Name of theme	Promotion of Tourism	Name of local or regional government	Province of West Java
Name of undertaking	West Java Smart Tourism		
Outline	• West Java Province is the most populated province in Indonesia. • There are 1,924 tourist attraction assets and 4,882 amenities, West Java won the Best Halal Tourism Destination award on Indonesia Moslem Travel Index (IMTI) 2019. • In terms of industry technology 4.0, West Java Province has campaigned for Go Digital movement, in line with Governor of West Java statements that in the next few years West Java will become "SMART Province" • West Java Smart Tourism (WJST), is a "Generic Concept of Government Marketing Solution" because it has special characteristics.		
Amount of budget	Rp. 5.000.000.000,-	US$ 333.334	

1. Tasks (current situation)

- West Java geographical conditions consists of mountains and there are beaches in the north and south with more than 800 Km coastline, as well as rivers and cultural diversity that consists of 3 language zones, namely Malay Betawi; Priangan Language Zone; and Pantura Language Zone, hence make West Java tourism a great potential to become an economic locomotive

- West Java tourism has 1,924 tourist attraction, consists of 112 natural tourism attractions, 436 cultural attractions and 376 of special interest attractiveness. Moreover, tourism amenities based on the Indonesian Central Statistics Data, West Java has 4,882 amenities, consists of 1635 restaurants, 2,608 small-restaurant and 639 cafes. On another hand there are 535 accommodation amenities consists of 32 one-star hotels, 96 two-star hotels, 174 three-star hotels, 210 four-star hotels and 23 five-star hotels.

- West Java has been established by West Java Governor as Tourism Province, with total target of 3 million foreign tourist arrivals and 60 million domestic tourists/movements in 2023.

- Rapid and massive technological developments become one of 4.0 industry development signs. Trends in data exchange and automation have begun to enter several industries, including tourism industry, therefore in line with West Java Vision on 2019 until 2023, "as the Champion Province through Innovation and Collaboration (religious values, happy values, fair values, collaborative value and innovative value).

2. Goals (future image)

70 percent of millennials already enjoy the benefits of digital era. They browse destinations, messages and pay in one application on a smart phone; it is cheaper and easier. In terms of this matter, West Java needs to devise its own way to welcome all-digital 4.0 industrial revolution by carry out innovations policy to provide integrated services for prospective tourists who will visit West Java, it needs a platform that can provide information, order and payment in one application. The platform is a display of digital tangible tourism product which enable Small, Micro, and Medium Enterprises (SMEs) still exist by selling packages through a digital marketplace. This is in accordance with the Go Digital Movement which was stated by the Governor of West Java, to make West Java as a SMART Province in the next few years.

3. Details of undertaking

(Overview)

- West Java Smart Tourism is an operating concept, including integrated service system to provide customers with convenience for super-fine service of West Java tourism.
- Digital Marketing System, Integrated Tourism Services, Tourist Intelligence System, Co-Working Space are four parts of West Java Smart Tourism.

(Things that are going well)
- In the last five years there has been a significant increase in domestic tourist arrival or the movement to West Java accommodation from the target.
- The Government of West Java Province through the Department of Tourism and Culture, won the Award for Superior Halal Tourism Destinations in 2019 Moslem Travel Index (IMTI).

(Things that are not going well)
- The decreasing of tourism visit as the result of promotion competition from other neighbour coutries such Vietnam, Laos, Thailand, which is also experienced by the other provinces in Indonesia.
- There are several indications of data duplication in calculating the level visitation of foreign tourist and the movement of domestic tourists to West Java. It results high data imbalances and biases the marketing strategy process.

4. **References**