Model of Tourist Destination Promotion: Government Websites, e-WOM, and its Effect on Local Tourism Competitiveness

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ABSTRACT
This research aims to analyze the competitiveness of local tourism by using a tourism promotion through e-wom and the government websites, a study model of the local government tourism promotion. This study used a survey method with the quantitative analysis, and the analytical tool used is SmartPLS version 3.0 tools. Two hundred respondents comprise both local and foreign tourists of Jambi Province who have visited tourist destinations or seen a tourism promotion on local government websites. The result has shown a positive and significant effect both directly and indirectly the sitequal of the government website, and e-wom on local tourism competitiveness. Electronic word-of-mouth (e-wom) has a strong effect on the sustainability of tourist visiting intention.

KEYWORDS: *Sitequal, E-wom, Sustainability of Visiting Intention*

I. INTRODUCTION

Tourism is a strategic sector that continues to experience growth. The speed of growth of this sector is proven to exceed the trade sector. International tourist arrivals grew 5% in 2018, and export earnings generated by tourism have grown to USD 1,7 trillion(Tourism & Unwto, 2021). It can be said that the acceptance of most countries in the world from the tourism sector can shift the state revenue from other sectors.

Asia and the Pacific experienced the fastest growth in tourists arrival and tourism receipts globally, with an average growth of 7% in 2018, while in South-East Asia, tourist arrivals and tourism receipts grew 7% and 5% in 2018 (UNWTO,2019). However, Indonesia in the ASEAN region is still unable to compete, even with neighboring countries such as Malaysia and Singapore. These two countries in 2018 received 24,577 million and 14,673 million tourists visits, respectively, while Indonesia only received Thirteen thousand three hundred ninety-six million foreign tourists (UNWTO, 2019). Indonesia, a country with a variety of tourism potential and cultural uniqueness, should bring in more foreign tourists. The growth of the tourism sector market should encourage the government, including the provincial government, to continue developing the potential and increase the competitiveness of local tourism, starting from improving the facilities and infrastructure of tourist attractions, adding tourist destinations, fostering tourism-aware villages, developing historical and cultural tourism, including increasing frequency holding national and international events which have an impact on increasing the number of visits to tourist destinations of interest.

Various tourism promotion media, including digital promotion media (ICT), are needed to enhance tourism competitiveness and encourage interest in local and foreign tourist visits. Several research results related to the use of information technology in tourism promotion (So & Morrison, 2004; Al-Shatti, 2014; Peña & Jamilena, 2010) prove the strong influence of digital media (ICT) on tourism competitiveness and encourage more tourist visits.

Along with the development of information technology and digital promotion media, access to tourism information is now increasingly easy to obtain through the power of e-WOM (electronic - Word of Mouth). Empirically, Word of Mouth has proven to be effective in influencing consumer behavior in purchasing products and services and in increasing customer loyalty (Bergeron et al., 2003). In the virtual era, the power of WOM has grown exponentially,(Goyette I. et al., 2010). Now, social media is an effective WOM channel for consumers to share their experiences using products and services and tourism experiences through online conversation. Various studies of e-wom in the tourism industry (Abubakar et al., 2017; Auliya et al., 2020; Litvin et al., 2008; Wang, 2015)show the strong influence of e-WOM on tourist visits. Empirically it is proven that e-WOM influences consumer behavior and is considered more effective compared to conventional advertising(Chen et al., 2011; Hennig-Thurau et al., 2004; Jalilvand & Samiei, 2012; Jiménez & Mendoza, 2013; Loncaric et al., 2016).

Tourism promotion through local government websites has a strategic role in building competitiveness and increasing tourist arrivals, both local and foreign. The speed of updating information on managed websites related to tourist destinations, various attractions, and the innovative products accompanying them is the key to achieving these goals. The local government is already using and developing digital promotion media. Jambi province, for instance, has used the digital media "pesonajambi.net" in promoting tourism destinations. In addition, conversations through online media (e-WOM) about the experience of tourists are also a driving force for other tourists to see for the first time the tourist destination discussed. However, the power of using digital media and e-WOM to increase local tourism competitiveness needs to be proven. It is, therefore, interesting to study the effects of e-WOM and the government websites used on local tourism competitiveness.

