Research Article

Enhancing Digital Presence: The Role of Website Content Quality in the Sustainability of Tourism Villages

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Abstract.
Rural tourism has enormous potential to benefit the rural economies, the environment, and local communities. Rural tourism, including village tourism, can serve as an effective tool for fostering and sustaining development in rural areas. In recent years, the connection between tourism and sustainability has received increased attention, particularly in tourist villages, due to their natural appeal and environmental frameworks that support this type of tourism. Research shows that 80% of travelers regularly use websites to plan their trips. Digital platforms enable tourists to access comprehensive information about destinations, including costs, facilities, locations, accessibility, surrounding amenities, and transportation options. This study aims to analyze the role of website content quality in supporting the sustainability of tourist villages, focusing on two tourist villages in West Java Province. The findings demonstrate that village websites primarily function as communication tools between tourist village managers and tourists. However, their effectiveness is often limited by human resource constraints and technical challenges. The study also indicates that social media provides a more manageable communication and promotional platform for village managers, many of whom prefer direct engagement through these channels.

Keywords: website content quality, sustainable tourism village

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1. INTRODUCTION

The 2020-2024 National Medium-Term Development Plan (RPJMN) has identified three mainstreaming initiatives as innovative and adaptive forms of development that can serve as catalysts for the development of a prosperous and equitable society. able society. The three mainstreaming RPMJN 2024 are the Sustainable Development Goals (SDGs), Social and Cultural Capital tourist and Digital Transformation. The 17 Sustainable Development attractions have become an inseparable part of educational 7 packages (1,2). Tourism is an important component of a country's economy (1,2). Tourism GDP grew

by 21.7% (USD 1,038 billion) in 2021. This growth is above the world economic growth of around 5.8% (3).

Filieri's research (4) shows that 80% of tourists organize their travel through websites, visiting more than 20 websites, and each tourist spends an average of around two hours searching for data about travel through tourism sites/websites. The adoption of social media platforms on sustaining 2.0 has resulted Manap and Adzharudin define UGC as an electronic form of word-of-mouth disseminating information (5). Users Generated Content (UCG) often referred to as users in the media (6). Other users typically create content that encompasses opinions and facts, personal feelings and thoughts, and even rumors.

West Java Province in Indonesia is actively developing various regional potentials into tourist attractions. The Ministry of Tourism and Creative Economy initiated the Tourism Village Award in 2021. The Indonesian Tourism Village Award (ADWI) provides a forum for five village managers to improve the quality of the main village's tourism promotion so that it is widely known. In the 2022 Tourism Village Award event, West Java Province won in the 5 Best Pioneer Tourism Village Category, namely Hanjeli Tourism Village in Sukabumi, 5 Best Public Toilet Category, namely Gunung Padang Site in Cianjur In the 2021 Tourism Village Award event, Cagesik Kulon Tourism Village in Cirebon won 2nd place in the Creative Content category, Alam Endah Tourism Village won 2nd place in the Digital Vill.

2. THEORITICAL STUDY

2.1. Sustainable Tourism Village

Sustainable tourism destinations are known to maintain the satisfaction of returning tourists, returning tourists, and visitors because their management strives to provide diverse and satisfying experiences for tourists. The concept of sustainable tourism generally refers to the commitment made by tourism management to manage all types of resources in the destination area for economic, social, and environmental purposes. The actions of management, tourism, and government demonstrate their commitment to preserve local culture, ecological cycle processes, biodiversity, and other life support systems. Only when every stakeholder, including tourists and local communities, actively participates in sustainable activities and destination decision-making can we achieve sustainability in tourist locations. These activities will positively enhance the

tourism experience and raise awareness of sustainable tourism among tourists, local communities, and other related stakeholders.

Lane (1994) emphasizes that nature conservation goals alone cannot achieve sustainability in rural tourism. According to Lane, sustainability in rural tourism involves more than just maintaining landscapes and habitats.

