



Digital Tourism Model in Regional Tourism Development in Papua

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ABSTRACT

Tourism development in Papua Province requires a strategic approach to maximize its potential and address existing challenges. This article proposes several recommendations to enhance the tourism sector in Papua. First, investment in infrastructure improvements and digital technology development should be prioritized to enhance destination quality and facilitate promotion. Second, expanding promotional strategies through effective digital platforms and social media, as well as improving the quality of promotional content, can broaden market reach. Furthermore, diversifying tourism products with a focus on cultural and environmental preservation will attract various market segments. Improving human resource quality through training and collaboration with various stakeholders is also a crucial step. In addition, the formulation and implementation of a Regional Tourism Master Plan (RIPDA), along with strengthening regulations and policies, will provide clear guidelines for tourism management. Addressing challenges such as migration and potential cultural degradation, as well as improving security systems, should also be considered. Lastly, innovation in digital promotion and the empowerment of local MSMEs can enhance the appeal and economic contribution of the tourism sector. The implementation of these recommendations is expected to foster sustainable tourism growth and provide tangible benefits for local communities in Papua.

INTRODUCTION

A region must continuously strive to improve the welfare of its people through sustainable economic development. This development is not limited to the economic sector but also encompasses various other aspects of life. Each region has different income potential, depending on its natural resources and the ability to manage those resources. Locally-Generated Revenue (PAD) is one of the main sources of income for regional governments. By optimizing key sectors that represent regional strengths, PAD can be significantly increased. These main sectors play a crucial role in driving economic growth and creating new opportunities for the community.

The development of a region cannot be separated from the contribution of various strategic sectors, one of which is the tourism sector. This sector plays an important role in supporting the increase of PAD and is also one of the main sources of foreign exchange for the national economy. In the context of regional development, tourism plays an essential role by optimizing the potential of natural resources and developing the capacity of local human resources. The presence of the tourism sector, both directly and indirectly, impacts the socio-economic dynamics of local governments and communities. This aligns with the view that the tourism industry has a significant multiplier effect on accelerating economic growth and improving community welfare (Laipi et al., 2020).

Based on data released by Bank Indonesia, as of September 2023, the tourism sector successfully contributed USD 10.46 billion in foreign exchange earnings. The sector's contribution to the national Gross Domestic Product (GDP) is estimated to reach 3.8 percent. Additionally, the creative economy sector also demonstrated significant performance, with a value-added contribution of IDR 1,050 trillion and export value of USD 17.38 billion. The number of domestic tourist trips was recorded at 688.78 million trips as of October 2023, surpassing the number of trips in 2019, prior to the COVID-19 pandemic. This achievement indicates that the national tourism sector is undergoing a strong recovery and showing a positive growth trend in the post-pandemic context.

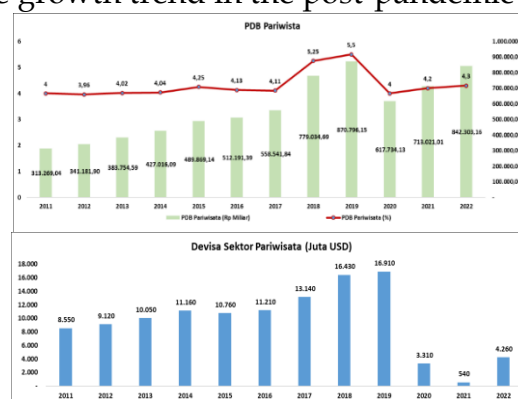


Figure 1. Growth of Tourism Value and Foreign Exchange Value

Due to its significant potential, the government has continued to develop the tourism sector since 1978. The aim is to increase state revenue, introduce Indonesian culture to the world, and simultaneously preserve the nation's culture

and values. Various regulations, such as Law No. 10 of 2009 on Tourism, have been enacted to support the development of this sector.

Papua offers a variety of unique and attractive tourist destinations. Its pristine natural beauty, such as Lorentz National Park and Raja Ampat, along with the rich culture of its diverse tribes, makes Papua one of the prime tourist destinations. Papua is known for its untouched natural beauty, including tropical rainforests, mountains, and oceans rich in biodiversity. Tourist destinations such as Raja Ampat, Lorentz National Park, and Lake Sentani. In addition to its natural beauty, Papua is also rich in cultural diversity with over 250 tribes and languages, each with unique traditions and arts. Moreover, tourism in Papua offers various attractions, such as Wasur National Park in Merauke, which is rich in mammal species, and Cenderawasih Bay National Park, which showcases the beauty of marine life and coral reefs.

