

Research Report

Making Travel Platforms Work for Indonesian Workers and Small Businesses

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**Making Travel Platforms Work for Women, Small Business Holders, and Marginalized Workers in
Indonesia's Tourism Sector**

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1. Executive Summary

The overall aim of this project is to explore how digital travel platforms can impact Indonesians. Our research details how Indonesians working in the tourism sector are included or excluded from the travel platform economy. We investigate why these actors are choosing to use travel platforms and how they express the benefits and constraints in this context. Our research shows an increasing dependence of participants' businesses and places of work on travel platforms. It also shows the importance of deconstructing participation in the platform economy across actors, work practices, and places.

Inclusion in the platform economy involves understanding and addressing structures of inequality that prevent workers and SMEs from exploring the opportunities that platforms afford. Poor and marginalized workers and SMEs most clearly expressed this. Poverty is clearly a barrier that inhibits actors from inclusion, and that policy must address towards inclusive impact of platforms. Competition and algorithmic opacity were also key factors consistently disadvantaging SMEs in the platform economy.

Our policy recommendations include the following main points:

- Inclusion policy should enable SMEs to participate on platforms, whilst ensure that platforms create conditions for equitable competition.
- Checks and balances to ensure that local and new SMEs entering the market through travel platforms are not disadvantaged are needed.
- Platform regulation processes should be modified to list and categorize businesses to align with Indonesia's sustainable tourism development goals.
- Indonesia needs, proactively to monitor and influence platform companies to hold tourism companies to account, by incorporating sustainable development ratings along with customer ratings, and instantiating penalties for companies that do not abide by local regulations.
- Indonesia should modify its existing data policies to create agreements with platform companies for privileged access to data about its businesses and services.

2. Rationale & Context

Indonesia strives to become a world-class tourist destination. The Ministry of Tourism (2016b) has argued that growing tourism will increase the country's income, generate jobs for Indonesians, and spur trade and investment. Income from tourism has generated more than 12 million USD in 2015, which places the tourism industry at fourth position after the oil and gas, coal and palm oil industries (Ministry of Tourism, 2016a). However, it is not clear how and whether this income is distributed fairly or evenly amongst workers and businesses in the sector.

Platforms introduce a layer of complexity to the tourism sector, they take many forms in the tourism sector. For instance, information on tourism businesses and destinations are compiled on Google's platform services like Maps. TripAdvisor, in contrast, collects user-generated content and provides algorithmically aggregated lists of accommodation, places, and things to do. A slew of complementary platforms, such as Booking.com, Traveloka.com, Expedia.com, etc. enable online booking and searching of tourism services and accommodation, but also feed into dominant platforms like Google and TripAdvisor. Moreover, transportation platforms like Uber and Grab, or Airbnb for accommodation are also frequently used for tourism. Finally, social media platforms like Facebook and Instagram may also heavily shape tourism preferences and services. This complexity highlights platformization of the tourism sector across various purposes, modalities and interests.

This study focuses on the perspectives of Indonesian small business holders, marginalized workers and women to understand what platformization means to them. There are four dimensions that we explore in relation to tourism platforms and how the booming tourism industry is affecting local workers and businesses. We define tourism platforms as any digitally-mediated means of tourism information or service aggregation and sharing.

The first dimension investigates the importance of travel platforms in Indonesia's tourism sector. This sector is rapidly expanding due to the Government's initiative to increase tourism flows across key sites of interest, called the "10 New Balis" initiative (Hawley, 2017). Understanding dependence on travel platforms is critical for managing rapid expansion. We used spatial and territorial mapping (which included web scraping and GIS mapping) to reveal both the visible and the invisible problems experienced within Yogyakarta. Our first question is: what is the level and importance of travel platforms in Indonesia's tourism sector?

The second dimension relates to the travel industry's informal economy. We targeted individuals and micro, small and medium enterprise (MSME) holders, including restaurants, street vendors, artisans, tour guides, and other unregistered businesses. Tourism platforms may contribute to widening gaps between skilled and unskilled laborers, as well as different working classes within Indonesia. Our second question is: whether and how workers within the informal economy are excluded from the travel industry due to platforms?

The third dimension focuses on the position of MSME owners, concentrating on differences due to ownership and operation models of tourism businesses. Indonesia's Strategic Plan for Sustainable Tourism and Green Jobs emphasizes "the need to address people's welfare and quality of life, conserve natural and cultural resources, and promote international cooperation" (ILO Jakarta Office, 2012, p.iv). Indonesia likewise has a government Ministry for Co-operatives and Small and Medium Enterprises, whose mission is to foster small and alternative businesses throughout the country. The co-operative business model, for instance, promises a more ethical vision for tourism development since it seeks to balance economic imperatives against social and environmental needs. In contrast, solidarity economy ideals emphasize non-profit motives centered on community development objectives (Utting, 2016). For instance, profits may be redistributed to provide social safety nets, or to preserve cultural heritage. However, there is rarely any indication on sites like TripAdvisor to help users distinguish between business models. Local businesses may also be disadvantaged in comparison to international brands and companies that have widespread reputations. Our third question is: how and why are local, small holder and alternatively operated businesses implicated in the platform economy?

Finally, the fourth dimension explores gender differences regarding the roles that women and men adopt within the tourism sector. Gender roles may not be caused by platforms but are nonetheless necessary to understand how gender roles and biases may be perpetuated through these means. Cultural practices may also reinforce gender inequalities in the tourism sector. Our fourth question is therefore: How and why do women challenge/reproduce gender inequalities through their inclusion/exclusion in the platform economy?

Across all of the above four dimensions, we seek to understand the perspectives of actors facing socioeconomic exclusion and marginalization. Marginalization and exclusion is context dependent because they mean different things across culture, time and place (Silver, 1994). We therefore assume that exclusion issues vary from province to province, business to business, or person to person. Marginalization is also relative to one's access to resources and opportunities (Sen, 1999), which requires understanding an actor's perspective in relation to others. Additionally, many social, economic and political structures (such as traditions, histories, institutions) reinforce social exclusion processes such that actors may face considerable barriers or constraints to changing their socioeconomic position (Htun & Ossa, 2013). It is necessary to situate actors within a broader framework in order to understand exclusion and

marginalization. Consequently, our research examines exclusion and marginalization by including a range of perspectives from different classes of skilled/unskilled workers, MSME owners, cultures, religions, men and women, and comparing platformization processes across these actors and settings.

Indonesia and its citizens thus far have had little say over how travel platforms are structured, or how data collected on platforms are used. Our research will contribute insight into how and whether local practices and Indonesian regulatory frameworks are prepared to respond to the new challenges the platform economy brings. Moreover, we contribute a nuanced view of how and why the platform economy privileges some perspectives over others. We will also contemplate progress towards sustainable tourism development in order to provide a forward-looking review of the potential opportunities and pitfalls the platform economy policies must address in this context.

3. Methodology

3.1 Focus of the inquiry

The scope of the inquiry revolved around four themes:

- Working in the travel sector, focusing on the experiences of workers, locally-owned MSMEs, alternative businesses (co-operatives, associations). We concentrated on aspirations, working conditions and social security, use and perceptions of platforms, and changes over time due to platforms.
- Territorial and spatial implications of platforms, focusing on how platforms create, change, and/or popularize tourism services and places. We focused on mapping MSMEs who were excluded/choosing not to use platforms.
- Gender relations, and how these influenced platform participation. We sought to understand gendered bias, and how and whether men and women were better or worse off than in the past, how their experiences compared, and the role of platforms within these patterns of change.
- Role of institutions, focusing on the role that different levels of government play in worker's lives, the markers of support workers judge as being useful, and where they turned to when in need of help.

A range of qualitative and participatory methods were used to investigate these themes, discussed throughout the case study descriptions.

3.2 Case studies

Indonesia's immense cultural diversity across its archipelago implies a need to incorporate significantly different cultural settings. However, we also needed to factor in time and budgetary constraints. The study was therefore conducted in three tourism areas across three provinces (Special Region of Yogyakarta, Bali, and East Nusa Tenggara).

3.2.1 Sites

To increase the probability that we encounter workers and MSMEs with experience using platforms, we chose to concentrate on areas that have established tourism.

1. Yogyakarta

Yogyakarta is considered to be the cultural capital of Java. Cultural heritage is one of the major tourist attractions, as there are two UNESCO world heritage sites (Borobudur and Prambanan temples). At the

time of research, there were about 407 hotels. Yogyakarta was an ideal place to explore the cultural, spatial and territorial effects of travel platforms in relation to hotels.

2. Ubud

Ubud, Bali, is one of Indonesia's most popular tourist destinations. It has a high concentration of small, locally owned hotels and homestays, artist co-operatives, restaurants, and cultural excursions. Tables 1 and 2 give a comparison of small and large accommodation in Ubud and Kuta (another popular tourism destination in Bali). Whilst it was not possible to confirm proportion of local ownership between small and large accommodation, our ethnographic observations highlight that all homestays in Ubud were locally owned, as well as all cultural excursions and tour operators interviewed. Ubud was ideal to research how MSMEs and alternative business models were using platforms.

Table 1. Proportion of small and large accommodation businesses within 1km of Ubud city centre

Category	Property	Number	Proportion of total	
Typically local MSMEs, family ownership	Guest house	272	50	Approx 80%
	Homestay	117	21.5	
	Bed and breakfast	37	7	
	Villa	19	3	
Typically larger businesses, higher chance of non-local or foreign ownership	Hotel	36	7	Approx 20%
	Hostel	25	5	
	Resort	14	3	
	Holiday park	21	4	
	Holiday home	2	0.4	
	Campsite	1	0.2	
	Total	544		

Source: Data extracted from Booking.com on July 27, 2019

Table 2. Proportion of small and large accommodation businesses within 1km of Kuta city centre

Category	Property type	Number	Proportion of total	
Typically local MSMEs, family ownership	Guest house	29	20	Approx 31%
	Villa	6	4	
	Homestay	6	4	

	Apartment	2	1	
	Bed and breakfast	1	0.6	
	Holiday home	1	0.6	
Typically larger businesses, higher chance of non-local or foreign ownership	Hotel	88	59	Approx 69%
	Hostel	8	5	
	Resort	6	4	
	Holiday park	1	0.6	
	Total	148		

Source: Data extracted from Booking.com on July 27, 2019

3. Lombok

As Bali becomes saturated and over-populated, it is likely that tourists will opt to go to Lombok instead, as a cheaper, quieter alternative. The federal government has also begun developing Mandalika for tourism, in the southern part of Lombok island. However, religiously motivated violence and a massive earthquake in recent years have affected tourism flows (Massola, 2018; Stapleton, 2017). Nevertheless, there is incredible cultural diversity co-existing on Lombok. Lombok also holds many of Indonesia’s top tourist attractions, such as Mount Rinjani, and the Gili Islands. We selected Lombok as a prime example of an area targeted for tourism development, to understand how and why platforms are (or are not) making a difference.

3.2.2 Methods

A range of methods were utilized. Table 3 at the end of this sub-section provides an overview of methods across case studies.

1. Semi-structured interviews

Semi-structured interviews were used in the Ubud and Lombok case studies to elicit participants’ perceptions and experiences with platforms. We also asked them about their personal and professional backgrounds, their business values, objectives and obligations, working conditions, and gender roles and biases. Interviews were digitally recorded, and notes were taken. Interviews were not transcribed.

2. Ethnographic observation

We used participant observation to explore tourism businesses and services. This enabled us to access MSMEs and workers directly, and to understand their roles and perspectives in context. We recorded our observations in notebooks and with photographs, when informed consent was given.