1. Preserving rural culture and the character of local communities;

2. Sustaining the rural economy

3. The long-term sustainability of the local tourism industry is crucial for fostering successful and fulfilling vacation experiences.

4. To work towards a balanced agrarian future, rural decision-makers need to develop adequate understanding, leadership, and vision leadership, and vision (7).

2.2. Theory Planned Behavior

Ajzen and Fishben proposed the Theory of Reasoned Action (TRA) in 1975, which evolved into the Theory of Planned Behavior (TPB) (8). The Theory of Planned Behavior asserts that an individual executes conscious actions based on their interests and the convenience they gain. Three factors, namely behavioral belief, normative belief, and control belief, can influence interest (9).

1. Behavioral belief

   Beliefs about the consequences of a behavior, known as behavioral beliefs, determine attitudes towards that behavior.

2. Normative belief

   Normative beliefs are an individual's perception of the expectations of people who influence their life, such as significant others, regarding whether or not to perform certain behaviors.

3. Control belief

   An individual's perception of behavioral control refers to their perception of the ease or difficulty of executing a specific behavior (10). In TPB, Ajzen (10) asserted that an individual's belief in the availability of resources such as equipment, compatibility, competence, and opportunities (control belief strength) either supports

or inhibits the predicted behavior, and the extent to which these resources play a role (power of control factor) in actualizing the behavior determines the perception of behavioral control. The individual's perception of control over a certain behavior increases with the strength of their belief in the availability of resources and opportunities they own, and the greater the role these resources play.
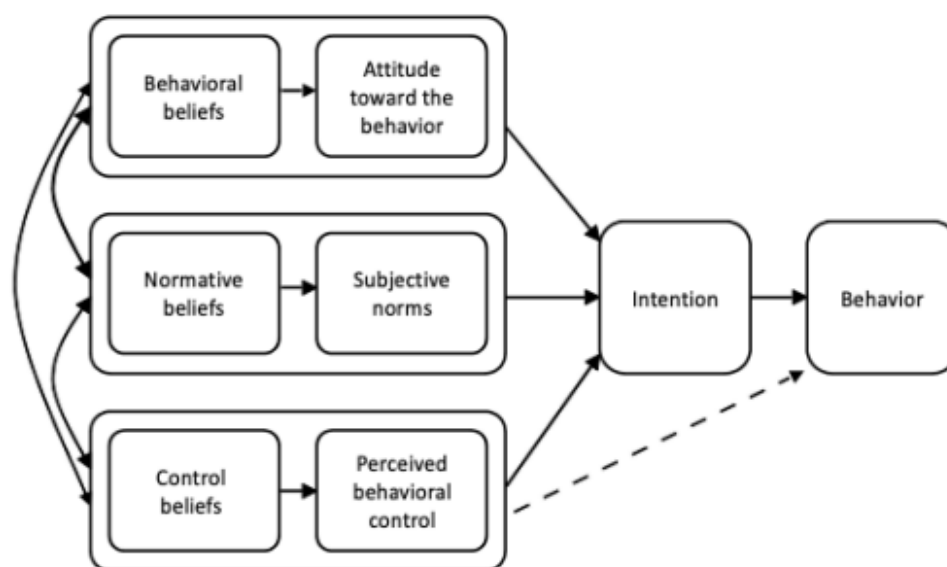

Figure 1: Factors Influencing Behavior. Ajzen (10).

2.3. Travel Behavior

Kotler & Keller (11) explicate the process of consumer purchasing decision-making. This process is divided into five stages, which are as follows:

1. Problem recognition

2. Information search

3. Validation of alternative

4. Purchase decision

5. Post-purchase stage

This study focuses on the fourth stage of traveling, specifically the decision to make a purchase, which we refer to as travel behavior. Tourists engage in travel behavior when choosing their tourist destinations. Choosing a tourist destination is essentially

a purchase decision, as it involves spending a specific amount of money to achieve satisfaction (12).

