

## Impact of Latest Technology In Mandalika MotoGP Tourism PR: SWOT Review

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### Abstract

*This study explores the integration of digital technology in tourism promotion, focusing on the transformative impact of social media, AI, and big data. Using qualitative methods and SWOT analysis, the paper discusses the challenges and opportunities in Indonesian tourism, emphasising the recent success of Mandalika MotoGP's digital PR activities. The results highlight the role of AI and big data in revolutionising market research, sentiment analysis, and crisis management. Despite challenges like data security and digital literacy, strategies to optimise digital technology in tourism PR are outlined, including improving ICT infrastructure and creating engaging digital content.*

**Keywords:** Digital Technology, Tourism Promotion, Social Media, Mandalika MotoGP.

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## 1. Introduction

The rapid evolution and proliferation of technology in recent years have heralded profound transformations across various facets of human life, with few realms feeling its impact as acutely as the field of Tourism. In this contemporary landscape, the strategic utilisation of cutting-edge technology for tourism promotion activities has emerged as a critical imperative to bolster the competitiveness and appeal of tourist destinations. As Smith (2021) articulated, digital technology has fundamentally altered how individuals seek information regarding potential vacation destinations and make informed travel decisions. In essence, the overarching objectives of Public Relations (PR) and tourism promotion initiatives revolve around amplifying both domestic and international tourists' awareness and fostering a keen interest in the myriad attractions offered by tourist destinations. Increasingly, with modern lifestyles, people are spending much time outdoors. Some people often prefer to buy ready-made food because of its practicality Ananda, A., & Pradini, G. (2022). This tourism activity has economic implications for the community, such as increasing income, business

opportunities, and growing job opportunities Pradini et al. (2022). As a sector based heavily on local potential, tourism has great potential to continue developing Kausar et al. (2014). Tourism is one of the essential components to driving economic growth worldwide; one of the tourism activities is visiting destinations Pradini et al. (2021). The increase in the number of tourists visiting Indonesia makes the hospitality industry more competitive than the competition to improve its quality Pradini et al. (2022).

Within the current digital era, integrating digital platforms and technologies is an indispensable mechanism in realising the multifaceted goals of tourism promotion. Priyanto (2020) expounds upon this paradigm shift, elucidating how digital technology and social media have seamlessly woven into the fabric of contemporary tourism marketing strategies. Platforms such as Instagram, Facebook, YouTube, and others have emerged as potent conduits for disseminating promotional content, with empirical evidence underscoring the substantial influence wielded by social media in shaping tourists' destination preferences and travel behaviours. Indeed, the efficacy of tourism promotion content distributed across social media channels has been demonstrated through its demonstrable impact on shaping tourists' perceptions and preferences, thus influencing their decision-making processes. (Tran & Rudolf, 2022)

However, many challenges persist amid the benefits of integrating digital technology into tourism promotion. Foremost among these challenges is the pervasive issue of limited digital literacy and skills among stakeholders within Indonesian tourist destinations, as highlighted by Atmaja (2022). Indeed, the ability to effectively harness digital technology remains a significant impediment across various strata of the tourism industry, ranging from destination managers and hospitality establishments to transportation providers and tour guides. Moreover, deficiencies in Information and Communication Technology (ICT) infrastructure within specific tourist locales exacerbate the impediments to digital technology utilisation, with constraints such as inadequate internet connectivity hindering the seamless deployment of digital applications and platforms. Concurrently, disparities in digital literacy and internet accessibility among communities proximate to tourist destinations further compound the challenges, exacerbating existing socio-economic divides.

Notably, recent international tourism events, such as the Mandalika MotoGP in Lombok and West Nusa Tenggara, illustrate advanced technology's pivotal role in facilitating PR activities and tourism promotion. The inaugural MotoGP event held at the Mandalika Circuit served as a testament to the transformative potential of cutting-edge technology in enhancing tourism endeavours, thereby underscoring the indispensability of leveraging technological innovations to drive tourism growth and development. Consequently, efforts aimed at augmenting the digital proficiency of tourism stakeholders and bolstering ICT infrastructure within tourist destinations emerge as imperatives to unlock the full potential of digital technology in Indonesian tourism.

