DIGITALIZATION MANAGEMENT:
ENHANCED TOURIST ENGAGEMENT
BAH KOH SAMED ISLAND, CHUMPHON PROVINCE, THAILAND

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ABSTRAK

Masalah tata kelola pariwisata di *Bah Koh Samed* sangat penting untuk dicari solusinya, agar wisatawan dapat memiliki pengalaman yang baik dan masyarakat lokal dapat memanfaatkan pariwisata sebagai sumber pendapatan berkelanjutan. Tata kelola yang baik melibatkan sistem pembelian tiket *online* dan strategi digitalisasi memperkuat citra pariwisata. Dalam meningkatkan persepsi wisatawan tentang Bah Koh Samed, selain sebagai pantai juga menjadi destinasi pariwisata yang memiliki budaya dan kearifan lokal yang unik.Studi kasus ini fokus menemukan alternatif *Koh Samed* sebagai tujuan wisata kreatif yang tidak hanya menarik lebih banyak wisatawan tetapi juga memulihkan *Koh Samed* secara berkelanjutan. Model pariwisata baru dapat diciptakan dengan pengembangan teknologi digitalisasi untuk operasi Pulau *Bah Koh Samed* mulai dari validasi tiket, solusi tiket, titik penjualan tiket, kode voucher, komunikasi, dan kemitraan untuk meningkatkan pengunjung serta pendapatan. Melalui peningkatan atraksi kegiatan seni, dapat langsung dicantumkan di website dan link Pulau *Bah Koh Samed*. Menawarkan dan mengembangkan ruang-ruang kreatif untuk Pulau *Bah Koh Samed* bahwa perlu adanya peningkatan jaringan seni melalui manajemen digitalisasi. Objek utama penelitian ini berfokus pada peran wisatawan, masyarakat lokal, dan pemangku kepentingan melalui manajemen digitalisasi, dan jejaring setiap lokasi destinasi dengan memanfaatkan ekosistem seni dan budaya. Metode penelitian ini menggunakan metode kualitatif deskriptif, pengumpulan data, wawancara, dan dokumentasi. Pengumpulan data tidak hanya dengan cara berinteraksi satu sama lain, tetapi tertulis dan mendalam. Kemudian verifikasi otomatis dari masing-masing stakeholder akan membantu menjawab kendala-kendala yang ada selama atau sebelumnya. Kemudian dilanjutkan dengan analisis data yang digunakan untuk menjawab masalah penelitian dengan menguji hipotesis melalui data yang telah diperoleh. Instrumen analisis data menggunakan analisis SWOT sebagai dasar awal untuk mengetahui kelemahan dan kekuatan. Kemudian analisis mendalam untuk meningkatkan pengunjung melalui peningkatan atraksi kegiatan seni dan pengembangan teknologi digitalisasi.

Kata Kunci: Tata kelola, Bah Koh Samed, Pariwisata, Wisatawan, analisis SWOT, Manajemen Digitalisasi, Teknologi

ABSTRACT

The issue of tourism governance in Bah Koh Samed is very important to find a solution, so that tourists can have a good experience and local communities can utilize tourism as a sustainable source of income. Good governance involves an online ticketing system and digitalization strategies to strengthen the image of tourism. This case study focuses on finding alternatives to Koh Samed as a creative tourism destination that not only attracts more tourists but also restores Koh Samed sustainably. A new tourism model can be created with the development of digitalization technology for Koh Samed Bah Island operations ranging from ticket validation, ticketing solutions, ticket point of sale, voucher codes, communication, and partnership to increase visitors as well as revenue. Through increasing the attraction of art activities, it can be directly listed on the Koh Samed Bah Island website and links. Offer and develop creative spaces for Bah Koh Samed Island that need to increase the art network through digitalization management. The main object of this research focuses on the role of tourists, local communities, and stakeholders through digitization management, and the networking of each destination location by utilizing the arts and cultural ecosystem. This research method uses descriptive qualitative methods, data collection, interviews, and documentation. Data collection is not only by interacting with each other, but written and in-depth. Then automatic verification from each stakeholder will help answer the obstacles that exist during or before. Then proceed with data analysis which is used to answer research problems by testing hypotheses through the data that has been obtained. Data analysis instruments use SWOT analysis as an initial basis for knowing weaknesses and strengths. Then in-depth analysis to increase visitors through increasing the attraction of art activities and developing digitalization technology.