Purchasing decisions are based on

1. Fulfillment of needs We visit tourist villages based on our needs.

2. Searching for information We are searching for information about tourist villages.

3. Evaluating alternatives to traveling to tourist villages is the right choice.

4. Selecting from a variety of alternatives to visiting tourist villages is preferable to other tourist options
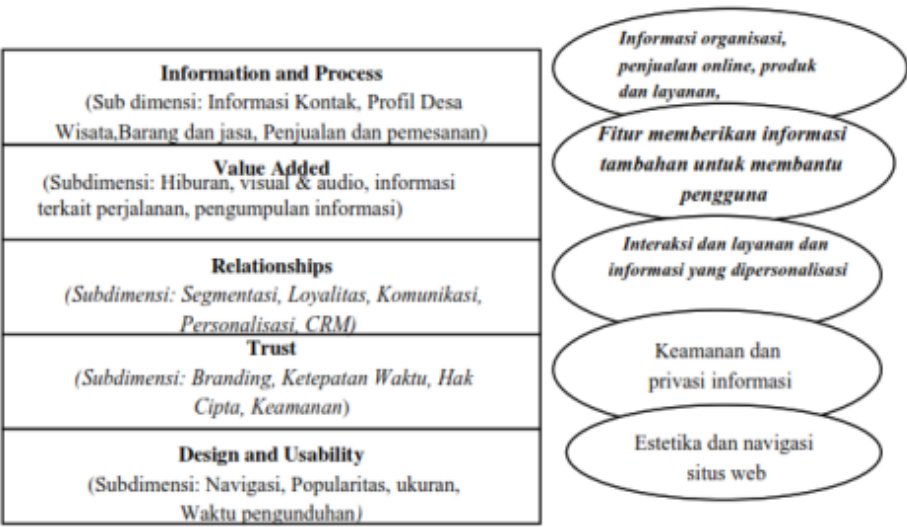
2.4. Website Quality

Figure 2: Dimensions dan Features Of Website Quality.

Information and process dimensions. This dimension lists five subdimensions in descending order, each related to sales, contact information, promotions, product descriptions, and hotel information. The most popular features in this dimension relate to the ability to browse the website and the presence of an email address. The frequency distributions for the value-added and relationship dimensions are identical. Travel information and entertainment are the two value-added feature subdimensions. While external links are free and simple to include, animation features are much more complex. The relationship subdimension pertains to either loyalty or personal concern. Inviting customers to comment is the most frequently studied relationship feature.

There are three subdimensions within the design and usability dimension: navigation, technical, and success metrics. Multilingual sites lead this dimension with 11 mentions,

followed by sitemaps, FAQs, and web page sizes, each with nine mentions. Despite growing calls for website success metrics (13), success metrics are the least popular feature.

According to research, trust is an important factor in developing positive customer relationships and delivering a pleasant online experience (14). However, trust is the least studied dimension, with less than one in ten frequencies associated with it. Timely information, branded URLs and email addresses, and privacy statements all help enhance customer interaction with a hotel's website, thereby supporting and encouraging customer relationships and loyalty.

The relationship between website quality and travel behavior can impact travel behavior, especially since websites are often the main gateway for tourists to obtain information, plan trips, and interact with destinations or tourism services. A good-quality website provides accurate and interesting information about the tourist destinations, activities, and facilities available. Adequate information can motivate tourists to plan their trips better. This can significantly impact the level of comfort and satisfaction that tourists experience when searching for information. Website quality also includes the overall user experience. A positive user experience can create a positive impression of a destination or the services offered, which can influence tourists' decisions to visit a place or not. Websites that facilitate user engagement, for example through comments, reviews, or experience sharing features, can motivate tourists to participate more actively. This can create an online community and influence tourist decisions (15). Tourists also relate website quality to their level of trust. Websites that are transparent in providing information, for example regarding prices, facilities, and policies, can increase tourists' level of trust. Websites that consistently provide up-to-date information on weather, local events, and facility changes can enhance tourists' trip planning and enable them to adapt to the actual conditions at their destination. Website quality also affects the effectiveness of tourism destination promotion and marketing. Attractive design and informative content can increase tourist attraction and interest. By paying attention to website quality, tourist destinations or service providers can improve tourist user interaction and experience, which can have a positive impact on overall tourist behavior and satisfaction.