By surmounting these formidable obstacles, Indonesian tourism stands poised to capitalise on the myriad opportunities presented by the digital age, accelerating its trajectory towards sustainable growth and global competitiveness. Indeed, the successful promotion of the Mandalika MotoGP event through diverse digital platforms and technologies serves as a compelling testament to the transformative power of technology in amplifying tourism promotion efforts and positioning Indonesia as a premier tourist destination on the global

stage. As such, this paper explores the myriad ramifications of deploying state-of-the-art technology in Mandalika MotoGP tourism PR activities, focusing on elucidating optimal strategies for leveraging digital technology to foster tourism growth and development. Through a comprehensive SWOT analysis, this study seeks to provide valuable insights into the intricate interplay between technology, tourism promotion, and destination development, thereby paving the way for informed decision-making and strategic planning in pursuing sustainable tourism development and global competitiveness.

## **2. Research Methods**

The method used in this study is qualitative. Qualitative research is often used in the social sciences, humanities, and other fields where researchers are interested in understanding the complexity and diversity of human experience. The different methods and approaches in qualitative research allow researchers to tailor their approach to the research question and context.

Qualitative research is research that documents the research picture. Qualitative research is a research method that describes objects, phenomena, and social situations from field data and events in the form of text, words, and images (Sugino, 2017).

SWOT is a tool to analyse in achieving goals. SWOT is also considered the only strategy that is very practical in improving performance so that there is conformity with the expected targets (Preddy Rangkuti, 2004). SWOT analysis is a method that contains strategic planning to measure strengths, weaknesses, opportunities and threats that can be applied to a project (Karyaningsih & Sari, 2019).

## **3. Results and Discussion**

### **3.1. The impact of Technology on tourism PR**

Recent technologies such as artificial intelligence (AI) and big data have significantly changed various industries, including tourism. Menurut Brouder, Ioannou, dan Ioannides (2020), AI dan big data telah menjadi alat yang penting dalam PR pariwisata. AI can improve efficiency and productivity in the tourism industry, while big data can help collect, analyse, and utilise data to make better decisions. For example, AI can provide travel destination recommendations tailored to individual preferences, while big data can be used to understand travel trends and create attractive travel packages (Li et al., 2019). In addition, technology can also be used to monitor tourist sentiment and manage crises in the tourism industry (Avraham, 2015).

Artificial intelligence and big data have revolutionised the tourism industry. According to Wang et al. (2018), Artificial Intelligence can analyse tourist behaviour in depth by using big data and then accurately estimate tourist demand and make personalised recommendations. In addition, artificial intelligence can also help promote tourism. As Huang et al. (2020) stated, by analysing traveller data using machine learning, tourism marketers can design more effective promotional campaigns and target specific traveller segments. On the other hand, extensive data analysis helps understand the latest tourism trends. According to Kim et al. (2019), the latest trends and opinions about tourist destinations and attractions can be monitored in real-time through sentiment analysis on traveller reviews and social media posts.

Artificial intelligence and big data Analytics are changing how tourism companies and

destination marketing organisations (DMOs) conduct market research, understand traveller behaviour, and execute public relations strategies. Market research using AI and big data analytics enables tourism companies to understand traveller profiles and preferences deeply. This is confirmed by Wang et al. (2018) that with machine learning techniques, traveller behaviour patterns and characteristics can be mapped to provide highly personalised travel product recommendations.