3. Informal interviews

Informal interviews were conducted with people during ethnographic observation activities. Typically, these participants were working and gave their informed consent to participate, but did not have time to schedule a formal interview. These interviews were not digitally recorded, responses were recorded in notebooks, and were only used to triangulate findings. We did not record any personal details.

4. Focus groups

A focus group was used to triangulate findings in Yogyakarta amongst key tourism stakeholders. We developed questions for this focus group based on initial analysis emerging from the Bali and Lombok case studies. We held a different type of focus group in Lombok. In this instance, we conducted a group interview with a small community that had developed its tourism significantly. Focus groups were digitally recorded and notes were taken in notebooks. Focus groups were not transcribed. Discussion focused on impacts of platformization within the tourism sector and recommendations for policy makers.

5. GIS Mapping

Spatial mapping was used to understand the distribution of hotels in Yogyakarta urban agglomeration area, consisting of the Yogyakarta municipality, Sleman Regency and Bantul Regency covering sub districts Banguntapan, Kasihan, Sewon, Depok, Gamping, Mlati, Ngaglik and Ngemplak. We collected data by scraping the data from google for availability of platforms and web information and field surveys to identify hotels not in platforms. A total of 410 accommodation were found and analyzed.

Table 3. Overview of methods per case study

	Yogyakarta	Ubud	Lombok
Semi-structured interviews	x	x	x
Informal interviews		x	x
Ethnographic observation		x	x
Focus group	x		x
GIS mapping	x		

3.2.3 Participants

Each case study intended to focus on a particular theme or meta-theme, which affected our purposive sampling strategy. For instance, in Ubud we sought successful businesses, and those adopting alternative models. We also sought out marginalized actors by visiting the edges of the city centre, and spending time in public places. For Lombok, in contrast, we focused on localities where tourism was still developing. We chose to visit different areas of Lombok targeting actors within these places. More time was spent traveling to different areas of the island, and visiting places where there were fewer businesses. For the Yogyakarta case study, we focused on hotels within the Yogyakarta urban area and also invited a range of hotel owners and managers, hotel association representatives, hotel employees, restaurant owners, hospitality educators, government officers and travel agents to the focus group. Table 4 shows the range and number of participants across case studies.

Table 4. Participants across case studies and stakeholder groups

Participants	Ubud	Lombok	Yogyakarta	Total
Hotel and accommodations				
Homestay owners	10 women	1 woman	1 woman	12 women
	10 men	8 men	2 women	20 men
Hotel workers (variety of roles)	1 woman	1 woman	4 women	6 women
	4 men	1 man	5 men	10 men
Informal and formal tourism services				
Street vendors	3 women	3 women		6 women
	1 man	2 men		3 men
Artisans/cultural tours	2 women	3 women		5 women
	5 men	2 men		7 men
Tour guides/ car/ boat drivers		4 women		4 women
	8 men	7 men	1 man	16 men
Restaurant owners and managers	1 woman		1 woman	2 women
	3 men		1 man	4 men
Restaurant worker	8 women	1 woman		9 women
	7 men	1 man		8 men
Massage and wellbeing	6 women			6 women
Institutional support				
Government representatives	1 male (adat) head of community	3 male local government representatives 3 male tourism workers employed by government	1 woman 1 man	1 woman 8 men

Association/union representatives	1 woman tour guide association representative		1 male hotel association representative	1 woman 1 man
Educators			1 male university educator 2 male hospitality vocational educators	3 men
Totals				
				132 total

4. Analysis

We adopted Gurumurthy and Bharthur’s (2019) framework as our primary analytic device. This means that we map the platform ecosystem in Indonesia’s tourism sector by shedding light on three layers. The first layer comprises the actors who partook in our study, situating them in the wider network of actors who make up the platform ecosystem. The second layer targets the structures that constitute the norms, rules and practices of the platform ecosystem. We analyzed how our participants are using platforms (or not) and the reasons for this. We then selected themes that were either frequent across cases, or specific to a case but that shed light on our questions in a unique way. Finally, we selected key empirical examples that highlighted the most relevant and important ways that value is accrued in the platform economy in this case.

5. Findings: Platformization in the Indonesian Tourism Sector

5.1 Actors and their Platform Practices and Perceptions

5.1.1 How actors’ values impact on platform perceptions

In Ubud, locals complained about tourists who were leasing long-term accommodation, fixing it up, and renting it out on AirBnB to make a profit. One tourist doing this told us she thought it was fair to do so because locals were risk-averse, frequently opting to open ‘safe bet’ businesses like warungs (restaurants), massage parlors or homestays. Her perspective was that a business should find a niche market, in order to capitalize on tourists’ tastes and preferences. According to participants, risk averse business choices had to do with their values. Workers and business owners across case studies tended to value other aspects of their lives – such as family, participating in community affairs and religious practices – more than maximizing business profits or increasing business. Businesses and employment were a means to an end rather than sources of aspiration for the majority of our participants. This implies that the promise of higher profits alone is not likely to be a main source of motivation towards inclusion in the platform economy for these actors.

5.1.2 Actors' perspectives on platforms

1. Workers

Workers generally saw platformization as the fate of tourism business. According to workers, platforms create transparent pricing and services for customers but create a volatile work environment for them. For instance, making a mistake on a marketing strategy, or obtaining bad reviews can be followed by the downfall of the business. One restaurant worker explained how their restaurant had topped TripAdvisor ratings in 2013, which led to significantly higher traffic. Their earnings did not change during the boom period. However, when business fell due to lower TripAdvisor rankings in later years, staff were let go. In many cases, workers do not share in business success, as wages are determined by business owners. Platforms introduce a new source of volatility that does not seem to be factored into wage setting or employment conditions.

2. MSME owners

There was significant variation in the perspectives of MSME owners. In general, owners that have had success on platforms held positive views, whilst owners that were established prior to platforms are finding them to be increasingly challenging because of issues such as tariff wars, high commission fees and narrow margins of revenue for hotel/homestay owners. For instance, one hotel owner commented: "5 star [hotel] sells [as low as] 4 stars.. then how much we should sell for 1 star hotel?"¹ Many wish to establish schemes to avoid using platforms in the future (by developing alternatives such as <http://www.ubudhotelsbali.net/>, or suggesting to repeated-customers to directly contact them to avoid the fee).

The participants were selected using random sampling and snowballing. They consented to voluntary participation in the study, based on conditions of confidentiality and anonymity. The interviews were used to augment the desk review and provided a detailed source of information about the experiences of the drivers and values embedded in this platform economy. They also provided data on institutional arrangements in the ride-hailing sector. The interviews were tape recorded and subsequently transcribed word for word. Recordings were done with a smartphone application (Smart Voice Recorder).

3. Government employees

In urban areas such as Yogyakarta, Government employees see platformization of tourism as a part of bigger agenda of smarting the nation, albeit in a haphazard and retroactive strategy and implementation. For example, platforms were developed with limited resources for maintenance and updating due to inadequate permanent staff. In contrast, government employees from two villages (East Lombok and outside of Ubud city centre), were more concerned with the provision of basic infrastructure and services, but viewed tourism as a main economic development driver for their area. They viewed platforms as one potential way to support their residents, but did not know what their role should or could be within the platform economy.

4. Unions and associations

The few representatives we spoke with did not know of any initiative in Indonesia to address the impact of platforms on the tourism sector. One tourism association representative complained that hotels have privileged contracts with travel agencies and then lower their prices even further on platforms. Guests that use travel agents then see the lower prices on platforms and complain. The association has an interest to protect the travel agency industry and is building its own private, membership-based platform to connect hotels with tourism agencies as a means to protect the travel agency sub-sector, rather than adapting to the changes induced by the platform economy.

¹ Bintang 5 menjual bintang 4. Kalau bintang 1 mau jual berapa?

5.1.3 Dynamics of inclusion, choice and capabilities

Most participants experienced significant barriers within their tourism careers and businesses. However, some participants felt otherwise, and their use of digital platforms were often a reason for this. Their experiences suggest the dynamics of choice and capabilities that lead to inclusion. The following four factors (locality, assets, language and digital competencies, and benevolent tourists) summarize how different aspects may come together leading to success.

1. Locality

Locality (people, landscape, culture) is indeed one important commodity key to platform success. Platformization seems to encourage the importance of a visual touch to marketing. On the one hand, locality needs to exemplify authenticity in order to be an attractive tourism destination, on the hand good photographs or enhanced quality of pictures creates a beautiful illusion. For people that are both living in a certain locality, and able to take advantage of visual marketing techniques, platforms are a key enabler to success. In contrast, one driver in Lombok said that he needed to move from his hometown because there is nothing attractive there that would draw tourists to his locality.

2. Assets

For those living in Ubud city centre, family compounds (a series of small one-or two-story buildings arranged around a rectangle or square courtyard) signify capital to start a homestay business. For Balinese, maintenance of the family temple (housed within the compound) and agricultural land is of utmost importance. In Lombok, land for agriculture cultivation is also important, but has not been cemented into traditions as in Bali. This means that Balinese have more incentive to develop their own businesses, whereas in Lombok, families may be more likely to sell their land, potentially limiting long-term gains.

3. Language and digital competencies

When asked about how successful businesses gained their position on digital travel platforms, 100 percent of the participants responded that they learned by doing. Some observed successful businesses in Thailand, copying and pasting English text into their own descriptions on platforms. Moreover, a majority of MSMEs did not have access to laptop or PC computers, thus making the dashboard services offered by travel platforms difficult to use on mobile-devices. In general, there was a lack of understanding amongst MSME owners regarding the resources it takes to both manage their business, and manage their reputation on travel platforms. Some platforms gave training and support to use them. Booking.com representatives reportedly visited homestays to help with photos and English writing in Ubud in 2015 and Sapit, Lombok in 2016. However, training and support seems to have dissipated once a critical mass of businesses were using the platform in the given area.

4. 'Benevolent tourists'

One commonality spanning Ubud and Lombok case studies was the impact of 'benevolent tourists' who created websites and reviews for MSMEs, catapulting their business' visibility on platforms. However, business owners rarely had the skills or resources to update their websites or information. Many of these websites were generated and never updated, making it difficult for MSMEs to change their services, and causing some frustration for their customers. Much of this frustration is recorded on platforms, tarnishing their reputation for some time.

6. Structural Aspects Governing Participation

6.1 Struggling to earn an income: Poverty as main source of exclusion

According to Rothenberg et al. (2016), over 93 percent of Indonesian firms are informal, of which a substantial number are MSMEs. In 2016, tourism accounted for 12.3 percent of total employment, with no disaggregation available. Regarding informal employment, BPS-Statistics Indonesia and ADB (2011) published a country report in 2011 based on survey data in Yogyakarta. In general, formal employees earned more than three times what informal employees or the self-employed earned. Over 80 percent of all informal businesses employed less than five people (BPS-Statistics Indonesia & ADB, 2011). It is not possible to derive how many of these are tourism businesses as categories like ‘wholesale and retail trade’ and ‘hotels and restaurants’ were used. Many Indonesians likewise work multiple jobs (Rothenberg et al., 2016), as was confirmed in our research. Participants often shifted sectors or did second or third jobs as tourism flows changed. In this context, what is known about the poorest and most marginalized actors is concealed.

The poorest actors encountered in our research often referred to their needs to earn a small income daily. We spoke with women and men who sold goods, owned small food stalls, or massage parlors. Some of these people explained that if they cannot earn a small daily income from tourists (usually \$3-7 USD)², they would need to find alternative food and/or income sources. One female street vendor said she relies on her family if need be, but does not like to. Another male craftsman said he would soon switch to farming his agricultural land until the tourism season picked up, as he had not sold any of his bone carvings that week. Street vendors do not have an opportunity to use platforms to sell their products, as they do not have a permanent location to reference. They may also be excluded from tourism thoroughfares as in Figure 1. Contemplating the use of platforms was meaningless to these actors.

