

# Implementation of E-Government Political Policy by Bali Province in Managing Digital Tourism

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**ABSTRACT:** The purpose of the article is to find out the situations and conditions of the e-government implementation Bali Government in relation to the management of tourism in Bali. The research approach that uses on this paper is a qualitative approach that used to analyze social phenomena by non-numeric data such as words, pictures, and symbols. The approach is carried out with interpretation, meaning, and individual experience as well as paying attention to the social context being studied. The method used in this research is literature study that using data collection that form a review of books, journals, notes, reports and use the other literature. The result of the research shows that the e-government implementation of the Bali Government in managing digital based tourism is by providing information on the website and holding digital-based tourism events or activities. The implementation of e-government by the Bali Provincial Government in managing tourism digitally has far-reaching implications. Theoretically, it contributes to the understanding of digital governance and innovation diffusion. Practically, it offers actionable strategies for improving tourism management through technology. From a policy perspective, it highlights the importance of comprehensive frameworks, inclusivity, and sustainability. By addressing the challenges and opportunities identified in this research, stakeholders can work towards a more efficient, transparent, and resilient tourism ecosystem in Bali and beyond. This research highlights the unique ways the Bali Provincial Government uses e-government to manage tourism digitally, filling a gap in understanding how digital tools can support sustainable tourism. It focuses on Bali's specific challenges and opportunities, showing how local culture and community can be integrated into digital solutions. The study provides practical insights for policymakers and stakeholders on improving tourism management through technology, while also offering a model for other regions facing similar challenges. By connecting e-government with economic and environmental goals, this research adds value to both academic knowledge and real-world practices.

**Key-Words:** E-Government, Digitalization, ICT, Tourism.

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## INTRODUCTION

The use of technology in the tourism sector can have a positive influence on tourist destinations and boost the economy of an area and open up business or entrepreneurial opportunities for local communities or residents (Campbell, 2020; Corne et al., 2023). As residents, adapting to the development of technology can facilitate access to information, especially related to a tourist destination and understand the values and norms of regional culture. Understanding the use of information technology is applied as a way to introduce tourism which can provide benefits or positive impacts for product and service providers and tourism managers (Buhalis, 1998; Sustacha et al., 2023). One of the service providers or tourism managers is the government. The government has an important role as a tourism manager in an area. For the community or government when carrying out various activities, especially for those with a high level of mobility and the internet becomes a primary need needed for its users. The existence of this information technology has become a necessity for both communication, access to information and other needs (Elmi et al., 2024; Tuma, 2021). This is also inseparable from the application of information technology implemented by the government in managing or providing services to the community. In this case, public services can be summarized as a form of service in the form of goods or services provided by the government to the community and are expected to fulfill the wants and needs of the community (Maragno et al., 2021; Twizeyimana & Andersson, 2019). The development of technology today not only affects the pattern of community activities in

Indonesia but also develops in the structures that have been used by government agencies, including one of which is electronic government. Simply put, electronic government is a task or action carried out by the government by utilizing information technology. The increasing enthusiasm for E-Government is the use of information and digital technology as a tool as well as its utilization, making the services provided by the government run more effectively and efficiently considering that the activities that take place cannot be separated from technology. E-Government provides new opportunities to improve the quality of government in serving the public online (in the network), for example by increasing efficiency, new services, increasing community involvement and adapting to growing trends in global information infrastructure (Kurniati et al., 2020; Panganiban, 2019; Tejedo-Romero et al., 2022). Internet usage is a key indicator that confirms the opportunity for E-Government implementation in Indonesia. The practice of E-Government has also been mandated in a number of legal products in Indonesia as well as being a form of implementation of the current government's priority agenda that appears in the second point of *nawa cita*. The UN E-Government Survey confirms that Indonesia is a country with a fairly fast technology adoption rate (Center for Digital Society, 2021). E-Government implementation has benefits including reducing costs, supporting economic development, strengthening transparency and accountability, improving services for the community, empowering the community and providing E-Society facilities or a society that is aware of the internet or digital (Majid & Fuada, 2020). Implementation of Information Technology Infrastructure in E-Government to improve design and provide quality services and attract the attention of stakeholders, including the public. In addition, the implementation of this infrastructure is able to increase efficiency, transparency and strengthen interactions between the government and other stakeholders. To support this implementation, collaboration between the community, industry, and government is needed to provide input or recommendations related to providing quality services and meeting stakeholder needs (Fatina Ardelia et al., 2023). In simple terms, E-Government can be understood as the use of Information Technology, especially the internet in the process of implementing public services and delivering information to the wider community, business entities and other institutions (Setiawan et al., 2023). Currently, E-Government has become a popular topic, where each region implements it in its own way and performance starting from the issuance of the Presidential Instruction related to national policies and strategies for Electronic Government Development (Syaepudin & Nurlukman, 2022). With this, the existence of E-Government can be one of the new ways to provide public information services as a way to realize effective, contributive and responsible government or better known as good governance. With this, a government can increase the intensity of the use of information and communication technology in its work process, such as facilitating interaction between the government and the public and other stakeholders to be more efficient, effective and affordable. E-Government (electronic government) is based on Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development by establishing and instructing Provincial, City or Regency Governments in implementing digital-based services needed based on their respective responsibilities and authorities with the aim of evenly implementing E-Government, including one of them in Bali Province. The policy direction of the Bali Provincial Government is carried out based on “Nangun Sat Kerthi Loka Bali”, namely maintaining cleanliness in terms of religion and preserving Bali's nature to realize a controlled Balinese *krama* life and can have a positive impact physically and psychologically, at scale towards the life of *krama* and *gumi* Bali in accordance with the Trisakti principles of Ir. Soekarno, namely politically firm, economically independent, and personality in culture. This is done by the Bali Provincial Government through development in a patterned, comprehensive, planned, directed and integrated manner and aims to achieve a New Era Bali by

