

Abstract

Humans use the development of technology to digitize the business sector, one of which is in the tourism sector. One of the tourism places that has potential is tourism in the village of Alamendah. Tourism in Alamendah village has many tourist points that have the potential to get many visitors because of its natural beauty that is still maintained. However, tourism management in this village has not been maximized because it is still done manually, tourism information is still challenging to find on the internet. Therefore, tourism digitization will be carried out on tourism in the alamendah village. However, before implementing tourism digitization, it is necessary to first measure the readiness of tourism managers in Alamendah Village. Measurement is carried out by e-readiness to determine the level of readiness of tourism managers in the village of Alamendah in digitizing tourism. The measurement of e readiness in this study uses the Technology Readiness Index (TRI) developed by parasuraman. The variables measured include optimism, innovativeness, discomfort, and insecurity. The research method used is a literature study, questionnaires to 9 managers of tourist attractions in the village of Alamendah. To process the data, the product Pearson moment correlation was used to test the validity and Cronbach alpha to test the reliability of the questionnaire. After the data is tested for validity and reliability, then the TRI value is calculated. The results obtained in this study were 3.81. Based on the TRI category by Parasuraman in 2014, the level of readiness of tourism management in Alamendah village is in the high readiness index category.