mulia, 2021). The existence of tourism certainly encourages a country or local government to improve the quality of tourist attractions which will later receive income from the income of each tourist attraction. The Ministry of Tourism and Creative Economy stated that tourism experienced a growth of 503.34% compared to January 2022 which amounted to 121,978 visits. However, in 2023, Indonesia experienced a decline as the most popular destination, becoming the fifth most popular tourist destination in the Southeast Asia region (CNN, 2024). Indonesia was defeated by Malaysia, Thailand, Singapore and Vietnam. Indonesia was only able to attract 11.7 million foreign tourists. Bali as a mainstay tourism destination in Indonesia, of course, is required to focus on planning the development of the tourism sector in the future, both in terms of infrastructure development and human resources. In addition to developing tourism in South Bali, the Bali provincial government is also trying to develop tourism in East Bali, one of which is in Semarapura City. Semarapura as the capital of Klungkung is divided into four sub-districts, namely Klungkung, Banjarangkan, Dawan and Nusa Penida Districts. Historically, Klungkung was a very famous kingdom and was the center

of government in Bali, but gradually the existence of Klungkung began to be forgotten, drowning in the development of Bali with its tourism which continued to grow. One of the peak events and the end of Klungkung's glory was the Puputan war between the Klungkung Kingdom and the Dutch troops.

The Regent of Klungkung has tried to develop a smart city program to revive tourism in Semarapura City. The existence of historical tourism, nature tourism, craft tourism accompanied by local wisdom makes Semarapura City is very ideal to be used as a place for tourists to visit. In line with this, with the existence of a smart city, the Klungkung Regency government is confident to further develop Klungkung tourism development as an icon of eastern tourism that will attract many tourists. Smart City will change the tourism system from traditional to more modern (Rahmat, Novianti, Khadijah, Tahir, & Yuliawati, 2021). However, until now the efforts made by the government have not produced optimal results. Based on interviews with several tourism destination managers, it was stated that the absence of clear information on tourism destinations has confused tourists in choosing the right tourist destination for their trip. This is because no diversity of tourism packages can be marketed widely to tourists.

Several provinces have implemented smart city programs as a way to boost the tourism sector, such as research conducted by Josephine (2022) where the research focused on evaluating the implementation of smart cities in the city of Bandung, West Java. Meanwhile, Cahyadi, et al. (2021) also studied the effectiveness of implementing smart cities in efforts to increase tourism in Jakarta when the Covid-19 pandemic hit the Indonesian tourism sector. In Klungkung Regency, there is currently a Klungkung city tour with a travel route of the Puputan Klungkung Monument, Puri Klungkung, Bale Budaya Klungkung, Kertha Gosa Klungkung, Semarajaya Museum and Klungkung Art Market, there is also a special city tour for Kamasan Tourism Village. However, there are still many destinations that are not included in it, therefore an effort is needed to develop several destinations outside the city tour route so that it can create a variety of city tour packages in the future and attract tourists from various generations, especially the millennial generation who are accustomed to adapting to changes in various forms of technology.

In the current millennial generation era, every information can be quickly spread and accessed by anyone, anywhere. The Minister of Tourism said that digital is an important aspect in promoting every tourist destination. Based on data from the Indonesian Internet Service Providers Association (APJII), the penetration rate of Indonesian internet users in 2024 reached 79.5 percent. Therefore, efforts are needed to develop digital-based tour packages by revitalizing city tour packages. In this regard, revitalizing tour packages is an effort to support the Klungkung city tour program because the attraction of cultural heritage can increase tourists' interest in visiting. The more cultural heritage that can be identified and prepared to be visited, the more attractive the city tour package is in the eyes of tourists. Historical tourism can increase economic growth in the surrounding area, and become a branding that increases reputation (Alvin, 2022). The involvement of local communities, tourists and the government in creating a memorable travel experience is essential. Along with the development of tourism itself, community empowerment will also develop in accordance with the mission of Klungkung Regency, namely strengthening the economy and improving social welfare through empowerment with the concept of partnership. Based on the things that have been explained, this study will focus on the discussion of Semarapura smart tourism with city tour revitalization through the development of digital tour packages. The purpose of this

study is to develop a digital tour package based on local wisdom in supporting smart tourism in Semarang City.