In addition, sentiment analysis techniques are used to monitor public perceptions on social media in real-time. Kim et al. (2019) state that by using natural language processing and text analytics, tourism companies can continuously monitor public sentiment regarding their brands and products on Twitter, Facebook, travel forums and review sites such as TripAdvisor. Regarding PR and promotion, AI and big data also play a significant role. Huang et al. (2020) explained that machine learning algorithms allow tourism promotion campaigns to be created and targeted to specific tourist segments in detail based on their demographics, location, online behaviour, and historical data. Then, for crisis PR, data analysis is also critical so that negative issues do not drag on. According to Ritchie and Jiang (2019), by closely monitoring travellers' media content and online conversations, disaster crisis management and adverse events can be carried out by DMOS proactively through various communication channels. Artificial intelligence and big data analytics have fundamentally transformed tourism PR and marketing strategies. This technology is now at the centre of everything from market research activities, tourist segmentation, personalised promotional campaigns, and real-time monitoring of brand reputation and tourist destinations.

Regarding market research, Zhou et al. (2021) describe text mining techniques and sentiment analysis of user-generated content on online travel sites as having resulted in an in-depth understanding of tourist preferences and experiences in various destinations. These findings are helpful for DMOS in developing products and travel experiences that suit the specific needs of travellers. In addition, Zheng et al. (2022) also explain the contribution of giant data analytics (big data analytics) in segmenting travellers by demographics, geography, and lifestyle. Clustering models using machine learning could group travellers into various marketing target groups with an accuracy rate of almost 90%. In terms of promotion, digital marketing campaigns now use AI-based recommendation systems that can carefully target ads to the travellers who are most likely to be interested (Liu et al., 2021). The effectiveness of online advertising for tourism has even increased by 200% with the adoption of artificial intelligence-based marketing. At the same time, the reputation and valuation of brands and tourist destinations are also monitored massively through web listening. Chen and Nath (2021) exemplify how AI-based information retrieval systematically processes millions of traveller posts and reviews online and on social media to provide reputation insights and current trends around the tourism industry.

Thus, the adoption of AI and big data analytics has changed the way DMOS and tourism marketers understand the tourist market, increased tourist engagement and loyalty, and protected the brand reputation of tourist destinations. This technology's flexibility, precision, and adaptability will largely determine the success of a country's tourism in the present and future digital era. The benefits of AI and big data provide richer traveller data and insights that enable far more effective and targeted PR, marketing, promotion, and customer relationship management strategies. It is a critical factor for the competitiveness and growth

of Tourism in a country/city of tourist destinations in the future. Recent technologies such as AI and big data Analytics have transformed many aspects of Tourism PR, from understanding tourism demand and targeting promotions to monitoring the latest trends. This allows tourism companies to improve their business performance and services to tourists.

### **3.2. Tourism Technology and PR in the Digital Age**

The digital age has significantly changed how we communicate and interact with the world. In tourism, the digital age has opened up new opportunities to promote tourist destinations and interact with tourists in real-time and personally (Neuhofer et al., 2019). For example, social media and mobile apps have become effective platforms for promoting tourist destinations and interacting with tourists (Xiang, Du, Ma, & Fan, 2017).

#### **Artificial Intelligence and Big Data Analytics**

Artificial intelligence (AI) and big data analytics are the most disruptive technologies in contemporary tourism public relations (PR), as asserted by Zhong et al. (2021). Their capability to automate tasks, predict outcomes, offer recommendations, and make intelligent decisions has significantly altered nearly all PR processes, ranging from research and strategy formulation to program execution and impact assessment (Li et al., 2022).

#### **Social media platforms and various digital content**

channels have become today's primary medium of tourism marketing communication (Hays et al., 2021). Augmented reality technology, 360-degree immersive video content, and virtual reality are also increasingly popular to increase engagement and virality of travel promotional content in the digital world (Gretzel, 2018).

#### **Immersive and gamification technology**

Augmented reality (AR), virtual reality (VR), and mixed reality (MR) further enrich the tourist experience (Jung et al., 2021). Many tourist destinations apply this immersive technology to provide information, virtual tours, and games combining physical and digital worlds (Tom Dieck et al., 2021).

By utilising these various technologies, tourism PR practices can provide more value to clients and tourists (Ratz et al., 2022). More personalised interactions, more immersive and engaging experiences, and more intelligent data and analytics are just a few examples of the real benefits of integrating technology with the world of PR in this digital age.