The cultural diversity in Papua Province is reflected through various cultural tourism agendas, one of which is the Baliem Valley Festival, which specifically highlights the unique traditions of the Dani Tribe. Additionally, Papua also offers a variety of nature-based tourist activities such as trekking, hiking, hunting, and adventure expeditions aimed at special-interest tourists. This province is considered to have a very comprehensive tourism potential, almost being one of the most complete in Indonesia. The authenticity of its natural environment and its rich, authentic culture make Papua a destination with unique appeal in the national tourism scene. Data shows that tourist destinations in Papua contribute significantly, accounting for 25 percent of the total national tourist visits each year. According to Petriella, the economic potential of tourism in Papua is vast due to the uniqueness and high originality of its local culture (Ismail, 2020).

However, the main challenge faced in the development of tourism in Papua is limited infrastructure, such as road access, accommodation facilities, and transportation services. Additionally, the lack of effective promotion and easily accessible information about tourist destinations in Papua means that many potential tourists are unaware of the beauty Papua has to offer. These limitations serve as the main obstacles in increasing the number of domestic and international tourist visits.

Tourists are more familiar with other tourist destinations outside of Papua Province, such as West Papua, which is known for Raja Ampat. The Central Statistics Agency (BPS) Papua reported that the number of foreign tourist visits (wisman) to Papua Province decreased in January 2024. The number of foreign tourist visits through the immigration gate in Jayapura reached 8,254 visits, a decrease of 27.88 percent. This data is based on the number of foreign tourists entering Papua through the immigration gate in Jayapura (Carolina, 2024).

Despite Papua Province's extraordinary natural and cultural wealth, its existence as a tourist destination is not yet fully recognized by both national and international audiences. This indicates that tourism promotion efforts in the region are still suboptimal, especially in introducing the exoticism and uniqueness of its attractions. The significance of the tourism sector in Papua begins to be felt when the number of tourist visits increases, both for recreation and business travel. However, data shows that the level of tourism visits to Papua

is still relatively low compared to other major destinations such as Bali, Jakarta, and Batam. One of the main barriers to low interest in visiting is the high transportation costs to the Papua region, which serves as an obstacle for both domestic and international tourists (Rumpaidus et al., 2019).

This situation is ironic given that Papua has an abundance of natural resources, but these have not been maximally managed within the framework of sustainable tourism development. Without intervention and serious attention from the regional government, there is a possibility that the tourism sector in Papua will not develop significantly and may even be at risk of being neglected in national development. Research by Nurhayati and Ristanto (2017) highlighted that there are still many potential tourist attractions in Papua that have not been explored. However, the lack of information and promotion has led to these places not being widely known, so the number of visitors remains minimal. This reflects the complexity of challenges faced in the development of tourism in Papua, which includes infrastructure issues, a weak promotion system, and low local community involvement in the tourism sector.

Suwantoro (2004) stated that effective tourism development should be based on three main strategies: integrated promotion targeting both domestic and international markets, improving accessibility through cross-sector collaboration, and developing tourist areas that support the comfort and appeal of the destination. These three aspects are interrelated and serve as key elements in driving the growth of the tourism sector, including in Eastern Indonesia such as Papua.

Additionally, changes in tourist behavior in the digital era also present challenges and new opportunities in destination development. A study by Lo and McKercher (2015) showed that millennial tourists tend to be attracted to visually appealing places, particularly those that allow them to take selfies. This phenomenon has led to a new trend in the tourism industry, namely the development of digital destinations, which are tourist areas specifically designed to attract attention through aesthetic and iconic photo spots (Imam, 2017). Adapting to this trend could be a potential strategy in expanding the tourism appeal of Papua among younger generations.

In today's digital era, information technology has become an integral part of daily life, including in the tourism industry. Digital transformation in tourism includes the use of technology for promotion, booking, and destination management. The concept of digital tourism involves the use of websites, social media, mobile apps, and e-commerce platforms to facilitate tourists in planning their trips, accessing information, and sharing their travel experiences.