Based on the explanation above, this research tries to 1). examine the effect of e-WOM (e-word of mouth) and local government websites in encouraging increasing tourist visits, 2). They are analyzing the power of e-WOM and websites managed by the local government to enhance local tourism competitiveness. It is hoped that the results of this study will provide a   contribution as material for information and input for the government and tourism business actors related to the strength of the website and e-WOM as a promotional medium for the competitiveness of local tourism.

II.   LITERATURE REVIEW

Tourism competitiveness is significant to continuously improve to become a superior sector owned by a country; Indonesia is no exception. There are three components to tourism competitiveness; Core Resources, Created Resources, and supporting factors (Dwyer & Kim, 2003). Core resources, related to the core characteristics of tourist destinations that make them attractive to visit, serve as the primary motivation for attracting tourist destinations (Crouch & Ritchie, 1999). Resources that are inherited (endowed resources), consisting of natural resources, heritage, and culture. Created resources, including tourism infrastructure, special events, entertainment, shopping, while supporting factors, resources that serve as supporting the competitiveness of tourist destinations, such as private and public organizations 'supporters' tourism activities that have a collection of unique skills that competitors do not easily imitate, can be a source of sustainable competitive advantage (Barney, 1991; Prahalad & Hamel, 2009) Supporting factors, including public infrastructure, service quality, access, friendliness, and ties market.

Communication media are needed for tourism promotion. Tourist destination information media can be done using print media, advertising, electronic media, and social media. Promotional media that have access to the broadest range are electronic media, including website pages. Promotion through electronic media (website) is primarily determined by the quality of the website itself (SITEQUAL). SITEQUAL was developed by (Yoo et al., 2001), dimensions of promotion using electronic media, including ease of use, aesthetic design, processing speed, and security. Ease of use is the ease and ability to find information. Aesthetics design is the creativity of a website with perfect multimedia and graphical coloring that attracts website visitors. Processing speed is the speed of time processing data, and interactive responses to consumer requests, and security is the security of personal data and financial information from web visitors.

Word-of-mouth is considered the most effective way to attract and retain customers (Duhan et al., 1997; Goyette I. et al., 2010). Electronic WOM is the digitalization of traditional WOM, delivered through email, blogs, websites (Humaira & Wibowo, 2017). Consumers usually receive and respond to e-WOM messages as a reliable source of exciting and valuable information (Bickart & Schindler, 2001; Gruen et al., 2006; Litvin et al., 2008; Tran et al., 2012), revealed that e-WOM would change the structure of travel information and then change tourists' knowledge and perceptions of various tourism products. A study conducted by (Xiang & Gretzel, 2010) concluded that tourism marketing now focuses on using social media to create a positive image through e-WOM towards tourist destinations and business people. (Parra-López et al., 2011) reinforces that electronic media provides benefits as a forum for sharing photos, videos to personal blogs, rating, evaluating, viewing maps online, and sharing and recommending to fellow users. The dimensions of e-WOM within the scope of Social Networking Sites (SNSs) include a). Tie Strength (the bonds that exist between members in a network), b. Homophily (degree of similarity of someone in certain conditions), c). Trust (the user's confidence in the information received), d). Normal Influence (the tendency to expect others to behave the same way we feel, easily influenced by social opinion and approval), and e). Informational Influence (tendency to receive information conveyed in the search for goods and services. The influence of e-WOM is measured using dimensions of intensity, content, positive opinions, and negative opinions (Goyette I. et al., 2010).

III.   METHODOLOGY

The model for this study is designed to examine the effect of government websites and e-WOM on local tourism competitiveness with a quantitative research method. The study was conducted on three variables, namely the government website (X1), e-WOM (X2), and testing its effect on the competitiveness of local

tourism (Y). The research instrument used a questionnaire to refer to the Likert model with a four-digit measurement scale (Chang, 1994). The research data used are primary data and secondary data. Primary data were obtained from respondents' answers to structured questionnaires. The questionnaires were distributed through both online and offline techniques.