### **3.3. Tourism Technology and PR: towards a sustainable future**

In the context of Sustainability, Technology and tourism, PR plays an important role. Technology can be used to promote sustainable tourism and create a positive image of socially and environmentally responsible tourist destinations (Buckley et al., 2015). For example, AI and big data can be used to monitor the environmental impact of Tourism and create PR strategies that promote sustainable tourism practices (Gössling et al., 2019). Here is a discussion on tourism technology and PR towards a sustainable future

#### **Ethical Artificial Intelligence**

The application of artificial intelligence (artificial intelligence) in the field of Tourism PR needs to pay attention to auditability, accountability, and transparency of algorithms (Crameri, 2021) to avoid bias and ethical issues in using tourist data. Ethical AI is essential for maintaining public trust.

#### **Eco-Friendly Virtual Content**

Digital content technologies such as virtual and augmented reality should consider

energy efficiency and electronic waste (Chou et al., 2021) to reduce the future carbon footprint of cyber tourism.

### **Data analytics for Sustainable Tourism**

Large-scale data analytics (big data) provide opportunities for developing sustainable tourism policies and innovations related to Nature Conservation, local community empowerment, and poverty alleviation (Femenia-Serra & Neuhofer, 2023). With a future vision focusing on ethical, environmentally friendly and sustainable aspects, the latest technology can support the implementation of socially and ecologically responsible tourism in all parts of the world.

### **3.4. Tourism Technology and PR: facing challenges and opportunities**

As mentioned earlier, the use of technology in tourism PR also brings challenges. For example, data security and privacy issues are significant concerns when using AI and big data (Kshetri, 2013). In addition, there are also challenges in adopting new technologies and training staff to use those technologies (Law, Buhalis, & Cobanoglu, 2014). However, technology also opens up new opportunities in tourism PR. For example, AI and big data can create more personalised travel experiences and improve traveller satisfaction (Li et al., 2019). In addition, technology can also be used to monitor tourist sentiment and manage crises in the tourism industry (Avraham, 2015).

### **3.5. Technology and tourism PR: towards a better future**

The tourism industry can achieve a better future using technology and PR effectively. Technology can help the tourism industry be more efficient and productive, while PR can help build a positive image and increase tourist attraction. However, the tourism industry must adapt and innovate for a better future. The tourism industry must constantly learn and experiment with new technologies and develop effective and sustainable PR strategies. Thus, technology and PR are essential in promoting tourism and creating a positive image of tourist destinations. While there are challenges and risks associated with using technology, great opportunities can be exploited. The tourism industry can achieve a better future using technology and PR effectively.

### **3.6. Utilization of Digital technology in PR activities MotoGP Mandalika**

In Mandalika MotoGP tourism PR activities, the organisers have fully utilised digital technology. One of them is installing the nation branding "Wonderful Indonesia" at various strategic points within and around the Mandalika Circuit (liputan6.com, 2022). This branding aims to strengthen the image of Indonesian tourism further in the eyes of foreign tourists. In addition, digital technology is also used to empower MSMEs through cooperation with the digital wallet DANA (kontan.co.id, 2022). Through this cooperation, local merchants around Mandalika can receive cashless payments from tourists through funds, thereby increasing regional economic growth. In addition to branding and cashless payment, digital technology is also used in promotional activities and publications of Mandalika MotoGP events. Social media such as Instagram, Twitter, Facebook, and YouTube are the leading platforms for spreading digital content about Mandalika MotoGP to a global audience.

The @indonesiamotogp social media account is actively managed to provide the latest information, photos, videos, and live broadcasts of MotoGP activities. The Hashtag #MotoGPMandalika is also used to build social media user engagement in discussions around this race. In addition, live streaming and VR (Virtual Reality) technology are also used to

provide a real-time and immersive MotoGP Mandalika viewing experience for racing fans worldwide. This combination of streaming and VR is a breakthrough in promoting motor racing sports. By implementing an innovative digital marketing strategy through various cutting-edge technology platforms, MotoGP Mandalika managed to attract the global public's attention and strengthen the image of Indonesian tourism.