2. LITERATURE REVIEW

Semarang City has implemented a smart city program since 2016. However, there are still tourism potentials that have not been fully explored. Therefore, a strategy is needed to develop the tourism potential itself, namely by improving the marketing of tourist destinations owned by Semarang City. The improvements in question are by developing tour packages. A tour package is a plan of tourism activities that will be carried out by tourists, which has been prepared and sold at a predetermined price, so that tourists can choose the type of package and tour that suits their wishes. The benefits of having a tour package are so that the tour becomes comfortable, safe, and can be sold, therefore it is packaged into a tour package where the price includes travel costs, hotels, or other facilities that provide comfort for the buyer (Vianisa, 2023).

The existence of digital tourism in Indonesia is a new concept and has not yet received full attention from several parties. Although in essence, the internet has an inseparable role in the development of technology, especially in the field of tourism. The use of the internet in Indonesia today has spread to all regions in Indonesia. Even the internet supports tourism activities in improving tourism services and facilities. The internet can provide information on tourist destinations with various needs and supporting facilities for users, especially tourists. Services are provided via mobile phones as a form of convenience that can be obtained by users. Mobile phones have become a communication tool that is generally owned by each individual. Its small and simple shape but has extraordinary facilities and can handle and has various supporting facilities such as MMS, WAP and so on. Through these supporting features, various information systems can be developed that can reach various regions and tourism components in various regions (Jaelani, 2021). The relationship between the internet and mobile phones as a means of communication is very large to be developed into an application model that can be useful for society.

The concept of digital tour package planning is a grouping of tourist destinations in the same area and then packaged into a tour package. Tourism planning is a decision-making process related to the future of a destination or tourist attraction (Alvin, 2022). In order for this digital tour package to continue, of course, support is needed from various fields, one of which is from the transportation sector. The concept of digital tourism that the researcher means is by establishing a cooperative relationship with one of the online motorcycle taxi companies that is quite well-known in Indonesia, namely Go-jek. Through a cooperative relationship with this party, it will facilitate access to develop a city tour.

The word city tour comes from two words, namely city and tour. So, if translated simply through the Great English Dictionary, "city" means city and "tour" means journey. However, the explanation of city tour is not enough if it stops there, but there is a more detailed explanation. According to Permen Dagri No. 2 of 1987 concerning Guidelines for the Preparation of City Plans, the definition of a city is a center of settlement and population activities that have administrative boundaries regulated in laws and regulations and settlements that have shown the character and characteristics of urban life. On the other hand, tours or can also be called tourism, according to Law of the Republic of Indonesia number 10 of 2009 concerning Tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for

recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period. So, it can be concluded that the definition of a city tour is a trip taken by tourists to visit tourist attractions located in a city.

The development of digital tourism packages is also a form of smart tourism. Smart tourism has an eart connection with smart cities, because smart tourism arises from the concept of a smart city that relies on infrastructure and strengthening the interconnectedness of each sub-system in a smart city and the interconnectedness between smart city systems so that it can enrich the concept of a smart city itself (Akbar, 2024). Therefore, it can be said that smart tourism is one of the pillars in the smart city concept. The main objective of smart tourism is to utilize the system to improve the tourism experience and increase the effectiveness of resource management in order to maximize competitiveness and consumer satisfaction while demonstrating sustainability in the long term. Thus, a city can be categorized as a smart city if its economy can grow sustainably and the quality of life is high, which is achieved by investing in human resources, an even level of government participation, and infrastructure that supports the dissemination of appropriate information throughout the city (Fernandez, 2023).