Figure 1: A street vendor selling outside of Borobudur Temple



In contrast, food stall and small massage parlor owners could potentially use platforms but are not positioned to take advantage of them. One female food stall owner explained there was simply no time to

2. 3-7 USD is an estimate based on the price of their goods, and their target sales. Factoring in costs of goods, street vendors sought to make between 500,000 IDR and 2,000,000 IDR (35 – 145 USD) per month. This compares to between the 50th and 90th percentiles of monthly wages identified by Rothenberg et al. (Rothenberg et al., 2016).

learn to use platforms. She could not imagine growing her business through platforms because she was working hard to make a living:

“I have my mobile, but just to call my husband... I cannot do that (points to smart phone),... The big one I can’t do... I want to but so hard, no time... Because I’m working, we come five o’clock at the morning. Go to the market with my husband. After market, back home, cooking again. 12 o’clock, 1 o’clock finish cooking come here to prepare. Finish 12 at the night.”

Her experience was reflective of other food stall owners we spoke with. Whereas, owners of small massage parlors (one or two beds, and no employees) had more free time during slow periods, but lacked skills and resources to use platforms.

Furthermore, in Ubud, food stalls and massage parlors were regulated, such that owners had leases and rights to operate. In Lombok, however, there were still many food stalls and other MSMEs that were operating informally. As Figure 2 shows, these stalls are located on a beach that has been planned to develop into a hotel resort. These MSMEs will have no recourse when the government or hotel chooses to clear out the area for development. MSMEs felt worried for their futures. It is often the smallest and most marginalized businesses that are at greatest risk.

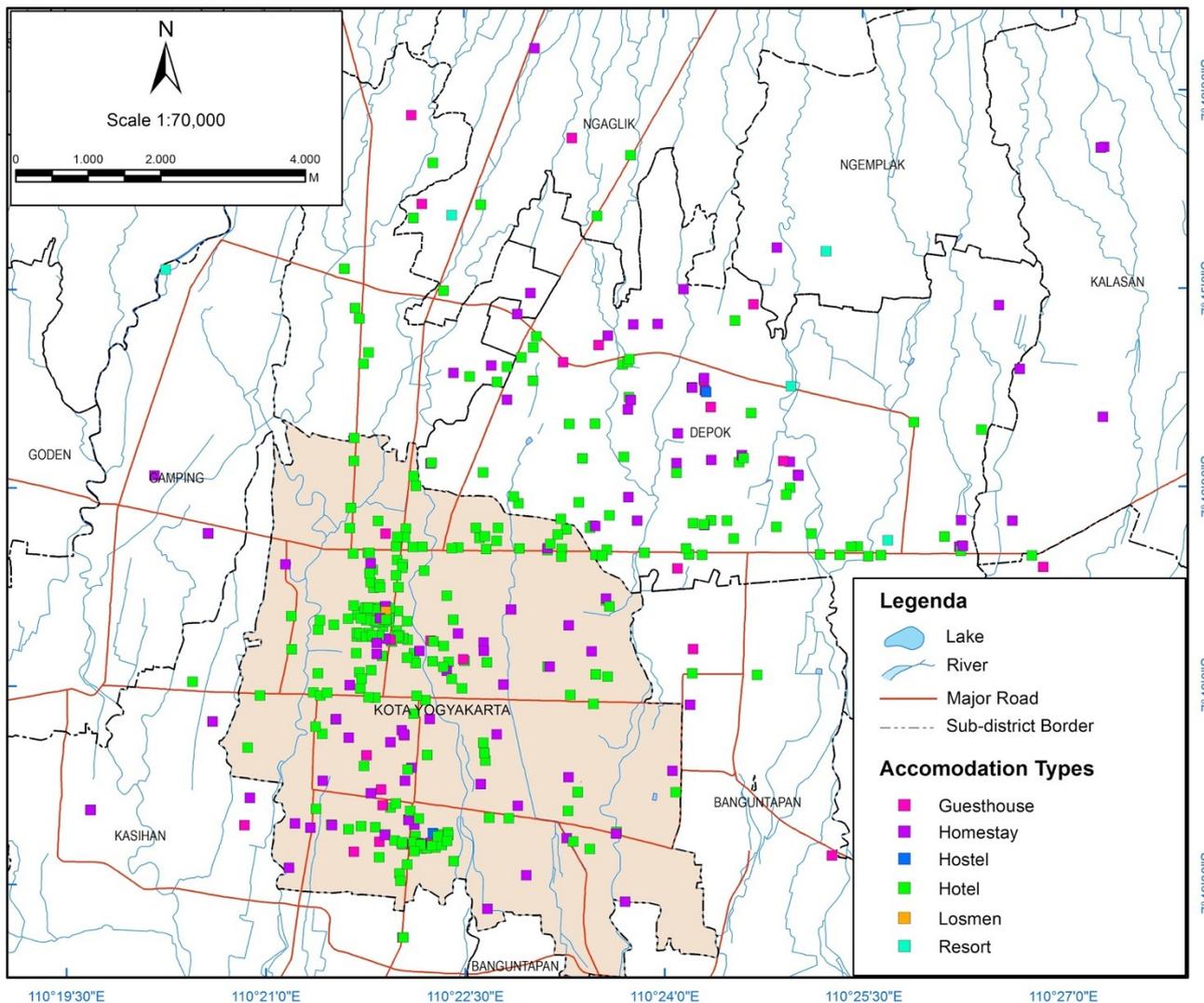
Figure 2: Informal businesses at Tanjung A'an Beach, Lombok



6.2 Growing dependence on platforms within Indonesia’s tourism sector: Examining Yogyakarta’s accommodation offerings

Our findings indicated that platforms are increasingly serving as the bedrock of the tourism sector in Indonesia. In this section, we explore the quantitative results of the GIS mapping in Yogyakarta’s hotel sector. Within the Yogyakarta region, there are 410 accommodation businesses. 267 of those businesses are within the municipality. 143 accommodation businesses outside of the municipality are scattered mostly in Sleman (to the north) and very few in Bantul (to the south). As Figure 3 demonstrates, most of the accommodation businesses are hotels (275 units), 97 are homestays, 28 are guesthouses, 5 are resorts, and there is 1 hostel and 3 losmen. Losmen is locally regarded as very a simple hotel.

Figure 3: Map of accommodation across types in Yogyakarta

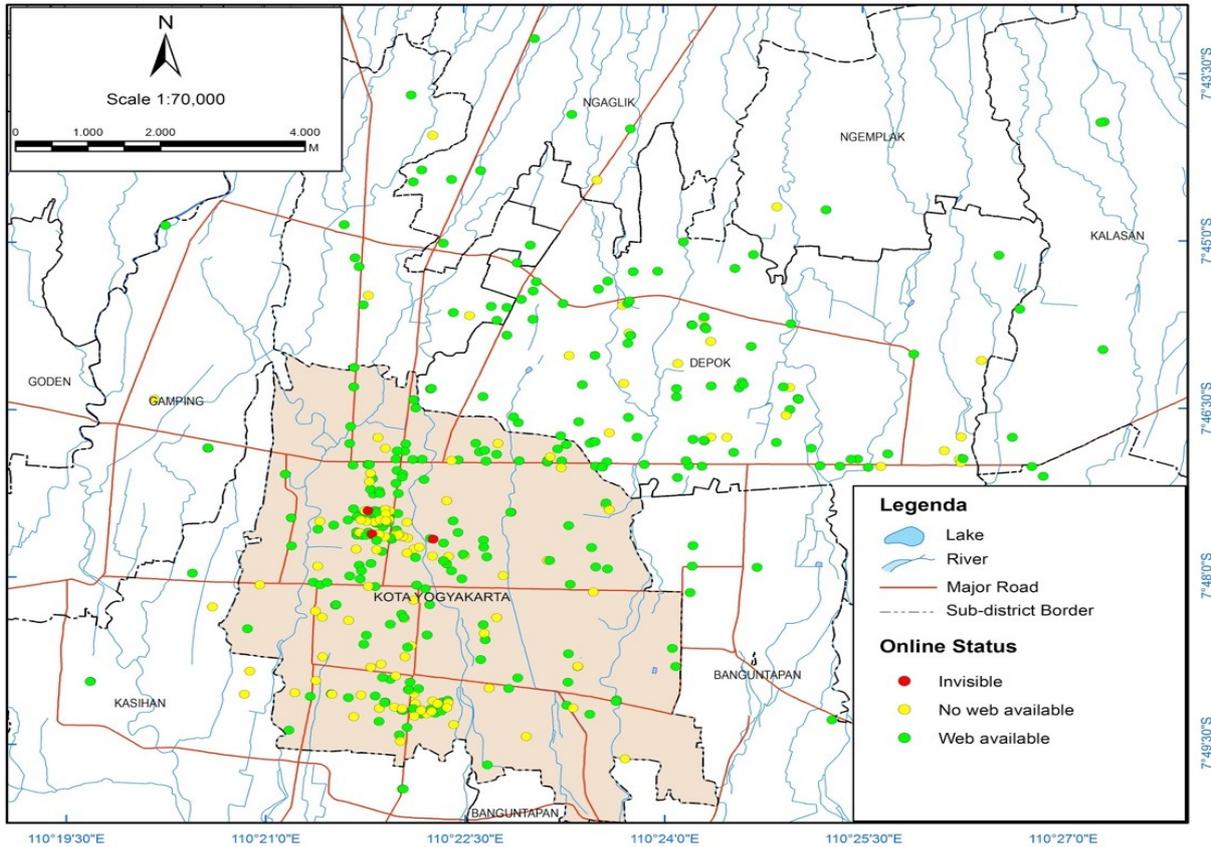


Source: Authors

The distribution shows a clear picture of how accommodation is clustered in the city center, along the major road of Yogyakarta to Solo (neighboring city in to the east), and widely spread to northern part of Yogyakarta, which is closer to Merapi Volcano and at a higher elevation. In the northern area of Yogyakarta Municipality, called Sleman, the geographical characteristics of this area (the sloping area of Mt. Merapi) include slightly lower temperatures, more water availability, and that it is relatively free from floods. At the same time, the area is used for rice cultivation, creating conflicts in term of land use.

Our next step was to uncover which of these businesses can be found via the web. Figure 4 shows the distribution of businesses that have websites, that are relatively easy to find via web search, or those that are not listed on the web. The map shows extensive web and search engine penetration leaving only a very small number of ‘invisible’ accommodation businesses. In total, 280 hotels had websites and 127 could be found through searching google and three hotels did not have any information on the web and could only be found by visiting the place.