Digital technology also includes optimising websites and mobile applications as a means of information and services for the MotoGP audience. The official website of Mandalika Grand Prix Association (MGPA) is user-friendly and responsive to mobile devices, equipped with ticket registration features, circuit information, and facilities and accommodations around Mandalika. Mandalika MotoGP mobile application is also built with essential features such as e-tickets, race schedules, circuit maps, the latest news, and the food directory. Spectators can download this smartphone application to access MotoGP information at the average level. Furthermore, Search Engine Optimization (SEO) optimisation is also carried out so that Mandalika's MotoGP promotional content appears in the top rankings of Google searches. Website content is made search engine friendly with relevant keywords, making it easier for potential visitors to find. This comprehensive digital marketing strategy further strengthens the reach of MotoGP promotions worldwide and helps increase visitor interest and satisfaction. Digital technology has become the key to the success of large-scale event promotions such as MotoGP Mandalika.

In Mandalika MotoGP tourism PR activities, digital technology is used: (1) Social media marketing (Katadata.co.id, 2022). Social media platforms such as Instagram, Facebook, and Twitter are extensively utilised for promotional purposes; (2) The MotoGP Mandalika website and app (iTren.id, 2021). The official site and app are launched with advanced features such as e-tickets, race schedules, circuit maps, etc. As of April 2022, the app has been downloaded 500,000 times; (3) Live streaming and Virtual Reality (Kontan.co.id, 2022). Live streaming and VR technology are utilised for live broadcasts of races. Throughout the Mandalika 2022 MotoGP, YouTube streaming reached 2 million viewers; (4) Digital advertising (Marketing.co.id, 2022). Digital ad campaigns are heavily carried out on social media platforms and search engines such as Google and YouTube. Thus, digital technology has been maximised to promote Mandalika MotoGP through various platforms.

### **3.7. Challenges and obstacles in utilising Digital technology for Mandalika MotoGP Tourism Promotion**

The following is an explanation of the challenges and obstacles in the use of digital technology for the promotion of Mandalika MotoGP tourism:

**The cost of digital marketing (Katadata.co.id, 2022).** The costs for implementing digital technologies are high, including procuring technological devices and infrastructure, developing and maintaining digital applications and systems, and producing digital content. The Total cost can reach hundreds of millions to billions of rupiah.

**Lack of talent and expertise in digital technology (AJEI, 2021).** The number of talents in Indonesia with expertise in digital technology still needs to be increased, especially those with exceptional skills in tourism. This hinders the implementation of digital technologies.

**Low literacy and digital inclusion in society (APJII, 2020).** The survey shows that many people still need to be digitally literate, especially in tourist areas outside Mandalika, making it difficult to implement digital technology.

**Data security and privacy threats (Kemenparekraf, 2022).** Inadequate data management risks leakage and misuse of tourist data that can damage the reputation of Indonesian tourism.

**ICT infrastructure inequality between tourist areas (Kemenparekraf, 2022).** There are still gaps in the quality of ICT infrastructure between Mandalika and other tourist destinations in Indonesia that hinder the implementation of digital technology.

**Lack of regulation and supporting policies for the use of digital Technology (Ministry of Tourism, 2021).** There is no specific regulation related to the use and development of digital applications in the tourism sector. This has the potential to cause legal and ethical problems.

**Challenges of cultural adaptation of local communities to digital technology (source: Journal of Tourism Management, 2022).** Some people still do not believe and are comfortable using digital platforms daily.

**Threats of cybercrime and misuse of personal data (source: BNPB, 2021).** Cases of data theft, hacking, and online fraud continue to increase every year. Threaten public trust in digital services.

By addressing these challenges comprehensively, applying digital technology for Mandalika MotoGP tourism promotion can run more optimally.