3. RESEARCH METHODS

The research location used in this study is in the city center of Semarang, Klungkung Regency. If seen on the map of Bali, the city of Semarang is located in the southeastern part of the island of Bali. This study uses a qualitative approach method. Qualitative data were collected through three data collection techniques, namely: 1) Observation of a number of tourist attractions in Klungkung Regency, 2) In-depth interviews with managers at a number of tourist attractions in Klungkung Regency and Drivers and Tour Guides of Semarang City Tour who know the history of Klungkung Regency and explain about several tourist attractions in Klungkung Regency, 3) Documentation study of documents, photos, videos, literature, documents, visit data, scientific research journals, previous research theses and from internet sites that are relevant to this study. Data collected from interviews, observations and data from document studies were analyzed using descriptive-qualitative analysis. The analysis carried out aims to solve research problems and obtain answers to the problems studied. Furthermore, the data was analyzed using IFAS (Internal Strategic Factors Analysis Summary) analysis techniques, EFAS (External Strategic Factors Analysis Summary) analysis, and SWOT (Strength – Weakness – Opportunity – Threat) analysis to determine priority strategies that can be used in developing local wisdom-based tourism packages in Semarang City.

4. FINDINGS AND DISCUSSION

Tourists generally need information from tour guides or information contained in maps or tourist guidebooks. However, in this millennial era, tourist guide information has begun to metamorphose into an application that is easily accessible to tourists. In this case, it is closely related to smart tourism which allows tourists to use digital media to explore or explore tourist destinations. Minister of Tourism, Arief Yahya (2023) said that digital is an important aspect in promoting every tourist destination. Therefore, an effort is needed to plan a city tour program through the development of local wisdom-based tour packages in Semarang.

A tour package is a plan regarding tourism activities that will be carried out by tourists, which has been arranged and sold at a predetermined price. The benefits of a tour

package are that the tour becomes comfortable, safe, and can be sold, therefore it is packaged into a tour package where the price includes travel costs, or other facilities that provide comfort for the buyer. The advantage of a tour package is the presence of a tour guide, who will accompany tourists on a tour and share information related to the tourist attractions visited. This tour package is perfect for tourists who have never traveled to the intended tourist attraction. Even with the help of a tour package, tourists will be greatly assisted in managing their time effectively during the tour.

However, when the development of this tour package was implemented in Semarapura City, this concept was not able to run well. This is because it is constrained by accessibility and parking areas. Road access in Semarapura City is very small and even many people use the road as a parking area. This condition has not been able to be handled by the Regency government until now. All strategies have been attempted, one of which is building mass transportation. Thus, it raises a new problem, namely congestion. Therefore, a new idea is needed that is more effective and efficient in overcoming it.

Semarapura City has a heritage that has the potential to be developed as a tourist attraction that aims for Semarapura city tours. The tourism potentials of Semarapura City are the Japanese Cave, Nyoman Gunarsa Museum, Tihingan Village, Puputan Klungkung Monument, Kertha Gosa, Semarajaya Museum, Taman Sari and Penataran Agung Temples, Kamasan Tourism Village, Dasar Gelgel Temple, Watu Klotok Temple, Tukad Unda Dam, Goa Lawah Temple, Kusamba Village, Paksewali Village, Belong Gunaksa Hill, Klungkung Grand Palace, and Klungkung Market.

Semarapura City as part of tourism activities in Bali also has tourism transportation services. To guarantee tourism activities, the government has given permission for tourism transportation to enter Semarapura City. Because this tourism transportation is large and requires parking space, it causes new problems, namely congestion. This is because the average road access is very small. Semarapura City was never designed for tourism activities so that in the long-term development plan for the development of tourism transportation there is no. On the other hand, the interest of tourists to rent motorbikes and cars as a means of tourism transportation is very high. This raises another problem, many tourists commit traffic violations and some even have accidents. Therefore, the Governor of Bali, Wayan Koster, prohibited foreign tourists from renting and riding motorbikes while on vacation in Bali in early 2023. This ban was announced after various uploads on social media stated that many foreign tourists in Bali violated traffic rules, ranging from reckless driving, not wearing helmets, to using fake plates. One of them was when a tourist in Bali did not wear a helmet and was prosecuted by the police, but the female foreigner refused to be disciplined and argued that she had been in Bali for a long time. Traffic violations committed by tourists are not limited to changing plates and not wearing helmets, foreign tourists also ride motorbikes bare-chested and riding pillion facing each other.

