

ABSTRAK

Konsep *smart tourism* atau pariwisata cerdas menunjukkan pentingnya penggunaan teknologi informasi dan komunikasi dalam pembangunan destinasi pariwisata. Pengelolaan destinasi wisata saat ini perlu mengadaptasi konsep *smart tourism* guna meningkatkan kualitas layanan pariwisata serta meningkatkan daya saing destinasi wisata. Dalam penelitian ini menggunakan metode kualitatif deskriptif guna mendiskripsikan pengembangan *smart tourism* di destinasi Desa Wisata Gabugan beserta faktor-faktor pendukung dan penghambat dalam pengembangannya. Pengembangan *smart tourism* di destinasi Desa Wisata Gabugan dilihat menggunakan 6 kriteria *smart tourism* di destinasi wisata menurut Tran et al. (2017). Keenam kriteria tersebut meliputi: *smart attraction*, *smart accessibility*, *smart amenities*, *smart ancillary*, *smart activities*, dan *smart available packages*. Hasil penelitian memperlihatkan bahwa destinasi Desa Wisata Gabugan belum menerapkan keenam kriteria *smart tourism* dengan optimal. Faktor penghambat dalam penerapannya yakni kurangnya pemahaman pengelola mengenai konsep *smart tourism*, sumber daya manusia yang kurang berkompetensi dalam TIK, tidak ada kerja sama dengan swasta, dan kawasan desa wisata gabugan yang jauh dari transportasi publik. Sedangkan faktor pendukung dalam pengembangannya meliputi arah kebijakan pengembangan destinasi wisata di Kabupaten Sleman yang menuju *smart tourism* dan adanya kesadaran pengelola terhadap pentingnya TIK dalam pengelolaan pariwisata.

Kata Kunci: *smart tourism*, desa wisata, Desa Wisata Gabugan

ABSTRACT

The concept of smart tourism shows the importance of using information and communication technology in the development of tourism destinations. The management of tourist destinations needs to adapt the concept of smart tourism in order to improve the quality of tourism services and increase the competitiveness of tourist destinations. This research used descriptive qualitative methods to describe the development of smart tourism in Gabugan Tourism Village destination along with the inhibiting and supporting factors in its development. The development of smart tourism in the Gabugan Tourism Village destination was seen from 6 criteria for smart tourism in destinations according to Tran et al. (2017). The six criteria include: smart attraction, smart accessibility, smart amenities, smart ancillary, smart activities, and smart available packages. The results of the study showed that Gabugan Tourism Village destination has not implemented the six smart tourism criteria optimally. The inhibiting factors in its implementation are the lack of knowledge about smart tourism, incompetent human resources in ICT, no collaboration with the private sector and no public transportation. While the supporting factors in its development include the direction of the policy for developing tourist destinations in Sleman Regency which is towards smart tourism and the manager's awareness of ICT in tourism management.

Keywords: *smart tourism, tourism village, Gabugan Tourism Village*