3. METHODS

This study uses a mixed-methods approach with an explanatory design to obtain comprehensive data on the influence of website quality on tourism behavior. We conducted this study in two tourism villages in West Java: Alamendah Tourism Village and Cikahuripan Tourism Village. We selected Alamendah Village and Cikahuripan Village for this study based on their achievements in the Indonesian Tourism Village Award (ADWI) competition and their potential for tourism. We obtained qualitative data through semi-structured interviews with four informants, who were tourism village managers and community leaders. The interviews aimed to deepen the findings from the quantitative data and understand the challenges and strategies implemented by the village in managing their website.

This study uses a qualitative approach to obtain comprehensive data on website quality and tourism behavior decisions. We conducted this study in two tourism villages in West Java: Alamendah Tourism Village and Cikahuripan Tourism Village, chosen for their achievements in the Indonesian Tourism Village Award (ADWI) competition and their potential for tourism. We obtained qualitative data through semi-structured interviews with four informants, who were tourism village managers and community leaders.

4. RESULT AND DISCUSSION

4.1. Alamendah Tourism Village

In early 2019, the DWA management team began to focus on developing product innovation and tour packages by utilizing the potential in our village. The activity packages we offer range from farming, making processed foods and UMKM souvenirs, practicing Pencak Silat, watching Karinding art performances, milking cows, learning about coffee processing, to cycling around the village. These efforts have paid off.

These tourism products and packages, rooted in the habits and activities of the local community, have the potential to transform into unforgettable experiences for tourists. The natural potential that is used as tourism in the Alamendah Village Area, such as Kawah Putih, Ranca Upas, Arboretum Park (Curug Awi Langit), Patuha Pinus Land, Punceling Pass, Curug Padjajaran, Ciwidey Valley, Emte Highland, Cigadog Lestasi, and Patuha Bike Park. The village awards that DWA has won are as the 2nd winner

in the Digital Village category of the Indonesian Tourism Village Award (ADWI) 2021 organized by the Ministry of Tourism and Creative Economy and the Driving-Friendly Tourism Village by the Ministry of Tourism and Creative Economy (Kemenparekraf RI) in 2022.

4.2. Cikahuripan Tourism Village

Cikahuripan Village is located in Lembang District, West Bandung Regency, with an area of 747,249 Ha, included in the Independent Village category. The Cikahuripan area is a Natural Tourism that has its own uniqueness, starting from breathing fresh air, humid tropical forests and new experiences that will be memorable. products and tourism packages with natural tourism attractions, which have their own uniqueness, starting from breathing fresh air, tropical forests and new experiences that will be memorable. Through the foot of Mount Tangkuban Perahu passing through the Village exploring the forest, enjoying the 1,200Mdpl uphill hiking track, exploring the Indonesian Historical War site, eating in the middle of the forest and camping in the middle of the wilderness. The tourism products offered are the Cikahuripan Dutch Fort Cultural Heritage, Adventure Camper Van 4x4. At the Tourism Village Award event, Cikahuripan Village successfully passed the top 300 ADWI in 2023.

4.3. Tourism Village Concept

In developing tourism villages in an area by prioritizing cultural preservation, utilization of natural potential and maintaining local wisdom. The tourism concept in Alamendah Village, which includes the presentation of a pencak silat attraction show in the tour packages offered to tourists, demonstrates this approach.

