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Digital Tourism in Industry 4.0

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Abstract. Tourism is a fast-growing industry, and is a key to a country's economy. The number of tourist is growing from year to years. Tourism is one of the sectors that is growing at a fast rate in the world today. It earns foreign exchange to several countries in the world. The tourism industry is a highly competitive business which requires the participation of the government, the public and non government sector to ensure its success

Indonesia's tourism industry is booming. In 2017, the country welcomed over 14 million overseas visitors, an increase of more than 2 million from the previous year. This rapid increase in visitors, and the billions of dollars in foreign currency flowing with them, seems likely to continue. This is not mere happenstance, but rather the result of a coordinated and strategic government effort to drive growth in the industry. In 2015 the Ministry of Tourism set a goal of 20 million foreign visitors by 2019. Digital Tourism is a major strategy to achieve those targets.

It should be noted that through Digital Tourism's strategy , Indonesia in 2017 growth 22% compare to ASEAN and World.

Ministry of Tourism aggressive targeted 20 million in 2019 all over Indonesia through strategy destinations outside of Bali for development and promotion. Digital Destination is created in some places in Indonesia also Bogor City.

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