### **3.8. The right strategy to optimise digital technology Dalam Promosi Pariwisata MotoGP Mandalika**

Explanation of the right strategy to optimise digital technology in Mandalika MotoGP tourism promotion:

**We are improving the quality of ICT infrastructure (Kemenparekraf, 2021)** – by expanding a high-speed and stable internet network in Mandalika and surrounding areas. We are improving the quality of mobile telecommunications networks to support the use of digital applications. Provide free high-speed Wi-Fi access in the Mandalika circuit and supporting facilities.

**The development of digital platforms and applications (Katadata.co.id, 2022).** Development of user-friendly and mobile-responsive MotoGP Mandalika website and application. Integration of various one-stop services in one unified application. They have enhanced data analysis capabilities and traveller profiles to personalise the experience.

**Production of exciting and informative digital content (Ministry of Tourism, 2022).** Produce exciting videos and graphics about Mandalika races, circuits and attractions. Interactive content creation and competition on social media for user engagement. Digital content about local culture and traditions to reinforce regional characteristics.

**Social media marketing (Katadata.co.id, 2021).** Increased frequency and quality of uploads on social media platforms. Collaboration with influencers and motor communities for promotion. Utilisation of various interactive features of social media. Digital marketing campaigns with exciting and relevant content for the target audience.

**We are increasing the capacity of tourism human resources in digital technology (Kemenparekraf, 2022).** Literacy and digital skills training for tourism industry players. Tourism digital promotion management expertise certification Program. Training on the use of data and analytics technology for tourism stakeholders. We are increasing the capacity of the young generation and tourism MSME actors in digital technology.

**We encourage collaboration and synergy across sectors (Indonesia Tourism Forum, 2022).** The synergy between the government, industry players, academics, and the digital



community in developing the tourism digital ecosystem. Collaboration with fintech and e-commerce institutions for the integration of innovative services. Partnerships with technology startups.

**Implementation of data security and privacy standards (Ministry of Communication and Information, 2021).** Periodic audits of data security systems and digital platforms. Socialisation and education on the importance of personal data protection to industry players. Implement robust data security protocols by applicable standards and regulations.

**Education and socialisation campaign on the use of digital technology (NTB Provincial Tourism Board, 2022).** Socialise and educate people about the benefits and ways to use digital services – a national campaign for digital literacy through various media platforms. We are increasing the role of communities and community organisations in encouraging the use of digital technology.

**User experience improvement (Business Management Journal, 2022).** Research the needs and preferences of users of digital applications and platforms. Simplifies navigation flow and content display for easy use. The addition of interactive features and personalisation of content according to user interests.

**Cashless payment system integration (Bank Indonesia, 2021).** Integration of various e-wallets and fintech for cashless transactions in Mandalika. Socialisation and education of using cashless payment to tourists and the public. Cooperation with banking institutions to promote the use of cashless payment.

**Increased community and influencer engagement (Edelman, 2022).** Collaboration with the automotive community and motorcycle influencers for promotion. Engage the local community in producing creative content about Mandalika and empowering local influencers for Mandalika tourism promotion.

**Continuous evaluation and improvement (Kemenparekraf, 2022).** We regularly monitor and evaluate the implementation of digital technology. Implement feedback and input from users to improve the digital platform. Follow the latest digital technology developments to improve promotional strategies.

### 3.9. SWOT analysis

SWOT is a tool to analyse in achieving goals. SWOT is also considered the only strategy that is very practical in improving performance so that there is conformity with the expected targets (Preddy Rangkuti, 2004).

SWOT analysis is a method that contains strategic planning to measure strengths, weaknesses, opportunities and threats that can be applied to a project (Karyaningsih & Sari, 2019). To support the analysis, it is carried out by identifying internal and external factors that can help achieve the business organisation's goals (Wijayanti, 2019). This analysis is based on the logic that can maximise the strength (strength) and opportunities (opportunity) but together can minimise the weakness (weakness) and threats (threats). The strategic decision-making process is closely related to the development of the mission, objectives, strategies and policies of the organisation or company. Therefore, the company's strategy should align with its strategic planning in analysing the factors.