Strengthening institutions and improving the quality of human resources in the management of Alamendah Tourism Village are one of the factors that support the success of Alamendah Village as a tourism village. This is reflected in the active participation of Pokdarwis (Tourism Awareness Group) in building Alamendah Tourism Village. The Tourism Village Management was initiated by the tourism awareness group where almost all of its members are young people. Pokdarwis not only participated in the formation of Alamendah Tourism Village, but also actively invited up to 29 community members to contribute to the sustainability of the village. The Alamendah Village community participates in all activities included in the tour packages, demonstrating

this commitment. Sustainable tourism villages must involve active participation and direct benefits for the local community. This participation can include ownership, joint decision-making, and training to improve relevant skills. Alamendah Tourism Village offers three types of homestays: those situated alongside residential areas and those with spacious yards and garden views.

The second tourist village, Cikahuripan Village, adopts the concept of a tourist village due to the historical significance of its tourist attractions. The concept of a tourist village in a tourist attraction refers to the development of an area that not only offers tourist attractions, but also combines elements of local wisdom, sustainability, and community participation. The main goal of a tourist village is to create an authentic tourist experience and provide positive benefits to the local community. Tourist villages are able to create a balance between tourism and the preservation of local values. With a planned and sustainable approach, tourist villages can be a significant source of income for local communities while preserving their cultural and natural identitiesbe a significant source of income for local communities while preserving their cultural and natural identities.

Strengthening and improving the quality of human resources in the management of Cikahuripan Tourism Village is one of the factors that supports the formation of a tourism village. The role of the Cikahuripan Village Pokdarwis is also supported by the participation of the West Bandung Regency Government, especially the Tourism Office, which supports the realization of Tourism Villages through the implementation of Technical Guidance for Pokdarwis administrators in each village. Sustainable tourism villages must involve active participation and direct benefits for the local community.

The problems found in Cikahuripan Tourism Village are related to sustainability after the implementation of the training, how to utilize the knowledge gained to package tour packages that can be offered to prospective visitors. So far, Cikahuripan Tourism Village has only included its tour packages in those from travel agencies in Bandung. So in terms of profit, Cikahuripan Tourism Village only gets a share of the profit from one tourism activity, not the profit from one tour package.

4.4. Website Quality

From the field data found by the researcher, the two tourism villages that were the locus of research at the beginning of the formation of the Tourism Village both created

a tourism village website as one of the requirements for participating in the Tourism Village Award competition.

The profiles of the two tourist villages, namely Alamendah Tourism Village and Cikahuripan Tourism Village, can be accessed on the jadesta.kemenparekraf.go.id website. The website displays information and booking processes that are quite useful for prospective tourists. As seen in Alamendah Tourism Village which displays the Profile menu. Videos, Attractions, Homestays, Tourism Products and Culinary. Where each menu displays a description of information, prices, services and contacts that can be contacted.

The use of websites in the context of tourist villages can provide a number of benefits, both for tourism village managers and for tourists who plan to visit. You can use the website to provide detailed information about tourist villages, which includes natural beauty, local culture, and other tourist attractions. Visitors can find out about the facilities and services available in tourist villages, such as accommodation, restaurants, tourist attractions, and local activities.

4.5. Travel Behavior

Needs have a significant influence on consumer behavior. The extent to which a product or service can satisfy consumers' needs will guide their purchasing decisions. Alamendah Village has a lot of potential in improving the community's economy through tourism destinations. Marketing categorizes Alamendah Village as a destination with numerous foreign and domestic tourist attractions, offering a variety of appealing tour packages. Tour packages offered by promising the experience of enjoying the daily activities of village communities and local cultural attractions are a tourism need, especially among school children in urban areacommunities and local cultural attractions are a tourism need, especially among school children in urban areas.

The process of searching for information in making purchasing decisions is a key step in the consumer decision-making cycle. Searching for information helps consumers collect the data needed to make decisions. Alamendah Tourism Village and Cikahuripan Tourism Village take advantage of the Anugerah Desa Wisata moment to enter all the data and information needed by tourists with a display on the website containing a profile of the tourist village, facilities, images, videos, attractions, homestays, tourism products and culinary. In Alamendah Tourism Village, all information can be obtained,

but it is different from Cikahuripan Village which has not displayed detailed information about homestays.