In the current era of digitalization, the tourism sector needs to be supported by skilled and professional human resources. This is due to the increasing competition in the tourism industry. This condition encourages destination managers to provide various facilities and adequate infrastructure to attract tourists. Tourists will be more comfortable enjoying the beauty of a destination if it is supported by complete facilities and infrastructure (Mistriani, 2019). Over time, digital media has also provided additional benefits to its users, such as

branding, posting, sharing, promotion, and marketing (Sudarmawan & Prasetya, 2019). Therefore, digital media can be utilized in the tourism sector. Tourists can easily obtain information about tourist destinations, climate conditions, attractions, or the main traditions of a location, and even make transportation and accommodation bookings through these digital platforms. The use of digital media plays a crucial role in tourism promotion, contributing to increased tourist visits and boosting the local economy (Kharisma, 2023).

Papua, with its extraordinary natural and cultural wealth, has vast tourism potential. However, despite its rich and unique tourist destinations, Papua still faces various challenges in developing its tourism sector. Digital tourism refers to the integration of digital technology in the tourism industry, which changes the way tourists plan, experience, and share their journeys (Gössling, 2020). Digital tourism offers solutions to the promotion and accessibility challenges faced by Papua, especially through the use of AI. AI and the Internet of Things (IoT) are used to provide personalized recommendations and enhance the tourist experience with more connected facilities (Tandafatu et al., 2024). By utilizing digital technology, tourist destinations in Papua can be promoted to a global audience more effectively. Furthermore, tourists can easily find information about tourist destinations, plan their trips, and even make bookings online. This convenience arises because the tourism business has adopted digital strategies to improve marketing and destination management, including the use of social media to influence tourist decisions (Maurer, 2021). The use of social media also allows tourists to share their experiences, which in turn can attract more tourists to visit Papua.

Considering the various challenges and potential, this study aims to formulate tourism development strategies in Papua Province through a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach. This approach is used to comprehensively evaluate the internal and external factors influencing the dynamics of the tourism sector in the region. Unlike previous studies, this research focuses on developing Papua's digital tourism potential based on local wisdom as an innovative and contextual strategy to advance the tourism sector.

The uniqueness of this study lies in its boldness to highlight the dimension of innovation in strengthening the tourism sector, not only through policy and regulatory approaches but also through tourism management that is adaptive to digital technology developments. In the era of digital transformation, tourism development strategies can no longer solely rely on conventional instruments but must leverage information technology as a means to expand promotional reach and improve accessibility of information for potential tourists.

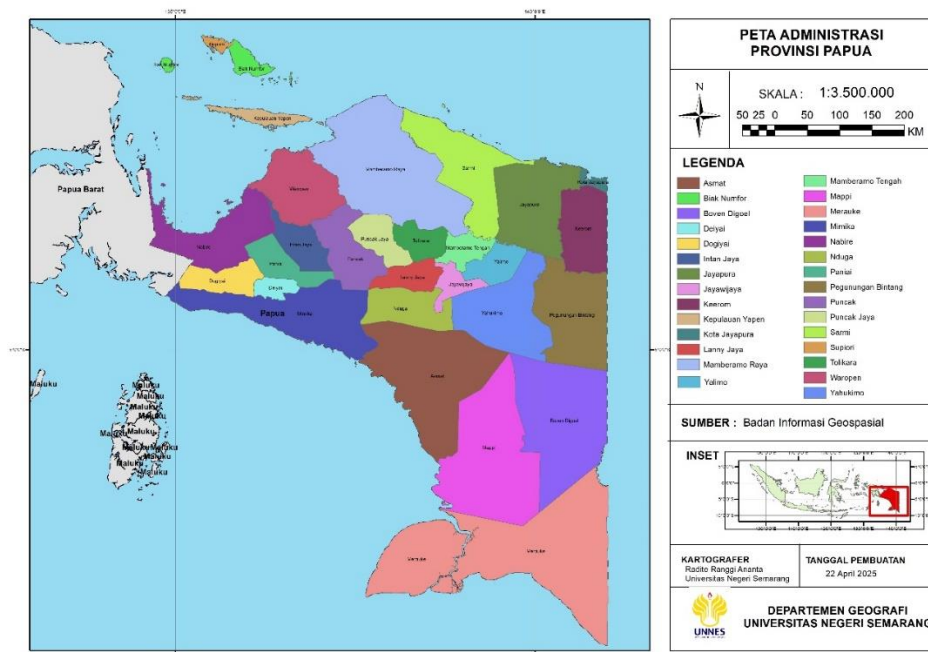


Figure 2. Administrative Map of Papua Province

The application of tourism digitalization is not only a tool for introducing destinations but also an effective medium to widely disseminate tourism attractions, especially at the international level. However, there are key challenges in digital tourism, such as the need for better regulations and more comprehensive integration of technology into tourism infrastructure (Erdogan, 2021). Through the optimization of digital platforms and internet infrastructure, tourists will have easier access to information about destinations, including details on location, access, facilities, and the attractions offered. Therefore, digitalization functions not only as a promotional medium but also as a catalyst for increasing tourist visits, particularly international tourists, which ultimately impacts sustainable local economic growth.