In formulating a SWOT analysis, the crucial steps in constructing the SWOT matrix are essential to assist a manager in aligning and developing four types of strategies: SO Strategy (Strength-Opportunity), WO Strategy (Weaknesses-Opportunity), ST Strategy (Strength-

Threats), and WT Strategy (Weaknesses-Threats). The steps that are often used by managers in SWOT analysis include:

First, by applying the strategy (Strengths-Opportunity), companies often optimise existing strengths so that opportunities can always be utilised. Second, premises implement a (Weaknesses-Opportunity) strategy, which minimises weaknesses by utilising the existing plan. Third, implementing the ST (Strengths-Threats) strategy is a corporate strategy used to reduce threats by optimising the strengths owned. Fourth, the WT (Weaknesses-Threats) strategy is applied to overcome existing weaknesses and minimise and anticipate threats (Purwanto, 2006).

### **Overview SWOT Dtempt Technology in Tourism**

**Strengths.** Some of the strengths of applying the latest technology in tourism include: (1) Improve efficiency and ease of access to tourist information. According to Kasuma (2017), technologies such as the Internet and smartphones make it easier for potential tourists to get information about tourist destinations quickly and easily; (2) Expand the reach of tourism promotion to the global market. Setiawan (2021) explained that digital platforms and social media help promote various tourist destinations and activities to a broader audience and (3) Assist in developing innovative tourism business models. Kotler et al. (2017) exemplify how technology supports the emergence of business concepts such as mobile application-based tourist shuttle services.

**Weaknesses.** On the other hand, applying the latest technology in tourism also has some disadvantages, namely: (1) Increasing dependence on digital infrastructure that is vulnerable to technical disruptions. According to Dwiyanto and Navaratnam (2021), interference with the online system can inhibit virtual tourism services; (2) Requires digital competence from tourism workers. Purwana et al. (2020) saw that many tourism workers cannot yet operate cutting-edge technology and (3) potentially reduce social interaction and authentic traveller experiences. Ristiana (2019) explained that excessive dependence on technology in tourism is feared to narrow the space for personal interaction.

**Opportunities.** On the other hand, the latest technologies also open up several new opportunities for the development of Tourism, namely: (1) Encourage innovation of digital-based tourism business models. Fu et al. (2017) saw that the internet and e-commerce created business model opportunities such as online travel agents (OTA) (2) Increasing the competitiveness of local tourism products in the global market. Sigala (2018) explained that technology helps market and distribute regional tourism products to foreign markets and (3) Create a more personalised travel experience. Menurut Lyu et al. (2021), technologies such as AI and VR can create more customisable and interactive travel experiences for tourists.

**Threats.** In addition, the application of the latest technology in tourism also presents several threats, including (1) Vulnerable to cybercrime attacks. Dwiyanto and Navaratnam (2021) noted an increased risk of ransomware attacks and data theft on tourism systems; (2) This can lead to overtourism. According to Milano et al. (2019), overtourism is triggered by the ease of access to information and digital-based transportation and (3) Vulnerability to the spread of hoaxes and misinformation about tourist destinations. As Marasco et al. (2018) revealed, digital media can spread false news that harms tourism.

### **SWOT Review of The Impact of Mandalika Motogp Tourism PR Technology**

**Strengths.** Government and private support in implementing digital technology (

Indonesia Tourism Forum, 2021). There are several different types of web hosting, such as Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web Hosting, Web hosting (iTren.id, 2021). The availability of talents and digital communities in Indonesia that can be involved (AJEL, 2022). The importance of digital marketing in digital marketing (Katadata.co.id, 2022). The diversity of cultures and exciting tourism destinations in Indonesia is told through digital content (Kemenparekraf, 2022). The Trend of internet and social media usage in Indonesia continues to increase yearly (We Are Social, 2022).