managing fundamentally (in accordance with local wisdom) and comprehensively related to Bali's development is divided into three orientations namely nature, krama and Balinese culture based on Tri Hita Karana based on the local wisdom of Sad Kerthi. The existing local wisdom includes; environmentally friendly, sustainable, in favor of independent local resources, oriented to local communities, solidarity or togetherness, involving local communities and businesses, open, accountable and useful with reference to regional unity, structure and management of the island centrally in the provincial government, namely the Bali Provincial Government. Improving the quality standards of management related to Bali tourism, also includes the quality of tourism destinations, the tourism business sector, tourism promotion and tourism management, which is carried out through the fulfillment of products and services, hospitality, supporting infrastructure, comfort, safety, security and health as well as the use of digital technology. The advancement of digital technology is one of the focuses of the Bali Provincial Government in strengthening the existence of tourism in Bali. Bali cultural digital tourism also includes; the value of innovation and inspiration related to tourism, tourist visits, tourist destinations and tourism activities, responses to tourists after visits, the Bali Tourism One Stop Portal, and digital documentation related to tourism and Balinese culture (Antara & Sumarniasih, 2017). In the past year, along with the G20 Presidency, efforts to shift from conventional to digital have been massive in Indonesia. Seen during the G20, the orientation towards digitalization is a polemic that is a top priority to be discussed. Bali, which has become the location of the G20 Summit, is also trying to solve the challenges behind the massive change towards digital through Bali Smart Island, which is one of the concerns of the Bali Government's work program. Wayan Koster as Governor and Cokorda Oka Artha as Deputy Governor of Bali, have the goal of transforming and strengthening Bali as a paradise for digital groups. According to the Governor of Bali, Wayan Koster (Balipost.com, 2020), Bali has taken strategic and tactical steps related to policies or regulations in the field of digital development including the structure of a plan for massive and equitable digital use including related to governance and institutions, as well as by conducting multi-actor cooperation with various stakeholders. The Bali government has also prioritized a government structure based on digital use in various aspects including culture and tourism. (Trieu et al., 2023) explain that information technology is a term that has been recognized by describing various uses in facilitating and assisting the production, manipulation process, storage, communication and or dissemination of information. Furthermore, (Darwis et al., 2023; Odja et al., 2020) confirms the definition of information technology by including hardware and software, databases, networks, and other components related and used to build an information system. Bali has moved to the maximum regarding the use of information technology in processing activities related to tourism, such as from the activities of the production process of souvenirs or souvenirs such as various bamboo crafts in Ubud Gianyar Bali which is the original craft of the local community. In addition, there are various types of unique, original and interesting sculptures made from bamboo roots that contribute to increasing economic gain, because these works of art are in great demand by art enthusiasts, especially at the international level (Dai & Hwang, 2019). With information technology, the government can fulfill the wants and needs of the community in terms of providing provision, empowerment, and implementation of community development through digital-based management.