METHODOLOGY

This study employs a descriptive qualitative approach to analyze tourism development strategies in Papua Province. This approach is chosen to gain a deeper understanding of the potential, challenges, and strategies that can be implemented for sustainable tourism sector development (Manfreda et al., 2023). The data used in this research consists of primary and secondary data. Primary data is obtained through spatial data processing using Geographic Information Systems (GIS) with the ArcGIS application, producing a map of Papua Province. Meanwhile, secondary data is gathered through literature studies that include tourism planning documents such as the Regional Tourism Master Plan (RIPDA), scientific publications, government reports, and statistical tourism data from the Central Statistics Agency (BPS). Data analysis is performed using content analysis techniques, identifying key themes related to infrastructure, digital technology, promotion, cultural and environmental preservation, and the empowerment of small and medium-sized enterprises (SMEs).

To strengthen the analysis, this study also uses the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach to evaluate internal and external factors affecting tourism development (Fan et al., 2023). The results of this analysis are then used as a basis for formulating relevant strategic recommendations for tourism in Papua.

RESULTS and DISCUSSION

The digital era is expected to play a crucial role in improving the performance of Indonesia's tourism industry. This era has significantly transformed how tourists plan their trips, from searching for information (look), booking tickets or travel packages (book), to making payments (pay) online. Digitalization has changed consumer behavior by providing easier access and more personalized experiences (Sivarethnamohan, 2023). Industry players now use digital marketing to align with the dynamics and lifestyles of modern society, which is mobile, interactive, and always connected to smartphones. Today, digital marketing platforms such as websites, Facebook, Instagram, Twitter, and other social media platforms have become key tools in tourism promotion (Masrurroh, 2021; Safitra, 2019). All of these activities can be easily conducted without time or space constraints, thanks to the presence of the internet (Apriliana, 2022).

The success of promotion and innovation in the tourism sector heavily depends on the availability of supporting facilities and adequate infrastructure at tourist destinations. These elements are the main attractions that draw tourists to visit. In Papua Province, tourism development strategies are implemented through a multidimensional approach tailored to local conditions and available resources. This strategy is designed by optimizing natural and human resources, government budget utilization, and existing physical facilities as part of efforts to enhance the competitiveness of the regional tourism sector.

Based on interviews with informants from the Papua Provincial Tourism Department, the current tourism development strategy focuses on two key pillars: the development of tourist destinations and the broader marketing of these destinations. The planning and implementation of these programs are strongly influenced by the budget allocated by the local government. Therefore, the effectiveness of the strategies applied depends on fiscal commitment and regional development policies that favor the tourism sector.

Development of Digital Tourism Based on the AIDDA Model

In her study, Ina Heliany (2019) emphasizes that digitalization of Indonesia's tourism sector must be carried out thoroughly and seriously, not merely as rhetoric or policy statements. To support this development, collaboration among stakeholders is necessary, involving skilled human resources in information technology at both national and global levels. The involvement of the younger generation, especially Generation Z, is considered strategic in designing the roadmap for sustainable tourism development. This aligns with the views of Hidayatul Himawan (2009), who stated that successful tourism development is closely related to the availability of adequate supporting facilities and digital systems that can be directly integrated with tourist

destinations. These systems enable tourists to obtain real-time information according to their travel needs. This idea has led to the development of a digital tourism model based on the internet, using the AIDDA framework.

The AIDDA model, introduced by Kotler and Keller (2009) and further developed with the addition of the internet as a central element, encompasses five stages of strategic marketing: awareness (awareness), interest (interest), desire (desire), decision (decision), and action (action). These five elements form a marketing lifecycle and can be used to promote the growth of Indonesia's digital tourism sector. The first stage, awareness, relates to raising public awareness of a tourist destination's existence, which in consumer behavior theory reflects the cognitive dimension of attitudes. In this context, stakeholders play a role in shaping public perceptions of the importance of getting to know lesser-known or widespread cultures. Regions in Eastern Indonesia, such as Papua, with their rich culture and history, are often not the primary focus of tourists. Therefore, digitalization is expected to uncover hidden tourism potentials to make them more widely known.