Keywords: Governance, Bah Koh Samed, Tourism, Tourists, SWOT analysis, Digitalization Management, Technology
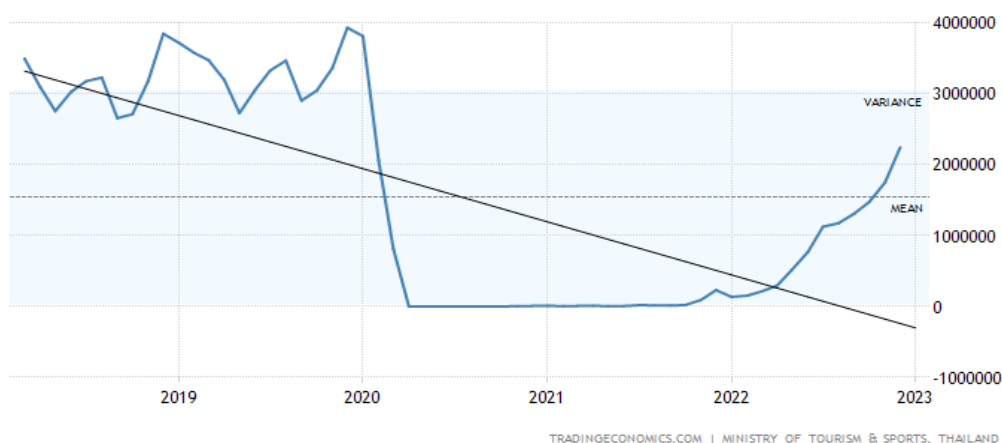
INTRODUCTION

The UNWTO (United Nations World Tourism Organization) estimates that international tourist arrivals to Southeast Asia will reach 535 million by 2030 (UNWTO/GTERC, 2016). The increasing number of tourists to the region offers an opportunity for Thailand to increase revenue as Thailand attracts more tourists with its beauty, authentic culture and cuisine, plenty of accommodation, and poorly developed infrastructure. Thai tourism continued to grow in 2016. The Tourism Authority of Thailand reported that the number of foreign tourists visiting Thailand was 32.6 million. In 2017, the Tourism Authority of Thailand aims to increase the tourism sector by 10 percent. It aims to target high-quality tourists by providing a diverse range of destinations that provide wonderful and exciting experiences for tourists (Gupta, S., & Solanky, M, 2021).

The tourist problem at Bah Koh Samed Island has been difficult due to the lack of a good digitalization and management system. A good digitalization and management system can first find the best way to implement the right digitalization strategy, including determining the main objectives, identifying digital technology trends, and determining how the technology can increase productivity and reduce costs. Second, build a strong digital infrastructure including managing IT systems, ensuring network availability, assisting application or website development, and protecting data. Next, choosing the right digital technology.

Tourist attractions that successfully run digitalization management have attractive features and offerings, such as ticket validation, ticketing solutions, ticket sales points, voucher codes, communication and partnerships. This aims to improve the integrity of the tourist attractions. Ticket validation is a validation system that can reduce fraud and ensure that all guests have valid tickets. It can provide an easy and efficient solution to handle ticketing-related issues. While at the point of sale ticketing can make the ticket purchase process easier and faster. Other than that, providing voucher codes can help guests get discounts.

Bah Koh Samed island trip is experiencing problems in management seen due to the decreasing number of visitors, data shows that collected from Bah Koh Samed Island visitors have decreased since 2018. Reports from local service providers show that hotel bookings on the island have declined over the past five years. Survey reports found that the island is less popular among tourists compared to other islands nearby. Statistics published by the government show that local revenue from hotel taxes and beach levies on the island has declined every year for the past five years, and coupled with the Covid-19 Pandemic from early 2020 to 2022.