## **THEORETICAL FRAMEWORK**

### **E-government**

E-government refers to the use of information and communication technology (ICT) by governments to provide services to the public more efficiently, transparently, and accountably. According to (OECD, 2020) e-government is not only about digitizing administrative processes

but also transforming how governments interact with citizens, businesses, and other organizations. In the context of tourism, the implementation of e-government can enhance the digital management of tourist destinations through platforms such as online reservations, destination information systems, and digital promotions. This aligns with research by (Khan & Singh, 2023; Yang & Cui, 2024), which shows that integrating technology into tourism management can increase the competitiveness of tourist destinations. The application of e-government in managing tourism in Bali has significant potential to support the sustainability of the tourism industry, especially in addressing global challenges such as pandemics or shifts in tourist preferences. The implementation of e-government in tourism management offers several key benefits. First, service efficiency is one of the main advantages of e-government. Administrative processes such as tourism business licensing, tax payments, and reporting can be conducted online, reducing bureaucratic red tape. Second, transparency and accountability are enhanced through digital systems that allow the public to monitor government performance in tourism management, such as budget allocation and implemented policies. Third, digital promotion through platforms like official websites or mobile apps can be used to promote tourist destinations globally. Research by (Barykin et al., 2021; Khalil et al., 2024; Phuong, 2022) shows that the use of digital technology in tourism can increase tourist visits by up to 30% in several regions of Indonesia, including Bali. Additionally, digital platforms help the government collect statistical data on tourist behavior, which can be used to design more effective marketing strategies. However, despite its many benefits, the implementation of e-government in tourism management also faces significant challenges. First, lack of technological infrastructure is a major obstacle. In some remote areas of Bali, internet access and technological infrastructure remain limited, hindering the adoption of digital systems. Second, inadequate human resources (HR) is another serious challenge. Many government employees lack the skills to use digital technologies, slowing down the adoption of e-government. Third, data security issues are a critical concern in digital tourism management. Digital systems used to manage tourist data, such as identities and transaction histories, require robust security measures to prevent data theft or cyberattacks. According to (Dada, 2006; Hwang & Syamsuddin, 2008) Implementation in Developing Countries, one of the main factors behind the failure of e-government implementation is the lack of training for government employees in operating digital systems. Moreover, the initial investment costs for building technological infrastructure and security systems also pose a challenge for local governments. To address these challenges, several strategies can be implemented by the Bali Provincial Government. First, training and HR development should be a top priority. Providing regular training to government employees on the use of digital technologies will help improve their ability to operate e-government systems. Second, improving technological infrastructure must be carried out evenly across all regions of Bali, including remote areas. The government can collaborate with internet service providers to expand high-quality internet networks. Third, public-private partnerships can be an effective solution to overcome budget and resource limitations. Involving the private sector in developing digital platforms for tourism, such as hotel booking apps or attraction ticketing systems, can help the government provide better services. Research by (Luh et al., 2025) Implementation shows that collaboration between the government and the private sector can increase the success rate of e-government implementation by up to 40%. In addition, the government must also address data security in e-government implementation. The use of data encryption, firewalls, and multi-factor authentication systems can help protect tourist data from cybersecurity threats. The government must ensure that all digital platforms comply with data protection regulations, such as Indonesia's Personal Data Protection Law (UU PDP). This will help build public and tourist trust in the digital systems being used. With the right strategies, such as HR training, infrastructure

improvement, and public-private partnerships, e-government can become an effective tool for supporting digital tourism management. The implementation of e-government in digital tourism management by the Bali Provincial Government has great potential to enhance the competitiveness of tourist destinations. However, its success depends heavily on the government's ability to address challenges related to infrastructure, HR, and data security. With a holistic and sustainable approach, Bali can become a successful example of e-government implementation for digital tourism management at both the national and international levels.

## METHOD

Descriptive research is the type of research in this study. Descriptive research is research or research that aims to examine and investigate a condition, state or situation, activity event with the results presented in the form of a research report. In this research, the author sees what happens to the object, an area or region being studied, then describes the situation and conditions in the form of a research report in a straightforward and as it is (Arikunto, 2006). Qualitative method is a research approach used to analyze social phenomena or events through data collection and information including non-numeric data such as symbols, words and images. The approach taken in this study is by way of interpretation, meaning and individual experience and paying attention to the social context being studied (Ishtiaq, 2019). The following research uses a literature study method with data collection techniques obtained from searching for books, related journals, articles, notes, reports to use other literature related to the research. Research using literature studies by examining and comparing the acquisition of other literature data to produce valid and accurate data. Literature study or library research is a research activity carried out through the collection of information and various types of research data with support from various kinds of materials in the library, such as books, similar research results, articles to various journals related to the phenomenon that has been studied and resolved. The implementation of this research is carried out systematically in order to collect, process, summarize data and information obtained from credible sources using certain methods that will be useful for obtaining results that are in accordance with the existing problems. The literature study itself is also intended to obtain a theoretical basis related to the problems being carried out and researched (Hamzah, 2020; M. Sari & Asmendri, 2020).