To overcome the limitations of tourist transportation in Semarapura City, innovation is needed by involving the community through digital-based transportation application services. Online motorcycle taxi services are one of the digital transportation services that have become the main choice for consumers in Bali. Balinese people always/more often use GoRide, GoCar, GoFood and GoSend services. This service can be used by tourists to travel to tourist attractions. This service can also be developed by adding a tour package feature.

The development of online motorcycle taxi-based tourism packages in Semarapura City is one alternative for developing community-based tourism. This

community-based pattern is a development pattern that supports and allows full involvement by the local community in planning, implementing, and managing businesses to gain financial benefits. The higher the level of community participation, the greater the community's acceptance of the tourism industry. The sustainability of development is highly dependent on and determined by the acceptance, support, and tolerance of the community towards these activities. This is because community-based tourism is tourism that is managed and owned by the community, for the community, with the aim that tourists can increase their awareness and learn about the lives of local communities and can improve the local economy. In determining the strategy and concept of tourism development in the City, an analysis of internal and external factors is first carried out. Based on the results of the analysis of internal and external factors, the strengths, weaknesses, opportunities and threats can be described, planning tour packages in Semarang City.

Table 1. IFAS Weighting, Ratings, and Scores

Internal Factors		Weight	Rating	Score
No	Strength (S)			
1	The Semarang City area offers all forms of tourism such as nature tourism and cultural tourism.	0.25	4	1.00
2	Semarang City is an Ancient Balinese Kingdom	0.25	4	1.00
				2.00
No	Weakness (W)			
1	Tourist transportation modes are inadequate	0.25	2	0.50
2	Small road access	0.25	2	0.50
				1.00

Source: Researcher (2024)

Table 2. EFAS Weighting, Rating, and Score

External Factors		Weight	Rating	Score
No	Opportunity (O)			
1	The high interest of the public and tourists in using the Gojek and Grab applications	0.15	4	0.60
2	High government support for the development of Denpasar City city tours	0.10	3	0.30
3	There are community groups developing tourism packages in Klungkung Regency	0.15	4	0.60
4	Increasing number of tourist visits to Bali	0.15	3	0.45
				1.95
No	Threat (T)			
1	Community participation in tourism development is low	0.15	2	0.30
2	Decrease in the level of tourist satisfaction with tourist transportation services	0.10	2	0.20
3	The existence of negative tourist behavior such as damaging the environment and sites	0.10	2	0.20
4	Increasing congestion in tourism areas	0.10	1	0.10
				0.80

Source: Researcher (2024)

Based on the results of the IFAS and EFAS analysis, from the point positions based on the total scores of internal factors and external factors, strategic priorities are obtained as in the following SWOT Matrix.

Table 3. SWOT Matrix

Quadrant	Point Position	Area of Matrix	Ranking	Priority Strategy
1	2.00; 1.95	3.90	1	Growth
2	2.00; 0.80	1.60	3	Combination
3	1.00; 1.95	1.95	2	Stability
4	1.00; 0.80	0.80	4	Shrinkage

Source: Researcher (2024)

Based on the results of the SWOT analysis, it can be seen in the SWOT Matrix, the widest matrix is located in quadrant I, namely Opportunities and Strengths. The priority strategy that can be done is to increase Strength to achieve opportunities in the Growth position. Stable Growth Strategy, a stable growth strategy where development is carried out in stages with targets adjusted to current conditions and prioritizes the strength factors owned in the form of gradual development in order to achieve existing opportunities. Based on conditions in the field, the Stable Growth Strategy is applied in general with the priority of development by designing a city tour through the development of local wisdom-based tour packages as follows:

- a. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing online motorcycle taxi applications that have been used by many people and tourists through city tour packages in the form of the Go-Tour feature.
- b. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing government support for the development of Semarang City through digital-based urban tourism packages.
- c. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by developing tour packages through community involvement as drivers or local guides for tourists when visiting tourist attractions in Semarang City.
- d. Developing Semarang City as a city tour by offering all forms of tourism such as nature and cultural tourism by utilizing the opportunity to increase the number of tourist visits to Bali through the development of smart tourism city tours.
- e. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing online motorcycle taxi applications through designing online-based tourism accessibility in an effort to develop digital tourism.
- f. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing government support for the development of Semarang City through the development of tourist transportation routes.
- g. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing community involvement as transportation service providers so that it becomes an alternative mode of transportation to tourist attractions.
- h. Optimizing the tourism potential of Semarang City as an Ancient Balinese Kingdom by utilizing the number of tourist visits to Bali by developing Semarang City as a heritage city tour center;