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Source : https://tradingeconomics.com/thailand/tourist-arrivals

Overcoming this problem through art management considers the advantages and disadvantages of the island. Local art digitization strategy can increase visitors and give uniqueness to the island, not only through its beautiful beaches, but also through local cultural art digitization management. Local cultural arts management can use social media to promote local tourism on the island. It can introduce local artists, products, and events related to local art. It can also increase the number of visitors who visit the island to enjoy the local arts there. In addition, local arts management can use marketing strategies to attract visitors to the island. An effective marketing strategy can use advertisements, promotions, and attractive offers such as discounts, gifts, and more to attract visitors.

Based on the above problems, it was found that the local community living in Bah Koh Samed agreed that Koh Samed tourism faces the main problem of tourists' perception of Koh Samed. Many tourists only know Koh Samed as a location where local people live. This research study is interested in finding an alternative to Koh Samed as a creative tourism destination that not only attracts more tourists but also restores Koh Samed sustainably. The research begins with a discussion of a new tourism model that focuses on transformative activities in managerial tourism. The managerial tourist of the new tourism model on Koh Samed Island aims to increase visitors and revenue. The solution offered is to promote Koh Samed as a tourism destination that is unique and has its own uniqueness. The main objective is to change the perception of tourists about Koh Samed and make it famous as an attractive tourism destination.

Aside from changing the perception of tourists, tourism destinations by increasing the attraction of art activities, digitalization management can increase tourist visits through art networking of local community products or activities. The process of expanding networks or relationships between individuals and institutions in the arts involves connecting with artists, galleries, museums, and other arts organizations to promote and sell artworks, collaborate on projects, and increase visibility and knowledge about art.

In this case, some solutions in increasing tourist visits to Bah Koh Samed Island through the management of digitization of art networks in addition to the concept of digital administration can also be through collaboration with local art communities, displaying local art exhibitions, integrating art into tourist experiences, encouraging tourists to participate in art activities, supporting local art programs through sponsorship, and collaborating with art galleries and museums. In addition, in increasing tourist visits through the digital tourism system, it can strengthen digital marketing. Digital marketing can help increase tourist visits by building brand awareness and increasing engagement. Digital marketing can make it possible to promote tourist destinations through social media, optimize website content and make promotional videos, then create and promote tour packages. Attractive tour packages can help increase tourist visits. Using digital marketing to promote tour packages, especially through social media, create mobile applications. Mobile applications that provide information about tourist destinations can help increase tourist visits.

Mobile applications can provide information about lodging, restaurants, transportation, and other tourist destinations, through internet and mobile applications can optimize website content.

Digitalization Management

The global economy is undergoing a digital transformation enabled by advances in information and communication technology (Huijbens & Johannesson, 2012). The tourism and hospitality industry has been a major recipient of this change both in terms of the type of business developed and the services offered.

Technological development has enabled the development of new and innovative services that allow for advancements in several areas. First, information technology has

enabled hotels to integrate their services with internet-based platforms so that the services provided by hotels can be accessed by consumers from almost anywhere in the world. This allows the hotel to increase the reach of its services and increase sales.

Secondly, information technology has enabled the development of more interactive services, such as online booking and payment services that allow consumers to book hotel rooms and pay quickly and easily. With this, consumers can enjoy the experience. Some of the most famous new digital businesses such as Airbnb and Uber are related to the tourism sector. This makes digital transformation an important topic that will further change the way we evaluate and use tourism services (Tsiotsou & Ratten, 2010). How digital transformation is relevant to society both in terms of customer usage but also business development is an interesting matter that continues to be a thought for stakeholders.