The population used in this study are tourists who have visited tourist destinations in Jambi Province whose numbers are unknown, so the sample size is determined by the degree of trust, sampling error, and proportion of the population study using three variables. The minimum sample is 200 respondents that fulfill the requirements for using the Structural Equation Modeling/SEM (Joreskog and Sorbom, 1993), with the sample criteria, namely tourists who visit at least once to tourist destinations in Jambi province and have seen Jambi tourism promotions on the government websites.

Research variables include 1). Website Quality (X1) is the quality of the government website itself, includes dimensions: ease of use (X1.1), is the ease and ability to find the tourism information; aesthetic design (X1.2), is the creativity of a website with perfect multimedia and graphic coloring that attracts website visitors; processing speed (X1.3), the speed of time processing data and interactive responses to consumer requests; and security (X1.4), the security of personal data and financial information of web visitors, referring to the SITEQUAL concept developed by (Yoo et al., 2001), 2). E-Wom (X2) refers to word of mouth delivered through media such as email, blogs, websites, with dimensions including intensity (X2.1), the number of opinions or comments written by consumers in social media; Positive valence (X2.2), positive comments about the products or services; Negative valence (X2.3), negative comments about products or services; Content (X2.4), the information content of social networking sites related to products and services, refer to the concept developed by (Goyette I. et al., 2010). 3) Competitiveness/Sustainability (Y), consisting of Core Resources (Y1), various characteristics of tourist destinations that make it enjoyable to visit; Created Resources (Y2), the developed resources that affect the competitiveness of tourist destinations; and supporting factors (Y3), factors and resources that contribute to the competitiveness of tourist destinations, refers to the concepts of (Dwyer & Kim, 2003).

The research data is processed and analyzed using a). average method (to assess respondent responses) and SEM (Structural Equation Model) to test and analyze relationships between input and output variables, starting with describing each variable into indicators so that it can be observed, then testing the suitability of the variance and covariance matrix structure of the theoretical model with the same matrix structure as the empirical model (goodness of fit, GFI). If identical, then the theoretical model is accepted. For practical purposes, a model is acceptable if the GFI > 1 or equal to 0,9 (Hair, Anderson, Tatham and Black, 2002).

IV.   RESULTS AND ANALYSIS

Based on the research data results, respondents' responses to the research variables can be presented in the following table.

Table 1: Respondents response Average score

No	variable	Dimension	Average Score
1	*Sitequal/* (X$_1$)	*ease of use*	**3,40**
		aesthetic design	**3,44**
		processing speed	**3,39**
		Security	**3,30**
2	*E-Wom /*(X$_2$)	*Intensity*	**3,36**
		Positive valence	**3,47**
		Negative valence	**3,32**
		Content	**3,31**
3	*Sustainability/*(Y)	*Core Resources*	**3,46**
		Created Resources	**3,38**
		supporting factors	**3,41**

