Perancangan Sistem E-Tourism Berbasis Web sebagai Media Pemasaran Pariwisata Kota Jepara

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Abstract
Jepara is a city that has considerable tourism potential, there is a wide range of attractions, crafts and unique cultural customs. Wealth of tourism potential is not very well known among tourists, this has resulted in the number of tourist visits to Jepara has not experienced a significant increase. With the development of sophisticated technology, tourism industry can maximize its performance. The utilization of information technology in the tourism sector put in the form of electronic tourism (e-tourism), e-tourism helps the tourism business processes as well as taking advantage of the internet to interact with all the stakeholders in the tourism sector. Tourism marketing methods using the internet is one of the best way at the moment, because the use of the internet to search tourism information is very high. E-tourism as a new breakthrough in the promotion, marketing and sales of tourism is expected to be a solution to produce a significant increase in the tourism sector in the Jepara city.

Keywords: tourism, information technology, e-tourism