Digital technologies can be classified into three main types: adaptive, ideal and potential. Adaptive technological change is based on social and market needs by making it more relevant to its society (Anggadita, Luturlean. Ramadani & Ratten, 2017). These types of technologies have an established infrastructure without relying on government funding and are becoming more self-sustaining. For this reason, digital adaptive technologies have more independence and control over future applications. Future applications. By focusing on the high growth potential in tourism, adaptive technologies can build more value-added services, helping stakeholders in tourism but also providing more flexibility with funding.

The ideal technology involves new innovations suited to the tourism and hospitality industry filling spaces in the market that were previously unfilled by existing products or services. The technology is developed in response to needs in tourism and hospitality services and according to business requirements in the industry. Potential technologies focus on anticipated future needs that are not met by current demand (Ratten,V & Dickson, G, 2017).

Digitalization

According to Gorensek, digitization is the process of using digital technology to change the way organizations and individuals operate, communicate, and interact. The shift from analog to digital can include everything from the use of new software and hardware to the digitization of existing documents, processes, and products. Digitization is often used to increase efficiency and reduce costs, as well as enable more effective use of data and analytics. Digitization is also an important part of modernizing and transforming businesses, as well as digital transformation initiatives. In many cases, digitization efforts involve the transition from paper-based processes to digital processes, as well as the development of new digital products and services (Gorensek, 2018).

Digitalization is important today because it helps organizations become more efficient, cost-effective, and time-saving. Digitalization allows many institutions or organizations to simplify processes and make them more efficient, automate tedious tasks, and reduce administrative costs. In addition, digitalization provides a platform for institutions or companies to reach out to customers and provide better services and products. Lastly, digitization helps to be more competitive in their respective markets, as it makes it possible to better monitor and analyze customer data and trends to continuously improve services.

Sustainable Industry 4.0

The fourth industrial revolution will not only require to think outside the box, it will very often not even recognize the box anymore. We can either complain about this, deny the change and let others succeed or embrace it and utilize tools that are more powerful than any generation in the history of mankind has ever seen. The good news is that we all don't know

where the gold coins go and how to get there, at least to varying degrees. In the end, it comes down to trying new things, being bold and brave, even if it sometimes fails, and being obsessed with the customer experience from start to finish. If we look at the transition from cassettes to iPods to cloud streaming services, we see that these changes are coming at an exponential pace. It can be overwhelming to understand all of this, let alone master and build upon it. Einstein said, "Everything is difficult before it becomes easy".

Using time and hesitation to better things will gain an experience. In fact, technology and innovation make it possible to be lazy. If smart, it gives more time to enjoy life and the meaningful things in it (Tadjedin, 2019). Digitalization refers to the process of converting information, processes, or systems into a digital format, making them more efficient and accessible through the use of technology. It often involves automating manual processes, improving communication and data exchange, and creating digital platforms and tools to support business operations and consumer interactions.

RESEARCH METHODS
I. Research Site
The research site was located at Bah Koh Samed Island, Chumphon Province, Thailand.

A. Data Collection Technique
Direct Field Observation
Interview / Open Questions
Literature Study

B. Variables
This research uses variables that include internal factors consisting of strengths and weaknesses, and external factors consisting of opportunities and threats.

C. SWOT Analysis
Internal factors in SWOT include weaknesses and strengths in marketing products. Facing two internal and external factors tourist sites can determine the direction of a better policy. Internal factors in SWOT include strengths and weaknesses in marketing a product, while external factors include opportunities and threats for tourist attractions, such as the vacuum of a location (Syah, R. F., Fasa, M.I., & Suharto, S., 2021).

According to Wijayati, SWOT Analysis is a strategically planned formula for evaluating strengths, weaknesses, opportunities and threats that can be applied to a particular project or business (Ahyani,N., & Kesumawati, N, 2021).

SWOT analysis (Strength, Weakness, Opportunity, Thread) is a method that can be used in looking at the overall factors that hinder the wheels of a project and at the same time minimize weaknesses. With an evaluative SWOT Analysis, it can measure what strategies are worth implementing in the future. A strategy based on digitalization management is something that plays an active role in seeing the weaknesses and strengths of a tourist location.