Researchers from Alamendah Tourism Village discovered an interesting way to maintain the services and products offered in village tour packages: they impose restrictions on tourists visiting Alamendah Village. The level of visitor satisfaction during a trip often influences travel behavior. The satisfaction of visitors serves as a crucial gauge of the level of fulfillment of their hopes and expectations. Fulfillment of the expectations of the Village which is known for its environmentally friendly residents who are beautiful and cool is attempted by limiting the number of tourists.

4.6. Sustainable Tourism Village

A tourism village is a form of tourism development in an area that prioritizes the preservation of culture, nature, and local wisdom. The concept of a tourism village tries to present an authentic tourism experience that is different from conventional tourist destinations. Tourism villages focus on the preservation and promotion of local culture. This involves maintaining local traditions, crafts, arts, dances, music, and customs. Tourism villages usually try to minimize the environmental impact of tourism activities. Management of natural resources, use of renewable energy, and environmentally friendly practices are the main concerns. In terms of community participation, tourism villages involve the local community in both development and management. Residents benefit from tourism development as they become involved. Tourism villages improve the local economy by involving residents in economic activities related to tourism, such as selling local products, providing accommodation, and other services. Tourists receive knowledge about the local wisdom, culture, and environment. This education can help tourists better understand and appreciate the heritage and environment of the places they visit. Infrastructure in tourism villages supports sustainability by incorporating good waste systems, environmentally friendly public transportation, and other facilities that mitigate negative environmental impacts. Tourism villages strive to create unique and intriguing tourism products and experiences, often involving the use of local natural and cultural wealthand interesting tourism products and experiences, often involving the use of local natural and cultural wealth.

We engage in collaboration with external entities such as the government, non-governmental organizations, and the private sector to bolster the growth and promotion of tourism villages. We expect this tourism village concept to foster a sustainable

environment, honor local culture, and yield positive benefits for the local community. The success of a tourism village often depends on the balance between tourism development and the preservation of local values. Sustainable tourism villages are a concept of developing tourist destinations that not only focus on tourist attractions, but also pay attention to environmental, social, and economic sustainability. The goal is to create a tourism village that is able to meet the needs of tourists without damaging the environment, strengthening local communities, and providing sustainable economic benefits. The concept of a tourist village refers to the Global Sustainable Tourism Council and the Tourism Village Guidelines from the Ministry of Villages and Tourism (Hubner, Pramono, Juliana, Sitorus, & Lemy, (16) which can be categorized into 4 standards: Sustainable Management consisting of management structures and frameworks, socio-economic sustainability, cultural sustainability and environmental sustainability. In a different concept, the image of a sustainable tourist village is the concept of a tourist village that is able to make decisions for tourists to return, tourists to switch, and visitors by displaying the quality of the website that tries to provide diverse experiences and satisfy tourists. The behavior and satisfaction of tourists during their visit to a tourist village define this concept of a sustainable tourist village. The formation of community loyalty is based on the perception of the village as a sustainable destination, which is shaped by information and positive experiences. The results of subjective evaluations of sustainability value attributes are the basis for growing loyalty (17).

4.7. Relationship between Website Quality and Travel Behavior

The information and process dimensions are elements that can affect the quality of a website from a functionality and content perspective. Content quality is key. Content that is relevant, informative, and useful to users is one of the important factors in assessing the quality of a website. The ease with which users can obtain the necessary information is crucial. The use of clear and easy-to-understand language and a pleasing layout can improve the clarity and readability of information on the website. The ability of users to interact with the website, such as filling out forms, providing feedback or using search tools, is an important element in the information and process dimensions. The quality of a website also encompasses the regular and consistent acquisition of information. Protection of user information and data provided by users is an important element in ensuring website security. The use of media, such as images, videos, and graphics, that support and enrich content also contributes to the quality of the information and process

dimensions. Responsive design and adequate functionality on various devices are important to ensure users can access information (15). In both dimensions of information and process loci, it looks quite informative in the profile of Alamendah Tourism Village, which presents accurate and complete information up to the stage where visitors can make reservations via a website connected to social media Instagram and WhatsApp.