## RESULT AND DISCUSSION

### **Implementation of Bali Provincial Government E-Government in Digital-based Tourism Management**

One form of change in government services is through the use of information technology by institutions in providing services in a new way, namely E-Government. The existence of E-Government is a road or connecting line for information aimed at the community, both related to public service information and community participation in the process of implementing government (Mandra Prakosa & Intan Ravanza Rindiana, 2023). Furthermore, E-Government is a renewal in the government sector based on technology and information in the process of creating effective and efficient interactions between stakeholders which aims to create the intensity and quality of community involvement (Purnamawati & Adnyani, 2024). The utilization of information technology is also used including for services related to the tourism sector which is one of the focuses of the management of the Bali Provincial Government. According to the (Gauld, 2006b, 2006a), E-Government means everything from internet-based government services to the electronic exchange of information from services with citizens, businesses and other government agencies. E-Government is run by the use of information

technology to create efficiency in government institutions and provide government services online. The E-Government framework has been extended to include the use of information or digital technology by governments to conduct various interactions with citizens and businesses as well as open government data and the use of information technology to enable innovation in governance. The underlying principle of E-Government is to improve the internal performance of the public sector by cutting financial costs and transaction time so as to better carry out work processes, and enable the effective application of resources in various sectors.

(Indrajit, 2006; Prof. Eko Indrajit, 2006) explains that E-Government or electronic government is the use of information technology by the government to carry out its duties and responsibilities by delivering service information to its people, including;

1. Government to Citizen (G2C) is a type of relationship between government and society. The existence of this relationship has the intent and purpose of being able to increase interaction between the government and the community. In addition, to make it easier for people to obtain information related to government or management. In terms related to tourism, citizens are individuals, local residents, or tourists.

2. Government to Business (G2B) is a type of relationship between the government and businesses. This relationship is related to the existence of stakeholders in the business sector, either individuals or groups. In terms related to tourism, businesses can be in the form of tourism service businesses.

3. Government to Government (G2G) is a type of government relationship with other governments in a region or province. This relationship aims to fulfill various information needed between one government and another, as well as to facilitate cooperation between related governments. In terms of tourism, intergovernmental relationships such as between the Tourism Office and the Manpower and Energy Mineral Resources Office.

4. Government to Employees (G2E) is a type of relationship between the government and employees or state civil apparatus. This relationship is intended so that the government workforce is able to encourage the performance as well as the welfare of the workforce working in a government institution.

5. Government to Non-Profit (G2N) is a type of relationship between the government and Non-Profit Institutions, such as Non-Government Organizations (NGOs), Political Parties and so on. This relationship is intended so that a non-profit institution can be managed optimally, so that the vision and mission of this institution can be realized according to its duties and functions (Patel et al., 2015a, 2015b).

In its development, Bali cannot be separated from the Tri Hita Karana principle which is a fundamental principle related to human relations, human relations with nature, and human relations with God. Related to this, the ideal population normatively fulfills aspects of individual welfare, environmental balance, and spiritual wealth (Cahyo Bagus Setiawan et al., 2022).

The implementation of E-Government of the Bali Provincial Government has been carried out based on digital-based tourism or as stated in the Bali Governor Regulation Number 64 of 2022, namely Bali Cultural Digital Tourism is an overall tourism activity with various facilities and supporting services provided by the community, entrepreneurs, Government and Regional Governments based on digital technology in transactions and / or information exchange. furthermore, the management of digital-based Bali cultural tourism with full support comes from the Bali Provincial Government.