Rangkuti explained that the SWOT matrix can clearly illustrate the external opportunities and threats faced by companies and business operations. The SWOT matrix has strategies as alternatives to find out the situation and conditions being faced. An explanation of the four possible alternative strategies is as follows:

WT Strategy: Directed defensive, reducing internal weaknesses and avoiding external threats.
  a. SO Strategy: Internal Strengths by utilizing external opportunities
  b. WO strategy: Improving internal weaknesses by taking advantage of external opportunities
  c. ST strategy: Internal strengths reduce the influence of external threats (Fikri, H., & Putra, P., 2022)

CONCLUSION

After conducting research both interviews and observations, approximately 84 different types of accommodation are available on Bah Koh Samed Island. It is estimated that 75% of the visitors are millennials of Bah Koh Samed Island tourist destination, while the rest are of various ages. Building a network requires the transition of organizational management from manual to digital, without having to leave the foundation of manual processes. When networking can be implemented, business processes can be executed and improved. Some experiences based on data that how to have constructive discussions, have sympathy, how to listen to people around when having something to say, and how to encourage others to share ideas and wisdom. Success in networking will be better if working together, being honorable, and treating others with respect. In this case, every manager in every division of work, regardless of what it is, needs artistic value in the process of improving art networking, such as location design, business marketing models, productions that can be offered, and updates on offers and entertainment at tourist sites in the form of the current system.

In the table below are the results of interviews and direct observations to the research location in the concept of digitalization management and increasing tourist visits.

Name	*Opinion*	*Assessment of the Questionnaire*	*Notes*	*Other*
Bran		*Good Enough*		*Rumania*
Adisonn		*Good Enough*		*Thailand*
Khemkeng		*Bad*		*Thailand*
Kob Kuhan		*Good Enough*		*Thailand*
Alex		*Bad*		*Norway*
Chuan Chen		*Good*		*Thailand*
Arthit		*Good Enough*		*Thailand*
K. Kae		*Good Enough*		*Thailand*
Thon		*Good Enough*		*Thailand*
Sem		*Good*		*Thailand*
Kuhh Sadi		*Bad*		*Thailand*
Alice		*Bad*		*Thailand*

		Good Enough		*Thailand*
		Good Enough		*Thailand*
Barbara	Not so clean, but she thinks that it is a culture from the place itself	*Good*		*German*
Paul Priya Makde		*Good Enough*		*Thailand*
Anna Rangstig - Marsh		*Good Enough*		*Sweden*
Kelvin Marsh		*Good Enough*		*England*
Gerd Konig		*Good Enough*		*Austria*
Alexander		*Good Enough*		*Russia*
Dennis Kostromin		*Good Enough*		*Russia*
Dubois Regune		*Bad*		*French*
Anouska		*Good Enough*		*Russia*
Agata		*Good Enough*		*Filipine*
Anna kosk		*Good*		*German*
Martin		*Good Enough*		*Austria*
Manfrid		*Bad*		*German*
Harald Meshach		*Good Enough*		*Austria*
Eun Jung		*Good*		*Korea Selatan*
Lim Park		*Good Enough*		*Taiwan*
Dzung Luu		*Good Enough*		*Vietnam*
A Yeong		*Good Enough*		*Korea Selatan*

From the above assessment, some respondents gave responses according to their experiences during their time at the location. This response is the main foundation for the improvement of Koh Samed Island's network that there needs to be changes both in terms of management and network improvement from every aspect in order to increase the revenue of Koh Samed tourist destination. On the other hand, a new finding that can be discussed is that visitors recognize the destination location through friends to friends, and in addition,

ticket booking still occurs some confusion. As an example of one of the respondents above admitted that he tried to see the location of the inn through a website, but after arriving he got different results.