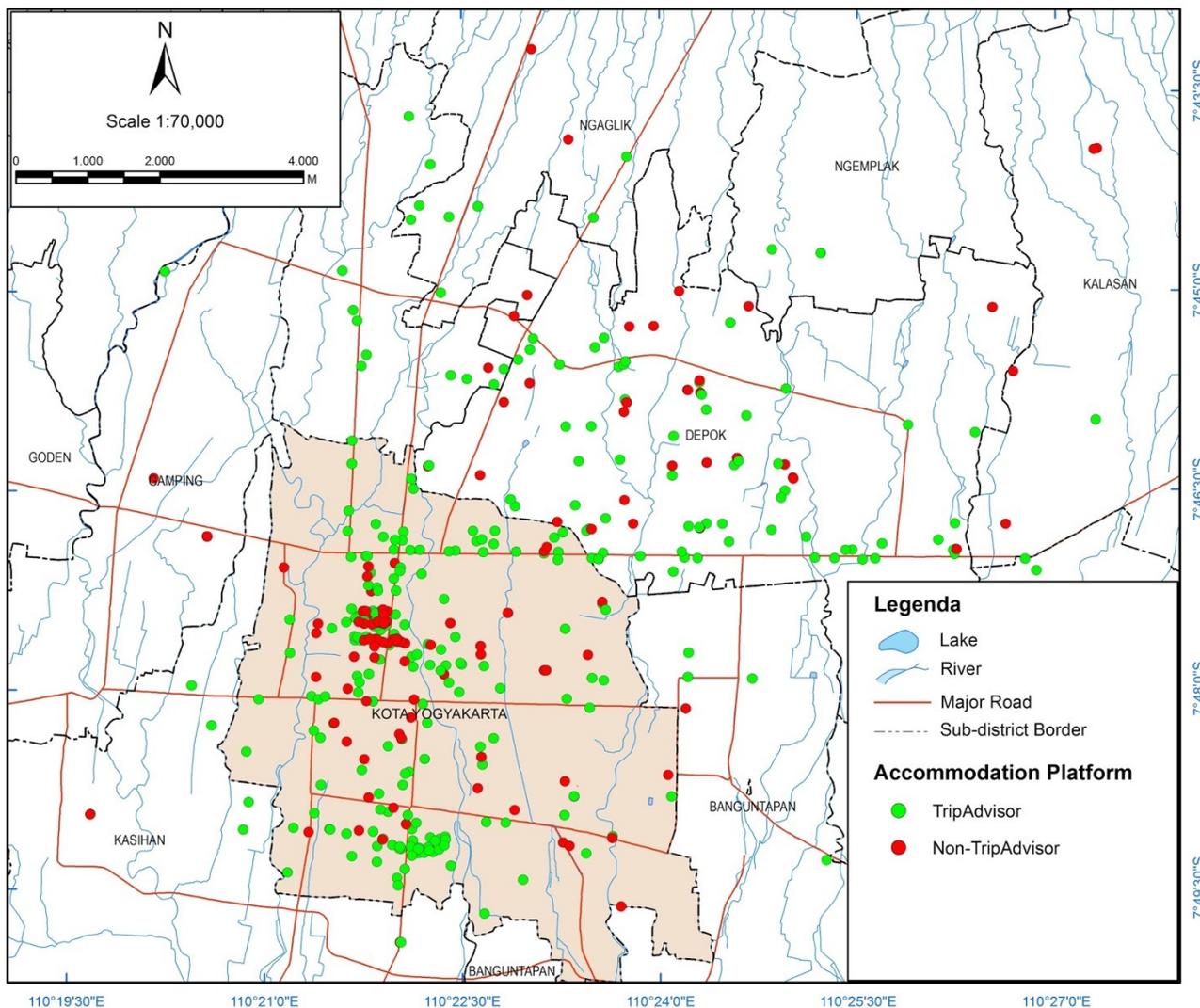
Figure 4: Map of accommodation in Yogyakarta searchable via the web



Source: Authors

Examining a travel platform such as TripAdvisor.com, the distribution map shows a different picture (see Figure 5). Only 70 percent are listed on TripAdvisor. Whereas when we mapped other platforms (at least one or more of traveloka.com, booking.com, tiket.com, hotels.com, expedia.co.id, agoda.com, misteraladin.com, and pegi-peg.com), the total reach of these platforms was 98.6%. Even though, popularity varied (Traveloka for instance was the most popular compared to others), it demonstrates an almost complete dependence on some form of travel platform in this sector.

Figure 5: Map of accommodation in Yogyakarta listed on TripAdvisor

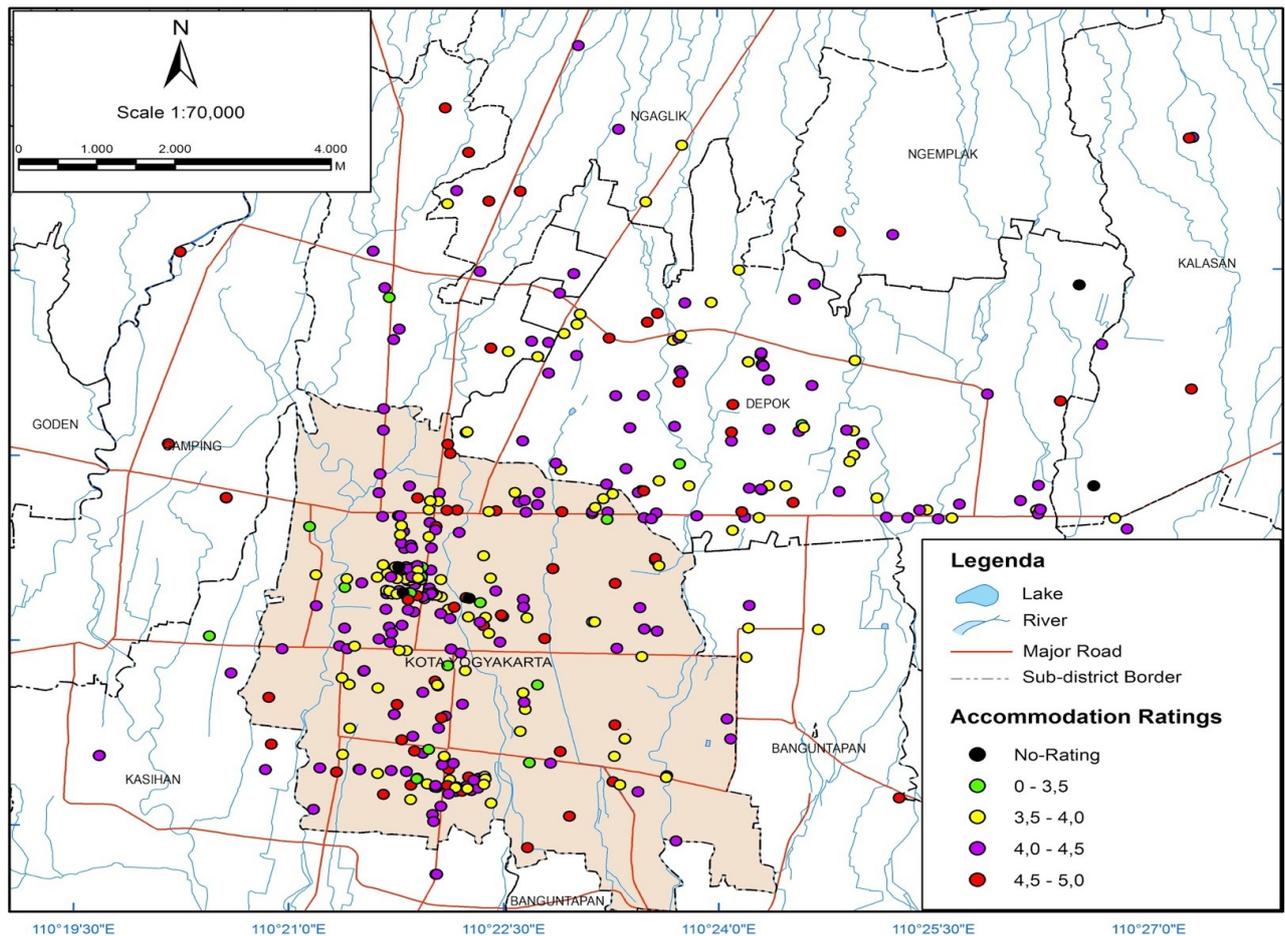


Source: Authors

Finally, we did not find any major patterns in terms of reviews, locality, rankings and ratings. Search engines like Google, and platforms like TripAdvisor, make it possible for accommodation facilities to be reviewed or tagged without consent of the owner or by nearly anybody. Other platforms, like Booking.com, only allow customers to review an accommodation they have visited. We found that most of the accommodation facilities (more than 83.2 percent) have only limited review (0-800 reviews), 12.2 percent with 800-1600 reviews, 2.7 percent with 1600-2400 reviews, 1.5 percent with 2400-3200 review and only 0.5 percent reached 3200-4000 reviews. Regardless of the number of reviews, ratings are averaged, and it is not clear if or how averages are weighted to influence rankings as this is proprietary knowledge.

Figure 6 shows how there is relatively no major significance of ratings as very few hotels are rated poorly, and most fall into good and excellent ranges. We noticed that hotels with a considerable number of reviews were chains such as Alana (by Aston), or have a strong history such as Royal Ambarukmo (as one of the first international hotels developed in 60s), or are situated in prime locations such as the Neo Hotel located just in front of train station.

Figure 6: Map of accommodation in Yogyakarta according to its rating



Source: Authors

6.3 Gender-based aspects

Tourism is a major source of employment for women in Indonesia. According to Ollivaud and Haxton (2019), women make up between 60 to 70 percent of the formal and informal accommodation and food services industry. However, a significant pay gap between women and men of approximately 13 percent still exists in Indonesia (UNWTO, 2019). Indonesia’s Master Plan for Tourism likewise targets fostering greater gender equality throughout the nation by developing tourism (Republic of Indonesia, 2011). However, clarity around the strategy and implementation of gender equality goals has been lacking (Bentley & Maharika, 2019). Furthermore, addressing Indonesia’s gender digital divide is crucial for platformization, so that gender equality is not further exacerbated. Although Indonesia tends to be regarded as a highly connected nation due to the affordability of internet there (Das, Gryseels, Sudhir, & Tan, 2016), gaps between internet use by women and men still exist. Suwana and Lily (2017) argue that digital literacy is a key barrier for women in Indonesia, which our research supports. The following outlines the major gender equality challenges and opportunities in this context.

1. MSME ownership, power and position of women in Ubud

There are limited statistics relating to women entrepreneurship in Indonesia. However, in Ubud, women were often owners and managers of MSMEs such as homestays, massage parlors, or restaurants. Owners typically had university educations and access to financial services. Yet, when these owners were asked about their platform use, they frequently deferred to their husbands or sons to manage their business’

online services. In most cases, women explained that they were not so good at using computers or mobiles (as with the food stall owner above), and that their sons or husbands were better at it. This is consistent with GSMA statistics outlining that the gender mobile internet gap (18 percent) is greater than the mobile ownership gap (11 percent) in Indonesia (Rowntree, 2019). For the remainder, women were not interested in developing these skills, preferring to use technology for social purposes. This finding points to a need to consider strategies that do not focus only on digital skills, and that women need to be included in conversations related to why taking ownership over their business’ digital presence could be beneficial.

Furthermore, for the majority of women interviewed, business ownership and platform use did not change their power or position within their family and community. Ubud women are not able to represent their family in community decision-making processes, and only inherit land or property when they are an only daughter. They did not express discontent regarding this, as they value the positions that they typically hold, as they are responsible for making offerings, and other key activities within religious ceremonies.

2. Platforms as an enabler for men to contribute domestically in Ubud.

Due to the flexibility platforms afforded men to access customers for their tour or driving businesses, a few men were able to spend more time at home. They mentioned having more time to spend with their children and helping out at home as a main benefit of using platforms. These men still seem to be exceptions. Most of the family-owned homestays involved in our study were mainly operated by the women of the household, even if both were working full-time. It was usually the women who served breakfast and took care of clients. It seems highly unlikely that gender roles will change dramatically due to platforms, making it necessary to make explicit what gender equality means to men and women across the country and these ideas are factored into current policy making.

3. Tourism career trajectories for women and men in Lombok

In Lombok, tourism is under development in many areas across the island (see Figure 7).

Figure 7: Tourism map of Lombok island



Male drivers and tour guides found platforms to be critical enablers to their success because they were able to enter the market relatively easily, building up a customer base without needing the education or skills that agencies required. For instance, one driver said that he started learning English by “hanging out at the beach” talking to tourists, whilst working as a cleaning attendant for a hotel. He started driving when he put together enough money to buy a car. He spoke little English, but then the more he drove, the more he

spoke. One tourist helped him to set up a website, and reviewed him on TripAdvisor, and his business expanded rapidly. His business was “so big” after that, and his English has substantially improved such that he stated that could get a job at a hotel working as a manager. This demonstrates how platforms have enabled him to gain access to a career that rapidly developed his language skills, thus expanding his wider career opportunities.

