DEVELOPING A TOURISM BIG DATA FRAMEWORK FOR INDONESIA: LEARN FROM THE JAPAN CASE

ABSTRACT

Many people think that big data is a "technology thing" when it is really about an intelligence process to better deliver the customer promise. Over the last few years, big data has impacted many industries including tourism. It presents information collected from a wide range of sources in a structured manner, enabling businesses in the travel and tourism industry to take immediate decisions as per the changing customer demand.

In Indonesia, big data analytics is used to boost tourism performance. The Indonesia Ministry of Tourism (KEMENPAR) has created a new digital system that allows them to receive and analyze data more efficiently. This campaign is not only applied to its promotional activities but also brings it to its office. However, most of the implementation are very limited in scope and output. For example, while Indonesia has begun implementing mobile roaming data for tourism analytics, it only applied at Indonesia border areas. On the other hand, Japan has applied the same method to the whole country. Thus, able to maps the travel pattern of foreign tourists in Japan better.

The main method of this study was a comparative study of the Japan Tourism Agency's basic papers and plans in implementing big data for tourism analytics. The author aims to better understand the implementation of tourism big data analytics within the plans and strategy of Japanese tourism. The literature study of other reports and documents on Japanese tourism available also enabled the author to grasp a better understanding of the problems and advantages of big data tourism practices in Japan. English-language, publicly available government documents including archives and regulations, public reports, as well as published research articles that are relevant to tourism big data in Japan are also utilized. The goal consistently was to identify how issues related to the implementation of the big data tourism policy in Japan are handled and respectively how and where that implementation can be adapted to Indonesia.

keywords: tourism, big data, government papers, comparative study