

CHAPTER I

INTRODUCTION

The tourism industry has grown rapidly in the 21st century, emerging as a key sector contributing to national economies and driving global economic growth (Samala et al., 2022; Singh & Bashar, 2023). A research study on 11 Southeast Asian countries identified domestic travel, tourism expenditure, and investments as significant contributors to each country's Gross Domestic Product (GDP) (Yunitaningtyas et al., 2019). According to the World Travel & Tourism Council (WTTC) in 2023, the travel and tourism sector accounted for 9.1% of global GDP and generated 27 million new jobs (WTTC & Economics Oxford, 2024). In Indonesia, tourism contributed 3.8% to GDP in 2023 and is projected to grow by 10 and 12% over the next 10 and 15 years. The sector also played a crucial role in employment, involving 2.56 million workers as of 2022 (Kemenparekraf., 2024). Nevertheless, the sector in developing countries, including Indonesia, encounters critical challenge, particularly regarding infrastructure disparities, restricted accessibility to tourist destination and insufficiency digital literacy.

Digital transformation in the tourism industry presents significant opportunities to enhance operational efficiency. Advances in affordable information and communication technology (ICT) have driven innovations and created limitless opportunities in a highly connected world (Balqis et al., 2024; Roziqin et al., 2023). Technologies such as Artificial Intelligence (AI) and Augmented Reality (AR) have reshaped how tourism services engage with travelers (Gunawan et al., 2024). Despite these advancements, many industry players have yet to adopt digital transformation, highlighting the urgent need to embrace digital technologies to remain globally competitive (Bekele & Raj, 2024; Madzik et al., 2023). Understanding ongoing trends and developments is crucial for successfully navigating digital transformation in tourism.

Previous studies have conducted bibliometric reviews on digital transformation in the tourism industry. For instance, Madzik et al. (2023) employed

a machine learning-based bibliometric approach to uncover dominant topics, shifts in research interests, temporal impacts of studies, and changes in research focus caused by the COVID-19 pandemic (Madzík et al., 2023). Similarly, another study identified trends, major research clusters, and future directions in digitalization and digital transformation within the tourism sector (Bekele & Raj, 2024; Madzík et al., 2023). Previous studies have revealed critical gaps, such as the overreliance on limited databases and the lack of focus on developing countries. These gaps highlight the necessity of a more comprehensive analysis of digital transformation in the tourism industry, particularly within the context of developing nations. This study addresses these issues by exploring research trends and patterns in Indonesia tourism sector. To guide this analysis, we developed two primary research questions:

RQ1: How is the development of research related to digital transformation in the tourism industry in Indonesia?

RQ2: What are the dominant research topics in digital transformation within Indonesia tourism sector?

This research aims to enhance the understanding of digital transformation in the tourism industry, with a specific focus on Indonesia. By leveraging data from previous studies, we aim to obtain a broader sample and objectives. Additionally, we will analyze the development of this research topic over time and identify key themes and interconnections between terms. This approach will offer deeper insights into the dynamics of digital transformation in the tourism industry. The implications of the findings are expected to provide valuable insights for tourism managers, researchers, and policy makers in designing more effective and sustainable.