Discussing website quality from the perspective of "value add", this can refer to various features and aspects that increase the value and usefulness of the website for users. Websites that provide relevant, informative, and high-quality content will add value to users. The information presented must be up-to-date, accurate, and useful. A good user experience, including easy-to-use testimonials, intuitive navigation, and fast loading times, can increase user value and satisfaction (18). Websites that provide interactive features, such as registration forms, advanced search features, and content personalization, can add value by providing a more engaging and relevant experience for users. Websites that provide interactive features, such as forms, advanced search features, and content personalization, can add value by providing a more engaging and relevant experience for users. In the two Tourism Village profiles, both Alamendah Village and Cikahuripan Village do not provide interactive features.

A website that is always available and reliable will add value by ensuring that users can access information or services at any time. The use of multimedia content, such as images, videos, and attractive graphics, can increase the appeal and visual value of the website. Integration with external platforms or third-party services, such as social media, payment systems, or other applications, can add value and functionality to the website. Providing special offers, discounts, or promotions can be a strategy to add value to users. A website that is responsive to user needs, such as providing solutions to common problems or presenting searched information, can add value to online interactions.

The relationship dimension contributes significantly to the overall quality of a website. often refers to how a website can build and maintain positive relationships with its users. The website's ability to foster interaction between users and the platform is crucial. This can involve contact forms, discussion forums, or comment feature (18). The website's capacity to deliver a tailored and individualised user experience is crucial. Measuring user satisfaction is an important indicator of the 39 relationship dimensions. User satisfaction creates positive relationships and can affect user retention and loyalty rates. The degree to which the website fosters user trust is crucial. This involves transparency in information, clear privacy policies, and protection of user data security.

Design and usability dimensions are two key aspects in assessing the quality of a website. These two dimensions can have a significant impact on user experience and the success of a website (18). The design dimension describes the overall structure and placement of elements on the page, the selection of aesthetic and contrasting colors that make it easy to read, the selection of appropriate and easy-to-read fonts and text sizes, the use of images, videos, or other multimedia elements to enhance visual appeal. The site maintains consistency in its visual style, element size, and application of design elements. The Usability dimension shows the ease of site navigation, including clear menus and intuitive layouts, the site's ability to adapt to various devices and screen sizes, the availability of relevant and easily searchable information by users. Interactive features such as forms, comments, or action buttons that are easily accessible how fast the site loads pages, minimizing user waiting time. The use of easy-to-understand and well-structured text, quick response to user interactions, providing clear feedback. The system should prioritize sustainability and accessibility, catering to a range of user needs, including those with disabilities. It is important to strike a balance between attractive design and easy-to-use functionality in order to provide an optimal user experience. This can help increase user retention, conversions, and overall user satisfaction.

The dimension of trust is one of the most important aspects of website quality. Trust plays a crucial role in influencing user perceptions and behaviors toward a website. The quality and accuracy of the information presented by a website play an important role in building trust. Websites that provide accurate and trustworthy information are more likely to gain user trust. Providing clear information about the identity of the website owner, its purpose, and its data usage policies can help build user trust. Reviews from previous users or testimonials can provide additional reassurance to new users. This provides social proof of the credibility of the website. A professional-looking design can convey the sense of the website's serious operation and trustworthiness. Providing accurate and easily accessible contact information gives users confidence that they can communicate with the website owner or administrator if needed. Regularly updating a website with relevant content and the latest information can convey a sense of well-run and up-to-date management. Managing and increasing user trust in website quality involves paying attention to these dimensions to build positive relationships with users.