Local wisdom-based tour packages are a revitalization of the city tour package in Semarang that supports the development of the Klungkung Regency government program, namely smart city in Semarang City. Limited parking space and lack of accommodation facilities to accommodate the large number of tourists are not obstacles to tourism development in Klungkung. With the cooperation of the Klungkung government with online motorcycle taxi companies through the Go-Jek application, it can

provide the right solution in applying smart tourism in Semarang. Local wisdom-based tour packages through the use of digital media facilitate tourist visit databases, reduce the use of parking lots and introduce potential tourist attractions.



Figure 1. Addition of the Go-Tour Feature to the Go-Jek Application
Source: Researcher (2024)

In an effort to organize urban tourism in Semarang City, an environmentally friendly design concept is needed, one of which is to make the streets in Semarang City a tourist transportation route by developing a go-tour tour package. Designing a go-tour tour package in Semarang City is a creative activity, through the creation of places and tourist accessibility that synergize to align harmonious life through the environment. The streets in Semarang City are not only tourist attractions but also function as tourist accessibility. Tourist accessibility is everything that can make it easier for tourists to visit a tourist attraction (DTW). Accessibility is often associated with transportation costs and location. Rarely visited tourist attractions usually have higher costs. Accessibility refers to the ease that tourists can get to travel and get to a place. Accessibility refers to the entire transportation system, terminals, and vehicles. Accessibility is measured by economic distance expressed in terms of travel distance. The key characteristic of accessibility is that the entire transportation system consists of routes, terminals and vehicles. The growth of tourists at a particular tourist attraction is closely related to the provision and level of development in the transportation system. The tourist attractions that are located closest to the tourist market generating and connected by a good system of transportation network will receive the maximum number of tourists. According to Lee (2020) If a tourist attraction is not supported by adequate accessibility, it will be very difficult for that tourist attraction to develop tourism.

Roads in Semarang City as tourist accessibility create tourist movement as a link between tourist attractions, accommodation and other tourism infrastructure. Roads in Semarang City are no longer the backyard or front yard, but function as a vital element to improve the service of tourist mobility to tourist attractions. There are several requirements that must be met so that accessibility can develop tourist attractions, namely: having structured travel arrangements, having comfortable and modern modes of transportation, having good transportation network conditions, providing clean, comfortable and suitable transportation, fast transportation, having a short travel time. Tourism accessibility is so important that it needs to be pushed towards sustainable development.

Tourism accessibility also offers experiences for tourists. Experience is one of the keys to the success of tourism development. Every destination, attraction, and other tourism products must provide an unforgettable experience for tourists. There are three experiences felt by tourists, namely Intellectual Experience, Emotional Experience, and Spiritual Experience. Intellectual Experience is a form of travel experience that stimulates the brain (mind) to think. Emotional Experience is a form of experience that can touch the hearts and feelings of tourists and at the same time can provide happy memories for every tourist. Spiritual Experience is a form of experience that can provide enlightenment for the soul of tourists.

The theme used is “back to nature” which will be applied to all activities directly related to tourists. This theme is proof of the application of the principle of sustainable tourism through nature conservation efforts. In addition to trying to maintain the environmental ecosystem, this theme also seeks to preserve culture through the application of the concept of traditional Balinese architecture. This is because the road in Semarang City is a road that has high historical value, as evidence of the legacy of the ancient kingdom civilization in Bali. In the Tri Mandala concept, Semarang City is in the madya and nista zone or in the Tri Hita Karana concept it is in the pawongan and palemahan elements, so that the development of tourism that is developed must be based on culture and nature or artificial. In the upstream part of the tourism activities that can be done are cultural tourism, historical tourism, and shopping tourism. This tourism activity is realized from the potential of Pura, Puri, and Market tourism which can be used as tourist attractions. In addition, it is also very good to be developed as culinary tourism. Culinary tourism according to The Last Supper (2007) is part of cultural tourism because food is a result of the culture of the community. Culinary is also a tourism activity that aims to visit food exhibitions, food festivals, restaurants and places that specifically taste and provide experiences of local cuisine (Hall & Mitchell, 2007). In the future, culinary ecotourism will become a tourism sector that has the potential to be developed, which will have a direct impact on the preservation of local culture itself.

