

ABSTRACT

ourism plays a crucial role in both the economy and culture of West Java, a region endowed with significant natural and cultural resources. Despite its potential, the sector faces notable challenges, particularly in service quality, as evidenced by a decline in the tourist satisfaction index. This issue highlights a mismatch between tourist expectations and the services provided, as well as shortcomings in management and data collection systems. This research aims to design and develop a web-based tourism application for the West Java Tourism and Culture Office to enhance the management and quality of tourism services. The study employs the System Development Life Cycle (SDLC) framework with a prototyping approach, encompassing needs analysis, design, development, implementation, and evaluation through usability testing and user acceptance testing (UAT). The application is intended to improve the accuracy of data collection on tourism businesses, the reliability of information, stakeholder collaboration, and the handling of tourist complaints. The findings indicate that the application effectively enhanced data accuracy, information reliability, and stakeholder communication. However, there is still room for improvement in the areas of user interface design, data integration, and response speed to complaints. With appropriate implementation, this application is expected to enhance service quality, increase tourist satisfaction, and support the development of a more effective and sustainable tourism sector in West Java.

Keywords—Tourism, Application, Prototyping, Management, West Java