The implementation of this strategy can also be strengthened through the establishment of Tourism Awareness Groups (POKDARWIS), which function as community drivers to manage destinations independently. Ratnaningsih (2015) noted that POKDARWIS aims not only to increase public awareness of local tourism potential but also to independently manage tourism infrastructure and activities such as food and souvenirs in the form of tourism villages.

The second stage in the AIDDA model is interest, which can be achieved if the awareness formed can be developed into interest. Here, a soft-sell marketing approach is deemed effective in building public trust in lesser-known destinations. The increased frequency of digital exposure to destination promotions will strengthen the attraction for potential tourists. Research by Yashinta Eka Rimbawati (2020) indicates that promotional intensity has a significant impact on the increase in tourist visits, including in the context of tourism in Papua. Delivering engaging and consistent information by digital marketers has been proven to effectively attract tourists.

Next, the desire stage reflects tourists' emotional drive after they have been consistently exposed to digital promotions. When potential tourists reach the interest stage, they will begin to develop a strong desire to visit the offered destination. In this context, marketers are required to present attractive and relevant digital content. A study by Rosyid, Djoko, and Widayanto (2013) indicated that intensive promotion has an influence on consumer decisions in the product context, and the same can be applied to tourism destination promotions. Similarly, Jayanti and Zuhri (2017) found that advertisements combined with pricing factors can influence consumer decisions, supporting the importance of innovation in digital tourism marketing strategies.

The decision stage is when potential tourists make a choice based on the information they have accumulated. At this stage, the government and digital marketers must provide informative content that makes it easier for potential tourists to make informed decisions.

According to Maftukhah Gustiani (2018), electronic word of mouth plays a vital role in shaping tourist decisions. Therefore, collaboration with influencers or opinion leaders becomes a crucial strategy to strengthen persuasive and trustworthy digital promotions.

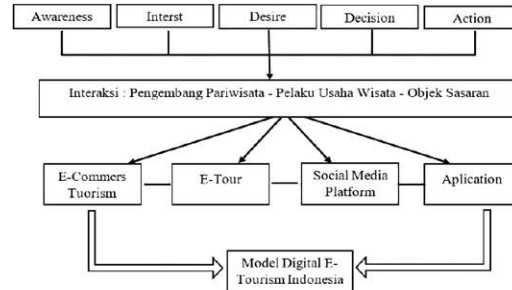


Figure 3. AIDDA Model Cycle

Finally, the action phase marks the realization of a tourist's decision to actually visit the selected destination. After completing the entire AIDDA cycle, marketers can design more contextual derivative strategies tailored to the characteristics of the targeted market. At this stage, the synergy between the government, local communities, and business actors becomes crucial, particularly in the context of empowerment and inclusive tourism development. Tourists will choose destinations that not only meet their visual expectations but also offer authentic and memorable experiences. Therefore, the optimization of the digital-based AIDDA model can serve as a strategic alternative to enhance the competitiveness of Indonesia's tourism sector in the era of digital transformation (Aziz, 2022).

The low quality of the tourism sector in Papua Province is generally caused by the lack of optimal efforts in the development, management, and maintenance of existing tourist destinations. This condition is further exacerbated by the limited supporting facilities and infrastructure, which are critical elements in improving the comfort and accessibility for tourists. Therefore, to formulate the right policy direction for the development of the tourism sector, a comprehensive analysis is needed through a SWOT approach to identify strengths, weaknesses, opportunities, and threats. The following table maps the strategic factors that affect the natural tourism sector in Papua Province, both from internal and external aspects.

Table 1. SWOT Analysis of Papua Tourism

Internal	Factors
Strengths (S) Weaknesses (W)	
• Has natural tourism potential - Lack of destination promotion	
• Availability of natural tourism festivals - Absence of the Provincial Tourism Master Plan (RIPDA) for Papua	
• Availability of supporting facilities for natural tourism sites - Management of natural tourism sites is not professional	
External	Factors
Opportunities (O) Threats (T)	
• Increasing number of tourists - Erosion of local culture and wisdom by foreign cultures	
• Increasing community income - Increased migration to Papua	
• Increased regional income - Unstable security conditions	

Source: Author's Analysis, 2025

Based on the table presented regarding the factors that form the basis for the development strategy of natural tourism potential in Papua Province, the SWOT analysis results in four main strategies. These strategies are formulated by considering internal factors such as strengths (S) and weaknesses (W), as well as external factors such as opportunities (O) and threats (T).