The concept of Kerthi Bali Digital Transformation according to the Governor of Bali, Wayan Koster (Balipost.com, 2022) is based on three dimensions of development time, including in the past (atita), present (wartamana) and future (nagata). The main characteristics inherent in Kerthi Digital Transformation are repetitive, adaptive and anticipatory. The Bali Provincial Government

has carried out four scenarios of change or digital transformation programs, namely changes related to the details of digital implementation, changes related to the developing business model, changes related to the domain, and changes related to Balinese culture and tourism or institutions by implementing information technology (digital) not only as a support, but also as an enabler and supervisor that creates change, innovation and new orientation in the development of Balinese culture and tourism.

There are two events organized annually related to digital transformation, namely Bali DigiFest and Bali Fab Festival 2022. These activities are a form of transformation to support Bali as a Smart Island and create an ecosystem that is aware of digital technology. In addition, this is a form of implementation of the Bali Governor Regulation No. 64 of 2022 concerning the Implementation of Digital Tourism.

64 Year 2022 regarding the Implementation of Bali Cultural Digital Tourism. DigiFest Bali is an event that is held when commemorating the holy day of Tumpek Landep based on Balinese local culture, Tumpek Landep has the meaning of honoring and reminding the Balinese people regarding the sharpening of human thought to continue to create authentic and original works. Wayan Koster also emphasized that this is a New Era Bali that is accompanied by policies with a base that follows the development of digital technology.

Bali Digifest activities include competitions, conferences, exhibitions and festivals. The competition organized by Bali Digifest is the Digital Art Competition which is a competition for artists using digital technology to create unique and innovative works of art. In this competition participants use and combine digital visual elements, such as computer graphics, animation, special effects and digital image processing. Another competition is the StartUp Competition which is one of the activities to sell or promote ideas and ideas that are being developed. The purpose of this Start Up competition is to expand ideas and knowledge, increase networking to accelerate the development of start-ups or MSMEs and increase the spirit and entrepreneurial spirit of the participants.

Furthermore, Bali Digifest also conducted a digital transformation conference that explained the collaboration between technology companies, government, financial institutions and other business players to encourage a conducive environment for digital economic growth. The conference also explained that innovation is an important factor, with the development of new technologies, creative business models, and the application of artificial intelligence (AI) and the Internet of Things (IoT). The next conference conducted by Bali Digifest was related to the development of Bali's digital creative ecosystem. This conference discusses the digital creative ecosystem which is the main focus to enrich the potential of art and culture through the integration of digital technology by expanding the creative space by connecting artists, designers, technology companies and other creative communities. In addition, the conference also involved ICCN (Indonesia Creative Cities Network) which has helped initiate the Banjar Creative Space program in 11 Banjar in Bali by utilizing banjar halls as creative spaces through the development of villages as creative tourism destinations that produce creative products.

Exhibition is also an activity carried out by Bali Digifest. The Creative Industry Exhibition is one of the important moments for creative industry players to showcase the works of Balinese people to the wider community. The exhibition features creative products including graphic design, fashion, animation, film and others. The existence of this exhibition also provides an opportunity for local creative industry players to collaborate and establish business relationships with creative industry players from other regions (Digifest.baliprov.go.id, 2023).

In connection with the Bali Fab Festival 2020, it is a festival that directly implements the Bali Smart Island Program into one part of the Bali Economic and Tourism Transformation Program. The Fab City concept creates Circular Economy growth with the spirit that each region in Bali

has the opportunity to independently fulfill its wants and needs, by providing products and services needed by all stakeholders including tourists through the support of information technology. This is in accordance with the vision of 'Nangun Sat Kerthi Loka Bali' which means 'Economically Independent'. The synergy support from the Bali Provincial Government with Fab City Network through the Fab Festival 2020 activity encourages the birth of innovation in traditional villages throughout Bali as a space to increase creativity and innovation by providing free Wi-Fi facilities in all traditional villages in Bali Province.

Fab City Network itself is an ecosystem network that accommodates learning related to technology, machines, prototypes and skills development in the digital world. The network is one way to host local and global innovators to accelerate Bali's creation of digital fabrication, green technology and digital innovation that runs on an ecosystem of Balinese values and focuses on the economy and tourism of Indonesia, especially Bali. Members of the Fab City Network have the opportunity to gain access to digital-related knowledge exchange, networking events, research opportunities and cooperation with cities that are also members of the Fab City Network in other countries (Fab.city, 2022).