**Weaknesses.** There are still limited human resources in tourism with adequate digital skills (Kemenparekraf, 2022). There is a lack of high-speed internet access in many parts of the country (Katadata.co.id, 2022). Indonesian society's literacy and digital inclusion levels are still low (APJII, 2020). Regulations on using and protecting personal data in the tourism sector are still weak (Kemenkumham, 2021). Coordination across ministries and institutions related to the implementation of digital technology is not optimal (Indonesia Tourism Forum, 2022). Lack of a specific budget for developing tourism human resources capacity in digital Technology (Ministry of Finance, 2022).

**Opportunities.** Expanding the reach of promotions globally through digital platforms (Ministry of Tourism, 2021). Increasing brand awareness and a positive image of Indonesia through viral Content (Marketing Management Journal, 2022). Providing foreign tourists with easy access to information and comfort (Kemenparekraf, 2022). Creating an efficient and effective tourism promotion model through optimising digital technology (Kemenparekraf, 2022). Increasing local communities' participation in tourism promotion through creator content (Ministry of Tourism, 2021). Become a role model for implementing digital technology for other sports and tourism events in Indonesia (Harian Kompas, 2022).

**Threats.** Digital promotion competition from competing countries such as Thailand and Malaysia (Tourism Journal, 2021). The risk of cybercrime and personal data leakage (BNPB, 2021). Rapid changes in digital marketing trends must be followed (Marketing Magazine, 2022). Prone to disinformation and hoaxes that spread on social media platforms (CNN Indonesia, 2022). Potential tourist dissatisfaction due to the gap between expectations and reality of tourism products (Management Journal, 2021). There is a risk of overtourism due to promotion that is too viral and massive digitally (Kompas.com, 2022).

Based on the analysis that has been done in this paper, the following are the results and conclusions that can be drawn: (1) Digital technology provides an excellent opportunity to expand the reach of Mandalika MotoGP tourism promotion globally. Social media platforms, websites, and apps have been optimally utilised. However, the use of digital technology also faces challenges, such as limited human resources and ICT infrastructure, as well as data security and disinformation threats; and (2) A comprehensive strategy is needed to optimise opportunities and mitigate the challenges of utilising digital technology, such as improving human resources capacity, regulation, and cross-sectoral cooperation.

#### 4. Conclusion

Digital technology has a significant impact in supporting the success of Mandalika MotoGP tourism PR, both in terms of promotional reach and cost efficiency. However, the existing challenges and opportunities must be appropriately managed so that digital technology can provide optimal benefits for developing Indonesian tourism in the future.

Multidisciplinary cooperation and a thorough approach are required to implement the digital strategy effectively and responsibly.

Digital technology also provides opportunities and challenges for promoting Mandalika MotoGP tourism. On the one hand, digital technology has been optimally utilised through social media platforms, websites, and mobile applications to expand the reach of promotions globally. However, obstacles must be addressed, such as limited human resources, ICT infrastructure, and data privacy and security threats. Therefore, a comprehensive strategy and multidisciplinary cooperation are required to optimise opportunities while mitigating the challenges of implementing digital technology. Increasing the capacity of tourism human resources in digital skills, developing supportive regulations, and regularly monitoring and evaluating the implementation of digital technology are the keys to success. With a wise and responsible approach, digital technology can be optimally utilised to promote Indonesian tourism in the future, as demonstrated in Mandalika's MotoGP tourism PR.

The government needs to improve the quality and coverage of ICT infrastructure in all Indonesian tourist destinations to support digital technology implementation effectively. Tourism industry players are advised to continue innovating and developing user-friendly, informative, and exciting platforms and digital content to compete globally. Training and certification programs are needed for tourism human resources to improve digital technology skills in tourism promotion. The government needs to develop regulations that support and protect personal data use and digital technology development in the tourism sector. Engage local communities and online communities to play an active role in enriching tourism promotion narratives through creator content. It is necessary to periodically monitor and evaluate the implementation of digital technology so that its use is practical and responsible. Digital technology must be used wisely to prevent overtourism and maintain the sustainability of tourist destinations. So, some suggestions can be given based on the analysis in this paper.

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