In contrast, female skilled workers, such as the weavers and pottery artisans in Pringgasela and Masbagik, did not have the same opportunities to interact with tourists to the same extent. This means that even if platforms help to popularize certain locations or artisan tours, the likelihood that it benefits these women to an equivalent degree is much less. In Pringgasela and Masbagik, we were taken first to male boutique owners who spoke English quite well, and offered to give us a tour of the area. The men explain the history of the area, and the production process, taking tourists around to view how the women made the crafts. When asked what they thought about tourists coming around taking photos of them, the women all responded favorably, stating that they thought that tourists could share the photos online to attract more tourists to the area. The more tourists come to the area, the higher likelihood that they can sell their products. Boutiques may either purchase handicrafts, or sell the items on consignment, usually taking between 20 percent of the price to do so. Although platforms may indeed popularize their local area, they do not drastically change career opportunities for these women.

Figure 8: An artisan weaving in Pringgasela



We did encounter one MSME that was breaking with cultural norms to radically change the position of women in Lombok’s tourism sector. Rinjani Women Adventure (RWA) is a female hiking tour company located in Senaru, Lombok, at the base of Mount Rinjani (Figure 8). Hiking to the top of Mount Rinjani and its surroundings is one of Lombok’s most popular tourism destinations. RWA is led by a woman in her late 30s, who was the first female hiking guide in Lombok, choosing to open a women hiking guide company in 2015. Becoming a hiking guide is not traditionally a female profession in Lombok, and female guides face many biases and barriers as a result. For instance, in a recent mountain management group, a male guide complained in the public forum that tourists were saying that females are not strong enough to be guides. In this case, platforms serve as a public record for the women to draw on to both demonstrate the positive feedback they have received for their services and to request evidence to support the male guide’s claims.

Figure 9: Rinjani Women Adventure guides

Source: [Rinjani Women Adventure](#)

7. Navigating platform tensions: the power, position and practices of MSMEs

7.1 Nature and constraints of competition: tour drivers and homestay dynamics

We start the section by exploring the tourism platform economy, comparing mobility and accommodation applications. We also compare the situation in Ubud with Lombok. Comparing the Ubud and Lombok case studies is a good way to show how increasing competition lowers the private-individual value that accrues through platforms to a degree.

The effects of banning transportation platforms in Ubud. Indonesia has experienced much conflict concerning the regulation of mobility platforms like Uber and Grab (Bentley & Maharika, 2019). Different parts of government have taken competing positions on the legality of mobility platforms. Indeed, when arriving in Bali, one needs only to exit the airport to confront signs outlawing these platforms. Nevertheless, in the south-central areas of Bali, it is still possible to find drivers choosing to participate regardless of the imposed constraints. However, in Ubud, drivers there have joined forces with government to eradicate these platforms from the area. One male driver told me “Before Grab, Uber, there’s no problem... There was a meeting, to say it not to be too cheap... They are super super cheap.” The driver was referring to a village meeting within which it was decided to outlaw the platforms. In Ubud, there are no metered taxis, and many drivers there double as tour guides. Because longer trips are common, metering does not adequately cover the costs associated with completing return trips. This is why Ubud regulates taxis differently.

Drivers in Ubud village also work in specific zones so as to spread jobs fairly amongst them. A driver typically works from early morning (7-9am) until late in the evening (8-10pm). Out of the eight drivers I interviewed, those that relied on foot traffic to find customers had as little as one job per week to three per day. According to them, competition for customers is increasing, “competition, it’s too much, everyone work as a driver. Before it was really worth it, there’s no inflation, the guests are really need us, and then now everyone hire scooter, with the Google Maps.” Moreover, prices (particularly for local trips) have not reduced to meet the market, and tourists are opting for cheaper modes of transport like scooters. We will

see in the next examples, however, that platform regulation has not been considered for other aspects of the tourism sector.

Competition for tour customers on TripAdvisor in Ubud. In Ubud, TripAdvisor is not banned for drivers. There were stark differences between drivers that gained business through TripAdvisor and those that relied on foot traffic. The three drivers we spoke with were able to book day-long tours two to five times per week. They also do not pay any fees to the Village for registration. These drivers were successful because they had gained a prominent position in TripAdvisor rankings and were early adopters. One driver has worked diligently to collect over a hundred reviews from his customers since 2013. Reviews for these drivers created a snowball effect drawing in more business and increasing their reputation online. However, now the potential for new drivers in Ubud to switch to TripAdvisor and to feasibly gain a prominent position has diminished due to increased competition. It is likely that new drivers need hundreds, if not thousands, of reviews to gain a good position in the TripAdvisor listings.

At the time of research, TripAdvisor listed businesses according to different categories of 'Things to do' such as outdoor activities, private tours, or nature and wildlife. For popular categories, like private tours, TripAdvisor lists the specific tour offering, like 'Tegalalang Rice Terrace' tours. Within these listings, larger tour companies list numerous tours, so it is common for a page of 30 listings to contain four or five tours offered by the same company. Therefore, it is likely that because these companies have garnered thousands of reviews, they may tend to dominate the tour listings. For some other categories, like outdoor activities, TripAdvisor lists businesses offering services relating to a sub-category, such as eco-tours. It may be possible for smaller businesses to compete in these niche listings. Nevertheless, all of the drivers we spoke with did not know how to look through TripAdvisor in order to target a specific sub-category of service, nor how to list their service on the platform.

Lack of regulation of homestays and the effect on competition in Ubud. Finally, for the homestays in Ubud, there has not been the same public reaction regarding the regulation of accommodation rentals. One homestay owner we spoke with reflected that there were fewer than twenty homestays in Ubud when he started his business. Competition has since sky-rocketed because anyone can list their property on the platform, registered business or not. Ubud residents, however, did not perceive a need to regulate accommodation platforms because they believed that people should have the right to do with their property as they please,.

When asked about the price erosion of bookings and the revenue gained, most homestay owners acknowledged the problem. For instance, their only source of business occurs through platforms like booking.com, or traveloka.com. Whereas, in the past, owners may have gained business through walk-ins, patronage, or travel agents. Now, these MSMEs must use platforms to gain customers, paying 15-20% commission. For a small homestay charging \$20 USD per night including breakfast, that means they earn less than \$16 USD per night. However, most owners viewed any income from their homestay as extra income. For others, whose main source of income is their homestay are now facing tough decisions to close or not. One female owner in Ubud also stated that she has to monitor platforms like Agoda.com because it regularly discounts rates without asking for permission to do so, at which point she indicates that there is "no availability" because it is no longer cost effective to host a guest at the discounted rate.

Across all of these examples, it seems apparent that the dominant form of value accrued has been privatized-corporatized value, which has focused too heavily on returns to the platform. Transportation platforms with uniform pricing schemes were focused on capturing customers. Travel platforms with opaque and/or impenetrable ranking systems were focused on information capture (reviews), whilst booking platforms benefit from increased competition regardless of the price point, because price fluctuations do not matter much when platforms receive returns for two properties that are booked at a lower rate rather than one property at a higher rate. There was much evidence of private-individual value

accrual for those owners that gained prominent positions on platforms. However, there has not yet been much consideration for whether private-individual value should be distributed or how to distribute it.

7.2 Reinforcing informal tourism markets

Our research confirmed that business owners typically did not obtain permits and did not register their business with government. This limits the Indonesian tax base. We discuss the implications of this on tourism workers and employment, and then highlight how the Indonesian social security scheme has been designed to effectively cover informal and formal workers, but has not yet reached all tourism workers fully. At the end of the section we touch upon the impacts on communities and the environment more generally regarding the informalization of tourism objects.

1. Access to resources

Platforms have enabled many Indonesians to start their own tourism business. However, most of these businesses require significant capital investments on behalf of their owners. Drivers needed to purchase a particular type of vehicle, homestay owners needed to build separate accommodation on their property with furnishings, massage parlors needed a shop front and beds, etc. In Ubud, all MSME owners took out small loans from government banks like Kooperasi. Whereas, in Lombok, some owners relied on investors through their networks. In the majority of these cases, owners made business choices based on advice from family or friends, and by observing popularity in the tourism market. Very few of the businesses conducted any research, consulted with experts, or did any market testing. This puts MSME owners in a vulnerable position because some had few alternatives to pay off their loans if their businesses were not successful. As one cultural tour operator stated: “I will know by this year if I cannot pay it off. If not working, I go back to my village with nothing. I don’t know what I will do.” He had spent more than a year trying to improve his business, and had just started exploring the possibility to gain new customers through Tripadvisor. He started asking his customers to leave a review. However, he did not have a smartphone to check. This precarious position is moderated by having spouses in permanent employment (such as hotel workers, nurses, or teachers). Others had permanent employment in hotels themselves.

Participation in Indonesia’s social security scheme BPJS. A main way Indonesians are protected from fluctuating markets is through its recent universal social security scheme BPJS. Employers are now obligated to offer BPJS to their employees, and informal workers are required to enroll by the end of 2018. All of the MSME owners in Ubud save for one chose to opt into the coverage. For the owner who did not, he stated that he had sufficient savings to cover his medical costs, he did not see the value in contributing. However, employed tourism workers, specifically low-wage employees encountered in restaurants, homestay/villas, or massage parlors were not as fortunate. Approximately 30% of the restaurant workers, 25% of the homestay/villa workers, and 50% of the massage parlor workers did not have coverage through their employers. Alternatively, in Lombok, very few MSME owners that I met opted for the coverage. Many here stated that they did not trust the public healthcare system, as it takes considerably longer to access treatment.

Moreover, many of the restaurants (both locally and foreign-owned) that received high ratings and prime locations in TripAdvisor search results, did not provide their workers with health insurance, even though it is now illegal for businesses to do so under the new social security system.

Platforms enable private-individual value to accrue in ways that support informal businesses to proliferate. Whilst this is only possible because of the resources and access to financial services Indonesians have, MSME owners are generally left in a vulnerable position. The social security scheme has indeed provided some protection, but will still require greater awareness-raising and some sensitivity towards tourism employment and markets, as well as pervasive attitudes across cultures.

7.3 Delivering on sustainable tourism development goals

Our research sought to include alternative businesses that were working towards sustainable tourism development goals in order to understand the main challenges they face. The Ubud region was selected as a case study for this reason, however, upon arriving there, we soon discovered that many of the businesses making claims related to ‘eco-tours’, or ‘cooperatives’, were using these terms as marketing tools, rather than having genuine sustainable development goals. For instance, artist cooperatives were not cooperatively owned or operated, but were just a place where artists could sell their items for a fee. Eco-tours involved stopping in rice fields for nature walks, or biking through villages. We did encounter a few businesses that explicitly had sustainable tourism development goals. In this section, we discuss three exemplars that each demonstrate the opportunities and challenges these businesses have with respect to platforms.

The first of these, Rinjani Women Adventure (Section 6.3). They have been heavily involved in local advocacy to clean up Mount Rinjani. Much of this work focuses on changing local attitudes towards rubbish removal and littering practices. In addition, they provide training at no cost to local women who wish to join their company. Section 6.3 discussed the challenges they face to engage local women consistently in training activities. Furthermore, Rinjani is closed seasonally, but is now closed until damage from the July 29th and August 5th earthquakes are repaired. Ideally, these women need alternative sources of income during the rainy season, but seasonal employment is a feature of the tourism industry that is not resolved by platforms.