Bali as a Fab Island, the tourism sector is a sector that spearheads the Balinese economy has been developed and empowered with a new type of tourism that adapts to existing developments, namely technology-based tourism (Macrae, 2011). Technology-based tourism is carried out through cooperation with local communities to obtain maximum positive results against the challenges being faced, through research, development and implementation of joint production (Gretzel & Koo, 2021). This was also welcomed by digital industry players and became a forum for generations of young men and women to convey ideas and creativity by using and utilizing technological assistance so as to maintain and introduce to the wider community related to Balinese local culture with a digital base in the future.

The Bali Provincial Government makes effective and accurate use of technology in the six leading sectors of the Bali Kerthi Economy including, in the agricultural sector with organic farming systems, fisheries and marine, manufacturing and Balinese culture-based industries, the Small and Medium Industry (IKM) sector, Micro, Small and Medium Enterprises (MSMEs), Cooperatives, creative and digital economies, and the tourism sector with a cultural basis, superior and quality (Agustini Karta et al., 2024). To encourage this, the Bali Provincial Government also collaborates to produce innovative and creative Human Resources (HR) based on technology, as well as cooperation through research and community service supported by the Bali Provincial Research and Innovation Agency, by embracing all academics in Bali (Prayana & Marhaeni, 2020).

Furthermore, tourism activities in Bali, the Bali Provincial Government has provided information on its official website. Such as the 2023 calendar of activities presented by the Bali Provincial Government in full and in detail. this shows seriously that the Bali provincial government has used digital technology systematically and consistently. Bali provincial government activities include planning and managing tourism activities in Bali. Based on the 2023 Work and Budget Plan, digital transformation is also carried out to improve the utilization and quality of digital services, which is indicated by the achievement of; 1) people who have used the internet as much as 79.20%, 2) Sub-districts with a cumulative fiber optic network infrastructure of 42.85%, 3) 72,500 digital talent human resources, 4) 12.4 million local champions of digital literacy, 5) 27 legalized Rapid Response Team organizations, and 6) 100 graduates of HR development in Cybersecurity Focus on low carbon development that is carried out to increase the goal of reducing greenhouse gas emissions and emission intensity (Wang et al., 2021). The Bali Provincial Government's E-Government implementation is also carried out with the establishment of the Bali Tourism One Stop Portal which aims to unite all interested parties



related to tourism including tourism entrepreneurs, government, community and other actors (G. A. M. Dewi et al., 2020; Halim et al., 2023; I. A. P. W. I. Sari, 2023). The Bali Tourism One Stop Portal is related to booking accommodation and lodging, online ticketing (e-ticketing) tourist destinations, online transportation, online markets (marketplaces) related to Bali Tourism, integration of cashless transactions, and other fields related to Bali tourism development. Digital-based tourism management is delivered based on the provisions and regulations related to the Bali Tourism One-Stop Portal regulated in the Bali Governor Regulation (K. C. Dewi & Ayuni, 2020; Diarta & Sarjana, 2018, 2019).

Regarding tourism entrepreneurs in Bali, stakeholders are required to register their business on the Bali Tourism One Stop Portal such as selling or offering products and services to all parties, both online and offline. In addition, every tourism entrepreneur (products and services) who carries out processes related to product sales and searches for information directly or indirectly related to businesses and services is required to inform the government through the Bali Tourism One Stop Portal. Collaboration is established as widely as possible with all interested parties related to Bali Tourism, both individuals and business entities (groups) in a transparent manner (Mananda et al., 2021; Tajeddini et al., 2017).

The Bali Provincial Government's E-Government implementation has been carried out and is running in accordance with its vision and mission. In relation to tourism, the Bali provincial government has also held many activities to improve the management and develop tourism in Bali. This is very important for Bali because the tourism sector is an important sector and driver of the Balinese economy. It requires management that is friendly to the development of digital information technology in order to be sustainable in providing services to the community, including tourists.

## CONCLUSION

The implementation of E-Government of the Bali Provincial Government in managing digital-based tourism has provided many positive changes, starting from providing information related to tourism, tourism activities and annual events presented on the official website of the Bali Provincial Government, to holding events with the aim of digital transformation for both the community and the government. Furthermore, the Bali Provincial Government also provides easy access to information from the Bali Tourism One Stop Portal related to booking accommodation, e-ticketing, tourist destinations, online and offline transportation, the Bali tourism product marketplace, integrated cashless services, and other fields related to Bali tourism. In the implementation of E-Government, the Bali Provincial Government also collaborates to produce creative and innovative Human Resources (HR) based on technology, as well as cooperation through research and community service supported by the Bali Provincial Research and Innovation Agency, also involving all academics from universities in Bali.

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