S-T Strategy (Strengths and Threats)

The strategy designed based on the combination of internal strengths and external threats focuses on improving the quality and intensity of tourism promotion. Given the strategic geographic location of Papua Province, comprehensive promotional efforts are very important to attract tourists from various regions. Papua has abundant natural and cultural wealth that can be developed, but challenges such as security instability and the influence of foreign cultures on local values require a more adaptive and sustainable promotional approach.

One of the identified challenges is the limited form of promotion carried out by the local government. The current promotional strategies focus more on conventional media, such as distributing brochures, booklets, and participating in art and cultural exhibitions at both provincial and national levels. Although information technology has begun to be utilized, its effectiveness still needs to be improved, especially in terms of content management and optimization on official government websites containing tourism destination information.

The use of digital technology has actually covered much of the tourism potential in Papua, but the lack of innovation in design, visual narratives, and information dissemination strategies remains a barrier in reaching a wider audience. An informant from the Papua Province Tourism Office emphasized the importance of strengthening a digital-based tourism information system that is environmentally friendly. In this regard, the concept of green investment or

sustainable investment needs to be integrated into the promotional system development as part of efforts to strengthen tourism that is not only economically oriented but also focused on environmental sustainability and the preservation of local culture.

Thus, the most appropriate S-T strategy in this context is to encourage innovation in digital tourism promotion based on the principles of sustainable ecotourism, utilizing the natural and cultural potential of Papua to address the challenges of cultural globalization and existing security and social issues.

S-T Strategy (Strengths and Threats)

This strategy arises from internal strengths to address external threats in the development of tourism in Papua Province. This strategy emphasizes the importance of preserving local culture and values of wisdom. With the increasing number of tourists, efforts must be made to preserve local culture so that it is not eroded by global cultural influences. Therefore, a strategy is needed to preserve local culture, one of which is through the organization of sustainable cultural festivals that have begun to be held.

W-T Strategy (Weaknesses and Threats)

This strategy, based on weaknesses and threats, is designed to minimize internal weaknesses and avoid external threats in the development of the natural tourism potential in Papua Province. One of the strategies adopted is to protect and preserve natural tourism potential so that it does not disappear or become damaged. This effort is crucial to ensure that Papua's natural wealth remains protected. For instance, bomb fishing practices must be stopped as they can destroy coral reefs and other marine habitats. Additionally, beach and lake tourist sites need to be preserved to maintain their appeal as extraordinary tourist attractions in Papua.

Second, creating a sense of safety for tourists visiting Papua is crucial. One of the main challenges in Papua is security issues, so a strategy is needed to create a sense of security for tourists. One step that can be taken is to provide security posts at strategic locations to monitor tourist activities at each tourism destination. Currently, there are insufficient security posts at various natural tourist sites in Papua, so this should be a priority to enhance the comfort and safety of tourists.

Table 2. Application of SWOT Strategies in Papua Tourism Development

INTERNAL Strengths (S)	
1.	Has natural tourism potential
2.	Availability of natural tourism festivals
3.	Availability of supporting facilities for natural tourism sites
Weaknesses (W)	
1.	Lack of destination promotion
2.	Absence of the Provincial Tourism Master Plan (RIPDA) for Papua
3.	Management of natural tourism sites is not professional
EXTERNAL Opportunities (O)	

1. Increasing number of tourists
2. Increasing community income
3. Increasing regional income
S-O Strategy
1. Develop and improve the professional management of natural tourism products
2. Design annual sustainable natural tourism festivals
W-O Strategy
1. Improve the quality and quantity of tourism promotion
2. Encourage the development of natural tourism potential that can provide economic impacts (multiplier effect)
Threats (T)
1. Erosion of local culture/ values of wisdom by foreign cultures
2. Increasing migration to Papua
3. Unstable security conditions
S-T Strategy
1. Preserve local culture and values of wisdom
2. Organize migration-related population data
W-T Strategy
1. Protect and preserve natural tourism potential from damage or extinction
2. Ensure a sense of safety for tourists
Tourism Sector Development Strategy in Papua Province

The development of the tourism sector in Papua Province should begin with strengthening the regulatory aspect. Although Papua Province already has a legal framework through Governor Regulation No. 43 of 2016 regarding the organizational structure and working procedures of the Tourism Office, its implementation has not been fully optimized to support tourism sector progress. In the context of the region's challenging policies, strengthening regulations is essential to set development priorities and obtain comprehensive legal support. In comparison with West Papua, which has issued Regional Regulation No. 13 of 2013 on Tourism – covering aspects of business, community empowerment, and destination development – regulations in Papua tend to be limited to the internal administrative aspects of local government agencies. This gap is reflected in the tourism development progress in West Papua, as evidenced by the popularity of Raja Ampat as a national and international destination.