The strategy for developing tourism in Semarang City is to develop city tour packages. The selection of tour packages is done with various considerations, such as attractions, location, duration, and accessibility that make city tours a fun activity. As a first step, a digital tour package is prepared that can be taken during a half-day tour or full-day tour that can be carried out in the morning or evening.

The transportation tour package starts with tourists departing by using the Go-Jek motorbike application, heading to the tourist attraction. There are four entrances to Semarang City, the south, west, east and north. Purchasing a tour package is integrated with the entrance to tourist arrivals, so that tourists do not experience difficulties in traveling to tourist attractions in Semarang City. Tourists can immediately use online transportation services to enjoy the city tour. There are several modes of transportation that could be used by tourists, namely motorcycle taxis, taxis, and motorcycle taxis. The mode of transportation used must have a design concept that characterizes the culture of the Balinese people. This is based on the fact that most foreign tourists decide to travel to attractions because of the local culture. Foreign tourists want to get a new experience that is different from the conditions in their country. Tourist attractions must have uniqueness and uniqueness that are different from other tourist attractions.

In addition to using transportation facilities, tourists can use the pedestrian paths on the right and left sides of the road. The tourism concept developed is the Samara walk and cycling tour. Tourists can go around Semarang City while enjoying the natural

beauty and traditional architecture. The tourist attractions visited have their own tour programs that can be seen in the go-tour feature, namely as follows:

a. Kertha Gosa

Kertha Gosa Tourism Park is a tourist attraction with Balinese architectural style that has been known since the reign of King Klungkung. In ancient times, Kertha Gosa Park was used as a place for discussion like a court at that time. On the ceiling of the building in Kertha Gosa there are wayang paintings depicting the law of karma phala or the good and bad of human actions. Kertha Gosa Tourism Park is a cultural heritage that can be visited to learn more about culture, especially Balinese culture.

b. Art Market

The Semarapura City Art Market is currently being prepared to become a Thematic Tourism Market. This market can be the right choice to visit if you want to shop for various kinds of Balinese endek fabrics. Not only that, there are also souvenir stalls and various kinds of food and drinks. This market is an attraction for tourists because of its magnificent and futuristic architectural design.

c. Nyoman Gunarsa Museum

The museum was built in 1990 and initiated by artist Nyoman Gunarsa. The museum was inaugurated by the Minister of Tourism and Culture, Wardiman Djojonegoro in 1994. The Nyoman Gunarsa Museum is an attraction for tourists because it presents a collection of classic Balinese paintings and modern paintings by Balinese artists.

d. The Klungkung Puputan Monument

The Puputan Klungkung Monument is a symbol of the struggle of the people of the Klungkung kingdom in fighting the colonial nation. This monument is located in the Klungkung city park, precisely in the heart of Semarapura City which is equipped with a monument of inscriptions. This tourist attraction can be the right choice if you just want to relax around the park while enjoying the atmosphere.

5. CONCLUSION

The strategy and development model of Semarapura City through the development of transportation tour packages by utilizing online motorcycle taxi applications that have been used by many people and tourists through the Go-Tour feature can be applied to the development of city tour packages in Semarapura City. The implementation of city tour packages through the Go-Tour application emerged due to the high public interest in using online motorcycle taxi applications when traveling. This application has become a necessity for people to move from one place to another in Semarapura City. The development of online motorcycle taxi-based tour packages can increase tourism growth through direct community participation with a bottom-up approach. The community is involved as tour guides and transportation service providers through the development of Semarapura City roads as tourist transportation routes. This concept has a positive impact on improving the economy and welfare of the community. Threats arising from tourism development can be avoided because of direct control from the community. This concept is also able to optimally utilize the potential of tourist attractions with a sense of responsibility to maintain and preserve them.

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