The second is an Ubud organic farm and cooking school. The farm opened in 2014 as a result of a community development initiative. It now has a management team and they employ over ten people, who all come from the community. The farm grows over 60 varieties of organic fruit and vegetables. Participants pick their own ingredients from the farm, and then learn to cook traditional recipes. Their success enables their company to support community and staff growth. They also offer English classes for children within the community. Overall, the manager stated that platforms have helped them enormously to grow as now over 70% of their customers come through the Web. However, they have learned by doing. The manager learned how to make their farm’s website on his own. He watched videos on YouTube, searched the internet, and used WordPress. The manager found a similar cooking school in Thailand, and copied and pasted the English text from their website because he did not know English very well. They made a few websites to experiment with different approaches, and waited to see which design attracted the most visitors. Once they selected one website, they continued to build more functionality into it, like a booking functionality and schedule.

The third example is the Bali Spirit Group. Bali Spirit began in 2007 with the Yoga Barn establishment (<https://www.theyogabarn.com/>), and quickly after, grew to include the Bali Spirit Festival (<http://www.balispiritfestival.com/> / <http://www.balispiritfestival.com/>) and the Bali Spirit Holistic Living database (<https://www.balispirit.com/>). This business is much larger than the first two, and because of its success, has been able to pursue their sustainable (tourism) development goals in conjunction with their businesses. For instance, they have two community outreach initiatives, the owners have founded a not-for-project organization, and they offer free yoga classes to the community.

For the Bali Spirit Group, the reason they started the business platform has a lot to do with their principles.

“...[businesses] go through a vetting process, and firstly some people will approach us directly, and then they apply to be part of the festival, and then we would check, are they a match, so are they a holistic [living] business, or do they share the values that Bali Spirit has, which is eco-friendly, socially responsible, giving back to community ideally. We love locally owned and run small businesses.”

However, it is almost impossible for them to know if the included businesses are delivering on their objectives. The benefit of operating this type of platform locally though is that they belong to the

community and they usually know who the owners are, and can test the quality of the products and services. In other words, this platform operates heavily on local reputation. Another challenge is that operating their own platform is quite costly, and requires businesses to pay for advertising, which some businesses may not choose to do if faced between a choice between platforms.

The Group's database fills a consumer and public good gap that platforms are not currently delivering on. There is no information on commercial digital travel platforms, such as TripAdvisor, to help tourists find businesses that align with a set of core values. Resource constraints, such as supporting staff and operations costs may also undermine the platform's contributions towards their core values if they do not have the time properly review them either.

In sum, for those businesses with sustainable development orientations, there was some evidence of privatized public value accrual because they used their business endeavors to finance or include community and marginalized actors to benefit from their activities and/or platform.

8. Policy Recommendations

We present five areas in which we observed issues that indicate significant policy gaps: 1) increasing dependence by MSMEs on digital travel platforms; 2) lack of skills and support to engage effectively in the platform economy in the tourism sector; 3) lack of clarity relating to gender equality objectives; 4) confounding accountability lines within the tourism sector regarding travel platforms; and 5) diminished position of Indonesian actors in the global platform economy. We conclude each section with a key recommendation to build inclusive policy in this arena.

8.1 Inclusion policy in the context of platform dependence

Our research has begun to unravel the many ways in which Indonesian MSMEs are engaging with, and becoming increasingly dependent on, digital travel platforms. Yet, the increasing dependence of MSMEs on platforms has not been accompanied by checks and balances that create equitable conditions for MSMEs to compete with larger and multi-national establishments through these means.

Recommendation 1: Inclusion policy should enable MSMEs to participate on platforms, whilst ensuring that platforms create conditions for equitable competition.

MSMEs in Ubud, Bali and Lombok reported being beholden to platform policies, and frequently did not have the skills, capacities or resources to compete. In conversations with homestay owners, for instance, we found that their only source of business occurs through platforms like booking.com, or traveloka.com. MSMEs use platforms to gain customers, paying upwards of 20 percent of their bookings in fees. For a small homestay charging \$20 USD per night including breakfast, that means they earn less than \$16 USD per night. Many established homestays reported being worse off since the advent of platforms, whereas newcomers reported marginal gains. There is a need to understand how affordable platform fees are for different types of businesses, and whether and how small businesses may benefit from a graduated fee structures.

Furthermore, a cross-cutting finding of our research was the relative lack of skills and hardware that MSMEs needed to engage in the platform economy. When asked about how successful businesses gained their position on digital travel platforms, 100 percent of the participants responded that they 'learned by doing'. More successful businesses learned to observe other successful businesses in other countries like Thailand, copying and pasting English text into their own descriptions on platforms. Other businesses benefitted from 'benevolent tourists' who offered their help to submit business details on platforms, or to create websites for them. Many of these websites were generated and never updated, making it difficult for MSMEs to change their services, and causing some frustration for their customers. Much of this frustration is recorded on travel platforms, tarnishing their reputation for some time. Moreover, a majority

of MSMEs did not have access to laptop or PC computers, thus making the dashboard services offered by the digital travel platforms difficult to use on mobile-devices. It is vital for both the capacity of MSMEs to participate, and the rules of participation to be considered when creating inclusion policy in this context.

8.2 Tackling deficits of algorithmic decision-making

Opaque, proprietary algorithms dictate how businesses are ranked on travel platforms. Tripadvisor, for instance, has also begun to use machine learning algorithms to predict what property or service a user will choose based on the preferences of other tourists/customers (Palmucci, 2015; TripAdvisor, 2018). These algorithmic rankings and machine learning models amplify existing inequalities between international/local, and new/established because businesses that have fewer ratings and historical interactions may not be able to rise to the top of rankings. For instance, drivers in Ubud and Lombok that were early adopters of Tripadvisor had successful businesses. Drivers who recently established a Tripadvisor listing could not compete, even if they had a small number of positive reviews. Extra provisions for small, local and new businesses are warranted in order to make competition fairer in this context.

Recommendation 2: Checks and balances to ensure that local and new MSMEs entering the market through travel platforms are not disadvantaged are needed.

Moreover, there was considerable demand for fair, equitable, and ecologically-sensitive tourism products and services in Indonesia, evidenced by the buzzwords and marketing strategies encountered during our research. Tourists chose to frequent restaurants that donated to local charities or where they knew the company treated its employees fairly. There were, likewise, many MSMEs that gave back to their communities, by training community members to work for them, building schools or offering after-school programmes for local children, and by enabling women to learn a new vocation. Yet, there is no information on commercial digital travel platforms, such as Tripadvisor, to help tourists find these businesses. In contrast, any tourism service can label itself as 'eco-tourism', even if the extent of their service includes driving tourists to a place where they can take a walk through nature. Tripadvisor does not fact-check reviews, but it does manage its listings, search, retrieval and categorizations.

Recommendation 3: Enhance the regulation process for listing and categorizing businesses to prioritize those that align with Indonesia's sustainable tourism development goals.

8.3 Ensuring greater accountability towards Indonesian actors through better platform governance and data policy

Many MSME owners and workers indicated that they also had full-time employment working for large hotels. They needed alternative sources of income to make a decent living, which, according to the respondents, would allow them to send their children to university, support their family and pay for religious practices. Surely, accountants and managers of large international hotels should not require two and three jobs to make a decent living. There is, however, no information given on digital travel platforms to indicate the working conditions faced by tourism workers. Moreover, many of the restaurants (both local and foreign-owned) that received high ratings and had prime locations on Tripadvisor search results, did not provide their workers with health insurance, even though it is now illegal for businesses to do so under the new social security system.

Recommendation 4: Indonesia needs, proactively to monitor and influence platform companies to hold tourism companies to account, by incorporating sustainable development ratings along with customer ratings, and instantiating penalties for companies that do not abide by local regulations.

Finally, the data that platforms own and manage represent enormous opportunity to generate insight into Indonesia's progress towards its Master Plan for Tourism Development (Republic of Indonesia, 2011). Yet, Indonesia does not have access to this data, and currently has no rights to it. For example, In East Lombok,

the Padak Guar local government office is keen to support its local citizens to help them develop their tourism businesses. The majority of the population here is dependent on tourism for their income, as they own small cafes, homestays or boats to tour coral reefs and idyllic islands off the coast. However, the local council does not have the information to mentor these businesses and is generally not included in discussions regarding major tourism developments. Yet, it is usually the local governments that are in the best position to support MSMEs. There is scope for platform data to generate insight into what has been effective in other areas, what is lacking in their own area. Not to mention, the national government may more effectively target particular areas for development, or curb traffic in other areas with better access to tourism data flows.

Recommendation 5: Indonesia should modify its existing data policies to create agreements with platform companies for privileged access to data about its businesses and services.

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Appendix 1

Expert Informant Interview Guide

Introductions – give a brief summary of project and wider program of research.

Give details about the interview and what we are hoping to gain from their participation (issues they feel are most important to treat, and to share our findings with them in future rounds)

Verbal consent – Tell them that they do not have to answer the questions if they do not want to. They can end the interview at any time, and we will remind them of this periodically during the interview. The interviews can be: 1) confidential (only the researchers will know their identities, and any direct quotations included in our work will be sent to them with two weeks to revert) or 2) named (participants may choose to use their real names, they will still be emailed any direct quotations and given two weeks to respond). Please ensure you have a voice recording of their consent if possible. If not, we will send them a consent form for them to sign.

Circle one: Confidential / Named

Select relevant questions based on informants' expertise continuously as you learn more about their knowledge and experience, ask them how much time they have available and prioritise questions accordingly.

1. Digital Environment

- a) Please tell me about your experience and/or knowledge of travel platforms such as tripadvisor, wikitravel, or any other platform that harnesses user-generated content?
- b) In your opinion, what are the main regulatory issues facing the travel sector – thinking especially of your experience/knowledge of how travel platforms are influencing the sector?
- c) Based on your knowledge, have you come across any regulatory frameworks that address social inclusion in the platform economy effectively? Why is this so?
- d) In your opinion, what is the best way to influence policy relating to trans-national digital platforms effectively? Why?
- e) What kinds of evidence will we need to collect and why?

2. Political Climate in Indonesia

- a) Please help me to understand your knowledge and expertise in the Indonesian political climate, tell me a bit about your role/interests/research.
- b) Tell me about the government ministries that play a part in governing the travel sector, what are their roles and responsibilities? Why?
 - Ministry of tourism
 - Ministry of SMEs and cooperatives
 - Ministry of women
- c) Tell me about the provincial government bodies that play a part in governing the travel sector, what are their roles and responsibilities? Why?

- d) Tell me about the regency and city bodies that play a part in governing the travel sector, what are their roles and responsibilities? Why?
- e) Tell me about any NGO or international organisations involved in the governance of the travel sector, what are their roles and responsibilities? Why?
- f) Do citizens have a say in the governance of tourism? How and why?
- g) Any other actors I should know about that we haven't yet spoken about?
- h) In your opinion, what are the main opportunities and challenges facing the Indonesian travel sector? Why? What are the main development goals and challenges related to the travel sector? Why?
- i) In your opinion, what is the best way to influence policy effectively in Indonesia? Why?
- j) What kinds of evidence do policy-makers favour in Indonesia and why?

3. Indonesia's Travel Sector

- a) Please help me to understand your knowledge and expertise in the Indonesian travel sector, tell me a bit about your role/interests/research.

Policy for workers and businesses in the travel sector

- b) Please tell me about the informal and formal laws and procedures that apply to businesses within the travel sector in Indonesia.
- c) What are the main challenges facing small and informal businesses in the Indonesian travel sector? Why?
- d) Please tell me a bit about laws and procedures relating to workers' rights in Indonesia. What are the working conditions that Indonesians face in the travel sector? Why is this so?
- e) What access to justice, or avenues of support do workers have? What are the main problems with these avenues? Why?
- f) Where can I find more information about policy related to businesses and workers of the travel sector?