The quality of a website plays a crucial role in sustainability communication. This includes the website's ability to communicate with stakeholders and users in a sustainable and effective manner. The website possesses the capability to offer pertinent and

precise details about the sustainability measures implemented by the relevant organization or entity. This can include information about environmental, social, or economic initiatives implemented. The availability of sustainability reports or other organized data offers a comprehensive understanding of the organization's sustainability impacts and endeavors. Users can engage in sustainability initiatives or programs through the presence of mechanisms or features. This can include discussion forums, suggestion columns, or information sharing features between users. The website's capacity to transparently elucidate sustainable business or operational practices is crucial (18). Lear and easy-to-understand information helps increase stakeholder trust. Users receive educational content on sustainability issues, which enhances their comprehension of how they can contribute to or embrace sustainable behavior. We have mechanisms in place to gather and assess feedback from users or stakeholders on matters related to sustainability. This enables the website to consistently refine and improve its sustainability practices. The website employs visual components like graphs and infographics to showcase sustainability information in a captivating and comprehensible way. Social media platforms can be integrated to broaden the scope of sustainability communications and encourage user interaction. Integrating the sustainability communications dimension into website design and development can help organizations or entities communicate effectively and openly about their efforts to achieve sustainability goals.

The existence of a website does not have a significant influence on travel behavior. This was stated by Marisa (19) that websites sometimes appear less attractive, lack content, and have low website loading power so that websites are not an option in finding information to improve travel behavior. Adhanisa & Fatchiya (20) in their article also explained that websites are only effective in attracting attention, and attracting curiosity, while in attracting desire and action it is still lacking. This is in line with what was stated by Ho, Lin, & Chen (21) who suggested that websites should better understand the needs of tourists by enhancing the design of web pages and related information retrieval systems. They also suggested that e-commerce systems could be developed using user-centered design principles. By fulfilling this, it contributes to the development of more effective customer-based marketing concepts and campaigns, for example the addition of more personalized services. These services may encompass recommendations for searchers, browsing history settings, the ability to view and edit browsing history, and advertising preferences, thereby enabling websites to establish themselves as landmarks for tourism information searches in a highly competitive travel

market. Websites find it challenging to shape travel behavior when these requirements are not satisfied.

The results of this study also show that the tourist village website does not provide adequate communication channels. The tourist village directs communication towards its own social media platforms. Tourists can streamline information searches by communicating via social media without visiting the website. The results of this study are in line with research conducted by Jusuf (22) which states that the role of social media is more optimal than websites in promoting and disseminating information.

Conversely, submitting a tourist village to the Ministry of Tourism and Creative Economy necessitates the creation of a website. To fulfill this requirement, the tourist village will endeavor to create a website. The tourist village collaborates with the website service provider. This is in accordance with the compliance theory which states that an organization will comply with regulations because there is an order to follow these rules so that the organization can be included in the category of a tourist villageis an order to follow these rules so that the organization can be included in the category of a tourist village.

5. CONCLUTION

This study shows that the website does not influence tourism behavior in tourist villages. This is because the tourist village website does not provide adequate communication channels. Furthermore, the website's purpose does not aim to draw in tourists. We intend the tourist village website to comply with the rules for registering a village as a tourist village. The information on the website also revealed a second communication channel, which is the tourist village's social media. The website is only an intermediary in communication between the management of the tourist village and tourists. The reason lies in the limited human resources available to manage the website. A website that is quite complicated to manage makes managers direct it to social media which is easier to manage. Tourism Village Administrators can develop websites according to the needs of tourists. Developing an integrated website can enhance tourists' desire to travel, thereby facilitating the realization of sustainable tourism villages. Qualified managers/HR are necessary to develop features for Tourism Village Websites. Collaboration in website development must involve knowledge transfer. Collaboration is not just about procuring a website, but also involves increasing human resource capacity so that tourism village websites can be sustainable.

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