From the results of the respondents' responses above, it was found that improving arts management and networking requires an organized evaluation. Organized evaluation can be interpreted as simultaneous assistance for both the local community and surrounding stakeholders. This assistance requires several professional teams in it and full trust in seeing and realizing the system that will be created. The system in building networks towards a better direction in Bah Koh Samed Island looks at improving networking and spatial aspects of management. When networking can be done, opportunities will come. How to have a good discussion, how to make others sympathize, how to make our presence accepted by those around us, and how to collaborate with others in order to give and receive ideas and ideas. All of these can be achieved if we are able to work together, respect and value others.

In this case, networking art at Bah Koh Samed is necessary for any management at any level whether top, middle, or supervisor. Therefore, by mastering how to interact with others to be able to create networks with anyone, especially in the scope of tourism to provide positive responses, respect, support, and help. On the other hand, a trust is needed. It is important because it must be done by leaders because programs cannot possibly be completed by a single person but must be completed by collaborating to achieve synergistic results.

VARIABLE	INDICATOR I	INDICATOR II
Hybrid Implementation Digitization management strategy (Business Model)	It is necessary to implement credible production knowledge improvement to ensure that the digitalization management strategy can be carried out effectively. Efforts should be made to improve information and communication related to site development, so as to help reduce costs and maximize benefits. Digital strategy should be a top priority to ensure efficient and effective use of resources. There is a need to reorganize the business model.	A lack of command of foreign languages can hinder engagement in marketing activities, meaning that information about local locations and products may not be widely known and accessed. Therefore, it is important to encourage locals to use available tools to promote their locations and products, such as websites, social media and others. Location positioning sites can be incorporated into websites to provide information about local locations and products to people outside the area. In addition, locals should

		also be trained to use foreign languages to promote their locations and products to an international audience.
Innovation Implementation Service Digitalization Tourism (Leadership Digitalization)	Digital Leadership can improve tourism services through the implementation of digitalization innovations. This can be done by creating Android and iOS application features that can facilitate tourists in finding information about tourism. These features can be in the form of location maps, tourist information, ticket price information and others. In addition, Digital Leadership can improve the quality of tourist sites by providing facilities that support the comfort of tourists such as providing free Wi-Fi, tourist location information, information about tourist activities, and others.	In developing leadership through a digital model, some steps that can be taken are: 1. Create social media pages specifically for local tourists. This will help them share information about the best locations and activities they can do in the area. 2. Organize tourism-related events or competitions. This will help tourists network and increase their loyalty to the location. 3. Create an app specifically for local tourists. This app can contain information about important locations and activities they can do. 4. Using the right influencers to promote the location.
Digitalization strategy Tourism (Teamwork)	To maximize the existing instruments in enhancing digitalization management, itinerary strategies are worth transforming by building digital map-based navigation that can help visitors navigate the right travel route. In addition, you can also use location-based navigation apps to provide route suggestions to gain access to desired locations. You can	This change in strategy will bring benefits to tourism. Tourists can enjoy their vacation more easily and conveniently. It will also help tour operators to prove their commitment to being energy-efficient and environmentally responsible. It will

	also use virtual reality technology to make the visitor experience more interactive and engaging. With this technology, visitors will be able to explore the location in a more interesting and fun way.	also make it easier for tour operators to access information about available tourist attractions and promote them more effectively. In addition, this strategy will help tourism operators to improve the quality of services provided by facilitating interaction with the public.
Tourism Adaptation (Digitalization Innovation)	The implementation of this service digitalization management adaptation can be done in various ways. First, companies can evaluate the current service system, identify problems and needs from customers, and then adjust the service digitally. Second, companies can promote services through various digital platforms, such as websites, social media, and applications. Third, companies can improve customer experience by providing quality digital services, such as online ticketing services, hotel bookings, and others. Fourth, companies can carry out a hybrid strategy through comparison of tourist services with other tourist sites.	Start by building a digital platform that can integrate all relevant tourist information and help visitors to access information easily. The platform will provide a digital map that can be accessed through Android/iOS apps, and also contain information about various tourist destinations, including shops, restaurants, and more. The platform will allow visitors to find tickets, hotels, travel packages, and so on easily

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