4. Gender roles and biases in the travel sector

- g) Please tell me about gender roles and biases in the travel sector, or about your knowledge of gender inequalities more generally.
- h) Who else should I speak to regarding this? Where can I find more information regarding policies relating to gender in Indonesia?

5. Cultural heritage

- i) In your opinion, what are the main issues facing cultural heritage preservation in the travel sector? Please give examples of key sites and specific practices that you know of.
- j) Where can I find more information about cultural diversity, preservation or heritage policy in Indonesia?

6. Solidarity economy

- k) Please tell me about any social enterprises, co-operatively owned/operated, or any other alternative business models that you know of in Indonesia's travel sector. Give names and locations if possible.
- l) What are the main opportunities and challenges that these types of businesses face?
- m) Where can I find more information regarding policies targeted at these types of businesses?

7. ICTs and the travel sector

- n) How and why is ICT important for the travel sector? How is ICT primarily used? For what purpose and why?
- o) What are the main opportunities and challenges for Indonesian small holders and workers to benefit from new travel platforms? Why is this so?
- p) Where can I find more information about policy relating to ICTs in the travel sector?

8. Wrapping up

- a) Given all that we have discussed today, is social inclusion policy for the platform economy important to Indonesia's travel sector? Why or why not?
- b) What locations and actors are most important to include in this study on social inclusion policy for travel platforms? Why?
- c) Who must I really speak to that has not yet been mentioned?
- d) Is there anything I have missed? Do you have anything to add? Any additional comments?
- e) May we contact you in the future to keep you informed about our research, and to invite you to participate in future events?

Appendix 2

Interview Guide

Time of interview:

Date:

Place/Mode:

Interviewer:

Interviewee:

Consent

Review conditions of participation, and ask if there are questions or concerns about the consent form. If not signed yet, ask them to review and fill in form before beginning the interview.

General Questions

If interviewing a business or service, find available information on the Web, and copy/paste here for confirmation, otherwise ask

Briefly tell me a bit about yourself and what's most important to you, why?

Touch upon age, family, education level, religion, where they live

Let's begin by speaking about your type of work / place of work / business

What part of the travel sector do you / your organisation focus on? Why?

Accommodation (hotels, guest houses, homestays, etc.)

Tourism destinations and services (guides, tours, transport, museums, etc.)

Products for tourists (apparel, artisan goods, food and restauration)

Services for tourism sector (association, educational provider, government, etc.)

Who owns / operates the organisation? If unsure, where can I find this information?

How many sites / locations does your organisation work in/ service? If more than one, list all locations

How many employees does your organisation have? If unsure, where can I find this information?

Does your organisation operate in any other countries? If so, which ones?

Could you please speak briefly about your organisation's goals within the tourism sector?

How has your organisation's goals changed over time? For example, would you say that your organisation has changed its way of doing business or the way in which it services customers in the past 5, 10, 15 years, or has your organisation remained fairly stable throughout this period? If so how and why?

Experience with travel platforms

Do you or your organisation use any type of website or app for travel? List all

Please comment on the overall importance of specific websites or apps to your organisation. For example, is there one website or app that is more important than the rest to your organisation? Why is this so?

Why / why not does your organisation use travel websites/apps?

Please take me through step-by-step how your organisation uses one of the above-mentioned websites/apps that you consider to be the most important. What is your role in this process? Why?

Is there anything you would like to see change in this service/process in the future? Why?

Please tell me about a time when you were/were not successful using the website/app and help me to understand why

- Successful
- Unsuccessful

Would you say that your organisation's reputation online is generally positive/negative? Why is this so?

Have you communicated with the website/app service for any reason? For what purpose and how did you communicate with it/somebody?

Would you change anything about this process? If so what, and why?

What are the biggest challenges faced in using travel websites/apps for you / your organisation and why?

Business perspectives: values, obligations and support

Please tell me about your business' goals and principles. Why are they important to you and your business?

Who is your business accountable towards? What institutions are accountable to you? How and why?

Which of these relationships are the most important to your business and why?

Tell me a bit about the government institutions that you respond to, or communicate with. For what purpose and how regularly do you communicate with them?

Would you change anything about the relationship with your business' regulating bodies/organisations?

Tell me a bit about any associations, or unions that you work with. For what purpose and is this this relationship important to your business?

What about your relationship with other businesses? What is the nature of these businesses, how and why do you collaborate with them?

Ask about any other actors identified at the outset not included above

To your knowledge, have travel websites or apps changed the nature of your relationships with any of the following actors? If so how and why?

- Government
- Associations
- Tourists
- Employees
- Local community members
- Other businesses

What services/support do you offer to your employees? Why?

Please give me an example of a time when you had a problem with one of your employees, what happened? How was the problem resolved?

Are there jobs within your business that are usually done by women/men? Why?

- Women
- Men
- In your opinion, are your employees:
- Paid adequately
- Employed in quality jobs
- Granted access to education
- Violated in any way
- Stressed out
- How do you know?

Out of all the actors and relationships we've spoken about today, who is the most responsible for helping you to achieve any of the following objectives

- Grow and/or protect your business
- Satisfy tourists
- Establish fair working conditions for your employees
- Contribute to the local community
- Learn to use technology effectively
- Any other aspect that is important to them
- What are the biggest challenges that your business faces and why?
- Worker perspectives: conditions and support
- Take me through a typical work week for you, what happens?
- How many hours, overtime, schedule, tasks, travel time to and from home, satisfaction

How would you categorise your job? I.e. do you have a formal contract with your employers?

- Permanent employee
- Contractual
- Temporary
- Informal
- Other words used to describe

How and why is this job important to you?

Do they have alternatives? Would they want a different job if they could get one?

What services/support does your employer offer you? Why?

Please give me an example of a time when you had a problem with your employer at work, what happened? How was the problem resolved?

Have you registered for BBGS? If so, which ones and why?

Have you ever needed to use BBGS? Please tell me about it.

Have you ever needed help but could not access it? Please tell me about it.

Tell me a bit about any associations, or unions that you belong to. For what purpose and is this this relationship important to you? Why?

To your knowledge, have travel websites or apps changed the nature of your relationships with any of the following actors? If so how and why?

- Government
- Associations
- Tourists
- Employees
- Local community members
- Other businesses

In your opinion, are you:

- Paid adequately
- Employed in a good job
- Granted access to education
- Violated in any way
- Stressed out
- How do you know?

Out of all the actors and relationships we've spoken about today, who is the most responsible for helping you to achieve any of the following objectives?

- Grow and/or progress to better jobs within or outside the organisation
- Satisfy tourists
- Have access to fair working conditions
- Contribute to the local community

- Learn to use technology effectively
- Any other aspect that is important to them
- What are the biggest challenges that you face and why?

Gender perspectives

- What do women do in the travel sector? Why?
- What do men do in the travel sector? Why?
- What makes a good/bad woman/man in the travel sector?
- What roles do women/men hold in your organisation? Why?
- Does your organisation treat women/men differently in your organisation? How and why?
- Do tourists treat women/men differently? How and why?
- Have you noticed any changes in how women/men are treated or behave due to travel websites/apps?
- If you could change the way women/men are represented on travel websites/apps, what would you change? Why?

Cultural impact of travel platforms: photo elicitation activity

Travel platforms often use photos taken by professionals and tourists. Do these photos represent your place of work, Indonesian culture, or your personal identity well?

Take a photo (or three) to show what your place of work, culture or personal identity means to you.

Tell me about your photo(s) what do they mean? How do they compare to the photos you see on travel websites/apps. Why?

Appendix 3

Consent form to participate in research

CONSENT TO PARTICIPATE IN A RESEARCH PROJECT ON SOCIAL INCLUSION POLICY FOR TRAVEL WEBSITES AND APPS

This is to state that I agree to participate in research being conducted by Caitlin Bentley, PhD (Caitlin.bentley@gmail.com; Whatsapp +65 8359 8660), in collaboration with Professor Ilya Fadjara Maharika, Universitas Islam Indonesia (maharika@uii.ac.id; +62 818 269262). The research is funded by the International Development Research Centre of Canada. More information can be found here: <https://www.itforchange.net/platform-policies-project-framework>

A. PURPOSE

The purpose of this study is to explore how small Indonesian business owners and Indonesian workers within the travel sector are using travel websites and apps (i.e. Tripadvisor, Traveloka, Expedia, etc.). We want to learn about the working conditions Indonesians face in the travel industry, and how travel websites and apps can be improved to better support local Indonesian communities. By agreeing to participate in this study, you are helping the researchers to develop an understanding of the key issues and challenges Indonesians experience to benefit from travel websites and apps.

B. WHAT WILL HAPPEN IN THE RESEARCH?

I agree to participate in the study by participating in a 60-minute interview in which I will be asked about my experience and knowledge about working in the travel sector. I will be asked about employment conditions, and the associations, unions or social security I participate in. I will also be asked about attitudes and practices of technology use within this context. I may also be invited to participate in a photo-taking activity, designed to document my own views of travel websites and apps. I understand that personal information (name and contact information) will not be associated with the answers I provide in the interview. However, because direct quotations may reveal aspects of my location, business or place of employment, the researcher will contact me prior to publishing the report for my approval for the use of this quotation, or for it to be anonymized. I will be aware that any answers provided will not be associated with my identity.

C. RISKS AND BENEFITS

If I agree to participate in this research, I will do so knowing that the questions will relate to my practice and experience working in the travel industry. Should a question unexpectedly make me feel uncomfortable, I will be free to disregard that question or to withdraw altogether from the study without negative consequences. I will periodically be reminded of this during the interview.

D. CONDITIONS OF PARTICIPATION

- I understand that I am free to withdraw my consent and discontinue my participation in the study at any time without negative consequences.
- I understand that my participation in this study is CONFIDENTIAL (the researcher will know who I am, but will not disclose my identity).
- I understand that the data from this study may be published, but that I will be permitted to check photos or any direct quotations before any such publication either in person or by email. I understand I will be given two weeks to respond before forfeiting my right to comment on my photo or quotation.

I HAVE CAREFULLY STUDIED THE ABOVE AND UNDERSTAND THIS AGREEMENT. I FREELY CONSENT AND VOLUNTARILY AGREE TO PARTICIPATE IN THIS STUDY.

NAME (please print): _____

EMAIL/WHATSAPP (please print): _____

SIGNATURE: _____

Appendix 4

Yogyakarta Research Instruments

Rancangan Prosedur Penelitian

Sub Tema: Territorial, spatial and cultural implications of travel platforms

PI: Ilya F. Maharika

Outline ini adalah rancangan yang sifatnya agak “ideal”. Mengingat budget yang tidak besar maka mungkin kita tidak dapat melakukan semua hal dengan sempurna tetapi harapan saya, gambaran besar dapat terlihat agar kontribusi dapat signifikan.

Pertanyaan penelitian yang hendak dijawab adalah:

1. Research Question (RQ1): how and why do travel platforms popularise, change or promote certain businesses, sites, communities or actors?
2. Research question (RQ2) Do the travel platforms create standardized environment which may hinder the development or preservation of local cultural uniqueness?

Metode penelitian yang dikembangkan adalah “abductive research” sebuah metode yang berbasis “rule based” untuk menemukan pengetahuan baru (lihat misalnya overview terhadap abductive ini di <https://pdfs.semanticscholar.org/749f/cb02c73b6a5a54fbda02583d154716baba89.pdf>). Saya masih perlu mencari rujukan yang lebih baik dari ini.