The quality of Local Government websites, as shown in Table 1, generally gets positive ratings from respondents. The aesthetic design dimension received the highest rating by the respondent, followed by the easy of use dimension. It can be said that aesthetically, the appearance of the government website is good, complete, and engaging in informing and promoting tourist destinations in the area in attracting tourists to visit. In terms of its use, the website is easily accessible, the information presented is complete and reliable, the speed and continuity of information updates relating to regional tourism to the public through online media that is managed to continue, including the clarity of data sources and security of sites that are managed.   Thee-wom variable, the average score of respondents' responses to the overall e-wom dimension is in the range of positive ratings, with the highest score given on the positive valence dimension, followed by the intensity dimension and the lowest value on the content dimension. Respondents' positive comments based on their experience visiting
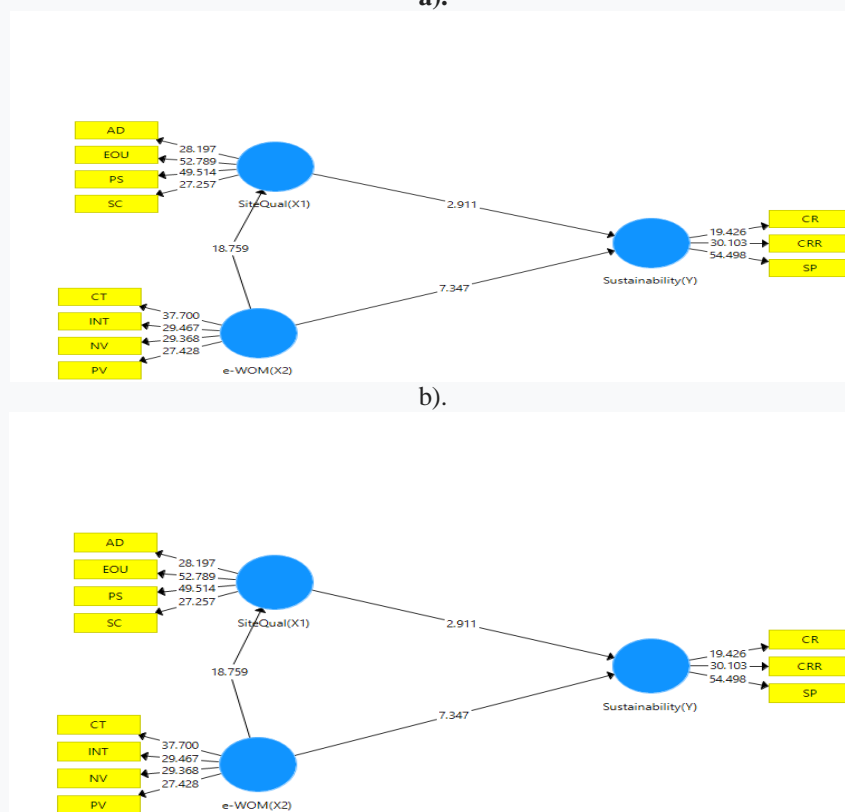
tourist destinations through social media can strengthen the attractiveness and competitiveness of local tourism. Through social media, respondents tend to convey their pleasant experiences related to the tourist destinations visited; usually, the topics discussed include the variety of beauty of the tourist destinations, the variety of creative products such as souvenirs, snacks, and culinary offered at the tourist destinations, including various unique local cultural events and attractions and the type that they witness when visiting. This is a cheap promotion that is effective in increasing the interest of tourists visiting tourist destinations that are being talked about.

There are three dimensions of competitiveness variables; Core Resources, Created Resources and Supporting. These three dimensions get positive responses from respondents, with the core resources dimension getting the highest score, followed by the supporting factors dimension. Core resources consisting of natural beauty at destinations, heritage sites, and cultural heritage become the most exciting talks for tourists and can significantly drive tourist visits. However, support for the dimensions of Supporting factors such as access to tourist destinations, services provided, availability of modes of transportation, friendliness of communities around tourist destinations, and cooperation between parties determine to build and increasing local tourism competitiveness..

Relationship between Research Variables.

The reciprocal correlation between research variables was analyzed using Smart PLS statistical tools. A visual model of the relationship of input and output variables is presented in the following figure:

Figure 1 Model of Construction Research Relationship with Bootstrapping Method

a).

b).

Source: Data Processed, 2019

The reciprocal correlation between input variables, X1 and X2, as shown in figure a) and b) is positive and significant in influencing output variables with values of 18.759 and 18.057, respectively, meaning that site quality variables (quality of government websites) become frequent used as discussion material for website users, both regarding content, security, ease of use and aesthetics design of the website itself. The direct effect of site quality (X1) on Sustainability (Y) proved to be positive and significant in the amount of 2,911 or 2,902 or around 29%. The same thing happened in the e-WOM variable (X2), with a practical value of 7,347 or 7,439 or around 73%. This shows that the discussion through electronic media has a significant impact on the competitiveness of local tourist destinations. Things that often become the talk are natural, artificial, and

infrastructure support to tourist destinations of interest. The indirect effect of the Sitequal (X1) variable through the e-WOM (X2) variable on the Sustainability (Y) variable, as shown in the following table:

Table 2: Indirect Effect (Indirect Effect) of Construction Against Bootstrapping Method Sustainability Total Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Mean, STDEV, T-Values, P-Values					
SiteQual(X1) -> Sustainability(Y)					
e-WOM(X2) -> SiteQual(X1)					
e-WOM(X2) -> Sustainability(Y)	0.164	0.163	0.059	2.768	**0.006**
SiteQual(X1) -> Sustainability(Y)	0.391	0.393	0.062	6.345	**0.000**
SiteQual(X1) -> e-WOM(X2)					

Source: Data Processed, 2019

Indirectly, based on the results of data processing as shown in the table above shows that the government web quality variables through e-WOM, as well as e-WOM variables through the government web proved to affect the competitiveness of local tourism with a value of P-value each of $0.006 \leq \alpha\ 0.05$ and $0.000\ \alpha\ 0.05$.

Effect size value (F^2)

The effect size value is to determine whether the latent variable predictor has a weak, medium, or strong influence on the structural level. The criteria that that has an effect size of 0.02 (weak), 0.15 (moderate), and 0.35 (strong). Based on the results of smartPLS output can be known the results in the following table:

Table 3:*Effect Size Value (f-square)* Between Construct

No.	Relationship on Variable construct	Effect Size Score	Notes
1.	**SiteQual(X1) -> Sustainability(Y)**	0,056	Week
2.	**e-WOM(X2) -> Sustainability(Y)**	0,321	Strong

Source: Data Processed, 2019

Based on the effect size score, it can be said that electronic word-of-mouth (e-WOM) significantly affects the competitiveness of local tourism (tourism sustainability). This is following research conducted by AC. Nielsen (2016) found that the most trusted information by consumers is information that comes from other consumers, both delivered directly or through electronic media. Positive experiences of consumers after visiting tourist destinations whose information was obtained among others from government websites, delivered through social media, such as WA, Instagram, Twitter, Facebook, etc., quickly spread. This is a form of communication power that comes from WOM. Kirby and Marsden (2006) found that 76% of positive WOM submitted could influence consumer purchasing decisions. Previous studies by (Wang 2015) showed that tourists considered sociability as the most reliable dimension to the credibility of e-WOM, and e-WOM has a significant effect on the revisit intention of tourists (Abubakar et al., 2017; Jalilvand et al., 2012). In the current era of digital communication technology, e-WOM is proven to have a great spread of power and enable tourists to visit and revisit tourist destinations, which leads to increasing tourism competitiveness managed by the local government.

V. CONCLUSION

Electronic media, such as government websites, becomes an effective promotional medium in attracting tourist visits (Erida, Raja Sharah F, Yenny Yuniarti, 2018). Through web pages, all information relating to the existence of tourist destinations with all the support, both its beauty, power attraction of local historical and cultural sites that are typical following various cultural events and attractions that the local government regularly holds, physical facilities that are supporting elements including various interesting creative products that can be enjoyed and bought by tourists, are available. Electronic WOM (e-WOM) has been proven to strongly influence the competitiveness of local tourism. This reinforces the fact that service consumers trust more service information from confidential sources. Tourism competitiveness built by local governments with the support of information technology through government web pages will be more substantial with the presence of e-WOM delivered by tourists based on their experience after visiting desirable tourist destinations through social media pages. However, several other variables, such as the collaboration of

the central government, local governments, tourism industry players, and universities, have not been included in this study.

Some recommendations that can be submitted to local governmentand the future research

1). Continuous update of all information about regional tourism (destinations, events, and cultural attractions carried out, the existence of handicraft products, culinary and creative products typical of the region, etc.), on the government website,

 2). Make sure the physical environment of the tourist destination with all its supporting devices is maintained because it is part of the direct experience of tourists when visiting,

3). Note the availability of a shopping center, souvenirs, and innovative products typical of the area that tourists can purchase in the destinations visited. All are positive determinants of e-WOM tourists who have visited, so it is the key to building local tourism competitiveness.

4). For further research, it is recommended to study the effect of collaboration between the central government, local governments, tourism industry players, and universities on increasing the competitiveness of local tourism.

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