In tourism development, it is crucial to integrate local wisdom values so that the formulated regulations can serve as a reference for both domestic and international tourists in engaging in responsible tourism activities. In addition to regulations, managerial aspects also play a vital role in implementing tourism sector development. Innovation is a critical element, and its success largely depends on management effectiveness.

As stated by Ratna Sari (2019), management is a systematic process that includes organizing, directing, and supervising to achieve goals through the utilization of available resources, both human and non-human. The innovations implemented must represent the cultural identity and unique characteristics of Papua to create added value in tourism promotion.

Tourism destination promotion must be carried out strategically, considering which elements to highlight and what kind of information to convey to the public, while maintaining the authenticity of local culture. The planning of open spaces, such as tourist parks, should be designed as recreational and educational venues for local communities. Supporting infrastructure such as land transportation to tourist sites needs to be realized through synergy with the Transportation Office to ensure easy access for tourists. Information dissemination through various media, including print, electronic, and digital platforms, must also be optimized to enhance the visibility of Papua tourism. Additionally, empowering MSMEs around tourist sites is a strategic step to create local economic impacts. Collaboration between local government agencies and local artisans can be realized through training on attractive product packaging, effective marketing strategies, and cross-sectoral coordination to support community businesses' progress.

CONCLUSION

The management of tourism potential in Papua Province is generally still conducted in a traditional manner by the local communities who hold customary land rights over the tourist areas. The lack of government and private sector involvement in supporting the development of tourism potential is evident, especially with the absence of the Papua Tourism Master Plan (RIP Papua) as a primary guide for tourism development. Annual tourism promotional activities, such as natural and cultural tourism festivals, often feel like a routine that has a minimal impact on improving the welfare of local communities around the tourist sites.

The development of digital tourism based on the AIDDA model becomes a strategic alternative to address existing challenges and opportunities. This model includes five key stages: Awareness, Interest, Desire, Decision, and Action. It is effective for building sustainable digital communication and attracting tourists, particularly to destinations that are not yet popular, like Papua.

The AIDDA model can also be strengthened by establishing Tourism Awareness Groups (POKDARWIS) as local movers in the independent management of destinations. This strategy aligns with the spirit of sustainable tourism that focuses not only on economic aspects but also on the preservation of culture and the environment.

From the SWOT analysis, the tourism development strategy for Papua was formulated using an approach that considers strengths, weaknesses, opportunities, and threats. For instance, the S-T (Strengths-Threats) strategy emphasizes the importance of innovative digital promotion based on ecotourism

to address challenges such as cultural globalization and security conditions. Meanwhile, the W-T (Weaknesses-Threats) strategy focuses on preserving destinations and ensuring the safety of tourists.

To ensure the effectiveness of these strategies, regulatory aspects need to be strengthened. Although Papua Province already has a legal foundation through Governor Regulation No. 43 of 2016 concerning the organizational structure and working procedures of the Tourism Office, the implementation on the ground has not yet been optimal. In comparison, West Papua has made more progress in formulating regulations through Regional Regulation No. 13 of 2013. Therefore, Papua Province needs to develop a comprehensive Provincial Tourism Master Plan (RIPDA) as a systematic policy direction.

RECOMMENDATIONS

1. The development of infrastructure and tourist facilities with investments in improving access roads, accommodation facilities, and transportation should be carried out to enhance the quality of tourist destinations in Papua.
2. The promotion strategy should be expanded using various digital platforms and social media to reach a wider audience. This includes integrated advertising campaigns with both mass media and digital platforms.
3. Innovations in digital promotion should be implemented, including the use of the latest technologies to attract tourists' attention and increase interaction with potential visitors.
4. Empower local MSMEs (Micro, Small, and Medium Enterprises) around tourist sites by providing training in product packaging, marketing, and coordination with regional authorities.

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