Pengetahuan baru ini diharapkan diperoleh melalui pemetaan spasial (*spatial mapping*) elemen-elemen yang penting yang terkait dengan *travel platform*. *Mapping* ini diharapkan juga akan mengungkap/ menjadikan eksplisit yang sebelumnya implisit. Tata kerja pemetaan dirancang sebagai berikut:

1. Lingkup

Area yang didata adalah “Yogyakarta”. Dalam travel platform dicari dengan kata kunci atau area “Yogyakarta.” Apabila ditemukan entry yang ternyata di luar kawasan Yogyakarta (administratif) maka dieksklusi.

Untuk data yang sifatnya harus dicari melalui survei lapangan maka dibatasi di kawasan Yogyakarta secara administratif (“Kota Yogyakarta”).

Data spasial yang dicari di travel platform

Penggalan data hotel, restoran dan objek wisata (utamakan “hotel” dulu, kemudian restoran, untuk objek wisata masih tentatif) yang ada di travel platform (tripadvisor.com) melalui *data scraping* di laman tersebut. Semua data kita masukkan ke GIS. Variabel yang digali adalah:

- Nama fasilitas
- Lokasi (koordinat)
- Lokasi (alamat)
- No kontak (bila ada)
- Kategori (bintang untuk hotel)
- Review (cacah yang review)
- Hasil review (bintang berapa dari reviewer)

Khusus untuk “Review” maka akan dieksplorasi dengan pendalaman juga melalui *data scraping* terutama untuk aspek:

Kata apa yang “dominan” atau “sering muncul” dalam review?

Siapa yang mereview? (bisakah kita indikasikan “asalnya” dari data entrynya? ini tentatif bila memungkinkan akan sangat bagus).

Data spasial yang dicari melalui survei lapangan karena tidak ada di travel platform

Penggalan data hotel, restoran dan objek wisata yang tidak ada di travel platform juga diutamakan utamakan “hotel” dulu, kemudian restoran, untuk objek wisata masih tentatif). Semua data kita masukkan ke GIS. Melalui observasi lapangan variabel yang digali adalah:

Nama fasilitas

Lokasi (koordinat)

Lokasi (alamat)

No kontak (bila ada)

Kategori (bintang untuk hotel)

Kualitas secara visual (foto, karakter, style arsitektural)

Indikasi mengapa tidak masuk ke travel platform

Adakah pangsa pasar tertentu yang spesifik?

Data persepsi yang dicari melalui Wawancara

Wawancara dilaksanakan untuk menjangkau beberapa pertanyaan inti yang merupakan derivasi dari RQ baik 1 maupun 2. Unsur yang dilibatkan dalam wawancara

a. Unsur pemerintah (Dinas Pariwisata baik provinsi maupun kabupaten/kota);

Pelaku bisnis travel (hotel, resto, travel biro);

Pelaku bisnis yang tidak masuk ke travel platform;

Pendidikan vokasi (misalnya AMPTA, STIPRAM);

Unsur masyarakat pengguna (ambil secara random, “convenient sampling” sekedar untuk melihat variasinya).

Unsur pelaku bisnis digital.

Pertanyaan yang diajukan sesuai dengan unsur yang dilibatkan dalam wawancara (formulir terlampir)

Data persepsi yang dicari melalui FGD

FGD dilaksanakan untuk memfokuskan pada pertanyaan inti yang merupakan RQ baik 1 maupun 2.

a. *Research Question (RQ1): how and why do travel platforms popularise, change or promote certain businesses, sites, communities or actors?*

b. *Research question (RQ2) Do the travel platforms create standardized environment which may hinder the development or preservation of local cultural uniqueness?*

Namun demikian hal ini dapat dipayungi dengan satu pertanyaan kunci yaitu:

Apakah dampak platformisasi bagi bisnis wisata dan bagaimana sebaiknya respon *stake holder*?

Unsur yang diundang:

a. Unsur pemerintah (Dinas Pariwisata baik provinsi maupun kabupaten/kota);

Pelaku bisnis travel (hotel, resto, travel biro);

Pelaku bisnis yang tidak masuk ke travel platform;

Pendidikan vokasi (misalnya AMPTA, STIPRAM).

Pelaku “bisnis digital”

Teknik analisis

a. Analisis spasial dengan alat yang utama adalah memakai GIS. Data yang telah diperoleh dipetakan untuk dilihat hal-hal sebagai berikut (dapat dikembangkan lanjut):

Analisis pola misalnya sebaran dan kepadatan;

Analisis relasional misalnya kedekatan dengan objek transportasi, objek kultural, atau objek wisata lainnya;

Analisis keputusan multi-kriteria (*multi-criteria decision analysis*)

Analisis visual dengan alat analisis yang utama adalah visualisasi dari peta-peta dan foto-foto serta artefak lain untuk dilihat makna, prinsip ataupun argumen yang ada di belakangnya.

Review akan kita coba dengan analisis konten melalui “wordcloud” misalnya <https://www.wordclouds.com/> untuk memberikan “kejutan” yang penting bagi riset abduktif.

RESEARCH TOURISM PLATFORMIZATION IMPACT Collaborative Research: Caitlyn Bentley & Ilya F. Maharika		
FORMULIR WAWANCARA TERSTRUKTUR	No Kode:	
Cp. Surveyor:		
UNSUR PEMERINTAH		
Nama Responden:	No. Kontak:	Jabatan:
Bagaimana arah kebijakan Pemerintah terhadap fenomena digitalisasi dalam dunia pariwisata		
Uraikan dampak positif yang diharapkan dan yang terjadi		
Uraikan dampak negatif yang terjadi dan antisipasinya		

Uraikan gagasan dan harapan agar dampak digitalisasi dapat bermanfaat luas	
Catatan Surveyor	

Formulir Wawancara

RESEARCH TOURISM PLATFORMIZATION IMPACT		
Collaborative Research: Caitlyn Bentley & Ilya F. Maharika		
FORMULIR WAWANCARA TERSTRUKTUR	No Kode:	
Cp. Surveyor:		
UNSUR PELAKU BISNIS WISATA		
Nama Responden:	No. Kontak:	Jenis Bisnis Wisata
Bagaimana pendapat Bapak/ Ibu terhadap arah kebijakan Pemerintah terhadap fenomena digitalisasi dalam dunia pariwisata		
Uraikan dampak positif yang diharapkan dan yang terjadi		
Uraikan dampak negatif yang terjadi dan antisipasinya		

Uraikan gagasan dan harapan agar dampak digitalisasi dapat bermanfaat luas	
Catatan Surveyor	

RESEARCH TOURISM PLATFORMIZATION IMPACT		
Collaborative Research: Caitlyn Bentley & Ilya F. Maharika		
FORMULIR WAWANCARA TERSTRUKTUR	No Kode:	
Cp. Surveyor:		
UNSUR PELAKU BISNIS WISATA TAK MASUK PLATFORM		
Nama Responden:	No. Kontak:	Jenis Bisnis Wisata
Masuk dalam Platform? Ya / Tidak	Sebutkan bila ada:	
Bagaimana pendapat Bapak/ Ibu terhadap arah kebijakan Pemerintah terhadap fenomena digitalisasi dalam dunia pariwisata		

Adakah alasan khusus mengapa tidak masuk ke dalam “platform” misalnya TripAdvisor/ Traveloka?	
Uraikan dampak positif yang diharapkan dan yang terjadi	
Uraikan dampak negatif yang terjadi dan antisipasinya	
Uraikan gagasan dan harapan agar dampak digitalisasi dapat bermanfaat luas	
Catatan Surveyor	

RESEARCH TOURISM PLATFORMIZATION IMPACT		
Collaborative Research: Caitlyn Bentley & Ilya F. Maharika		
FORMULIR WAWANCARA TERSTRUKTUR	No Kode:	
Cp. Surveyor:		
UNSUR MASYARAKAT PENGGUNA		
Nama Responden:	No. Kontak:	Jenis Layanan Wisata

Punya Akun di Platform? (TripAdvisor, Hotel.com, Agoda, Trivago, AirBnB dll)		Ya	Tdk	Aktif	Tidak Aktif
		Ya	Tdk	Aktif	Tidak Aktif
		Ya	Tdk	Aktif	Tidak Aktif
		Ya	Tdk	Aktif	Tidak Aktif
Bagaimana pendapat Bapak/ Ibu terhadap arah kebijakan Pemerintah terhadap fenomena digitalisasi dalam dunia pariwisata					
Adakah alasan khusus mengapa memakai atau tidak memakai akun platform?					
Uraikan dampak positif yang diharapkan dan yang terjadi					
Uraikan dampak negatif yang terjadi dan antisipasinya					
Uraikan gagasan dan harapan agar dampak digitalisasi dapat bermanfaat luas					
Catatan Surveyor					

--

Survei/ Observasi Lapangan untuk Fasilitas yang Tidak ada di Platform

RESEARCH TOURISM PLATFORMIZATION IMPACT		
Collaborative Research: Caitlyn Bentley & Ilya F. Maharika		
FORMULIR OBSERVASI LAPANGAN RESTORAN		No Kode:
Nama Hotel:	Platform: TripAdvisor	
Cp. Hotel:	Website:	
Cp. Surveyor:	Tahun Dibangun:	
Alamat (sesuai kenyataan)		
Koordinat (sesuai kenyataan)		
REKAMAN VISUAL		
Rekam semaksimal mungkin sosok bangunan yang menjadi target agar mampu menampilkan hal sebagai berikut		Metode: - Foto - Diagram (sketsa)
SOSOK (SHAPE) (Depan, Samping, Belakang)		
Foto	Foto	Foto
LINGKUNGAN SEKITAR (Perlihatkan konteks, misalnya samping kanan dan kiri)		

Foto	Foto	Foto
<p>DETAIL SIGNIFIKAN</p> <p>(Perlihatkan adakah detail elemen atau suasana yang menunjukkan signifikansi kultural)</p>		
Foto	Foto	Foto
<p>REKAMAN “SKEMATA”</p>		
<p>Rekam dengan sketsa hal-hal lebih “intangible” misalnya alur, atau gambaran abstraksi dari subjek yang ada di lokasi</p>		<p>Metode: - Diagram (sketsa)</p>

RESEARCH TOURISM PLATFORMIZATION IMPACT Collaborative Research: Caitlyn Bentley & Ilya F. Maharika	
FORMULIR OBSERVASI LAPANGAN RESTORAN	No Kode:
Nama Restoran:	Platform: TripAdvisor
Cp. Restoran:	Website:
Cp. Surveyor:	Tahun Dibangun:

Alamat (sesuai kenyataan)			
Koordinat (sesuai kenyataan)			
VISUAL			
Warna		Metode: - Foto	
LANTAI	DINDING	PLAFON	
Foto	Foto	Foto	
Keterangan* :	Keterangan* :	Keterangan* :	
PENCAHAYAAN		METODE:	
		- Pengamatan oleh surveyor	
<input type="checkbox"/> AMBIENT	<input type="checkbox"/> TASK	<input type="checkbox"/> FOCAL	<input type="checkbox"/> DECORATIVE
AUDIO			
AUDIO		METODE:	
		- Pengamatan oleh surveyor	
<input type="checkbox"/> Ada		<input type="checkbox"/> Tidak	
AROMA			
AROMA		METODE :	
		-Pengamatan oleh surveyor	
<input type="checkbox"/> Ada	<input type="checkbox"/> Tidak	Wangi : 1 2 3 4 5 (lemah - kuat) Busuk : 1 2 3 4 5 (lemah - kuat)	
TEKSTUR			
MATERIAL		METODE :	
		- Foto	
LANTAI	DINDING	FURNITUR	

Foto	Foto	Foto			
Keterangan* :	Keterangan* :	Keterangan* :			

*Keterangan warna dicari menggunakan aplikasi Palett

