

Design and Implementation of a Web-Based E-Tourism Platform for Rural Religious Tourism: A Community-Based Case Study

Danang Satrio*, Didha Putri Citradika, Titi Rahayu Prasetiani, Dani Alfin P.
Universitas Pekalongan, Indonesia

Received : November 13, 2025

Revised : January 12, 2026

Accepted : March 28, 2026

Online : May 6, 2026

Abstract

This study aims to develop and evaluate a web-based e-tourism platform to enhance the promotion and accessibility of rural religious tourism in Indonesia. The research focuses on the shrine of Nyai Siti Ambariyah in Bukur Village, Pekalongan Regency, a culturally significant yet underpromoted pilgrimage site. A research and D approach using a prototype model was employed. Data were collected through literature review, observation, interviews with local stakeholders, and document analysis. The prototype website bukurdesareligi.com was designed and iteratively refined based on community feedback. Evaluation methods included usability testing, SEO performance analysis, and Google Analytics. Usability testing involved 30 participants consisting of local community members, visiting tourists, and site administrators. Results showed that over 85 percent of users could easily access key features, including historical content, event schedules, and visitor services. The platform integrates cultural and spiritual narratives with digital technology, functioning not only as an information tool but also as a cultural archive documenting rituals, oral histories, and promoting local small enterprises, UMKM. Its responsive design ensures cross-device accessibility, while SEO optimization enhances online visibility. Compared to prior studies with static systems, this platform offers a more interactive and holistic solution. The study concludes that web-based e-tourism effectively supports the digitalization of rural religious tourism by improving promotion, engagement, and heritage preservation. It contributes a replicable, community-driven model, although further multi-site and long-term evaluation is recommended to ensure scalability and sustainability.

Keywords: *Religious Tourism, E-Tourism, Web-Based Information System, Cultural Heritage, Rural Digitalization*

INTRODUCTION

The rapid integration of digital technologies has transformed tourism promotion and access; however, this transformation remains uneven, particularly in rural religious tourism destinations that continue to experience low digital visibility and fragmented information. While e-tourism has been widely acknowledged for enhancing accessibility and marketing effectiveness (Buhalis & Law, 2008; Buhalis, 2011), its implementation has largely focused on urban and commercial destinations. As a result, rural religious sites remain underrepresented in digital platforms, limiting their ability to reach broader audiences. Existing e-tourism studies primarily emphasize technological benefits but provide limited guidance on how digital platforms can be designed, implemented, and evaluated in rural, community-based contexts. Many systems remain static and insufficiently incorporate local socio-cultural content, while community participation is often overlooked (Karanasios, 2008; Suryadi & Fauzi, 2022). This reveals a clear gap between the theoretical potential of e-tourism and its practical application in rural religious tourism.

In Indonesia, this gap is particularly significant due to the strong cultural and economic role of religious tourism alongside uneven digital adoption at the village level. Despite national efforts to promote tourism digitalization, smaller rural destinations remain marginalized. The shrine of Nyai Siti Ambariyah in Bukur Village, Pekalongan Regency, represents a critical case characterized

Copyright Holder:

© Satrio, Citradika, Prasetiani & Alfin P. (2026)

Corresponding author's email: danangsatrio3003@yahoo.com

This Article is Licensed Under:



by high cultural significance but low digital presence, where promotion still relies on informal networks and unstructured information sources (Hadi, 2023; Santoso, 2024). To address this gap, this study develops and evaluates a web-based e-tourism platform using a Research and Development (R&D) approach with a prototype model. This study differs from prior research by providing a systematic, case-based implementation framework that integrates usability evaluation, SEO performance, and community feedback.

The novelty of this study lies in three key contributions: (1) the application of an R&D-based development framework tailored to rural religious tourism; (2) the integration of technical functionality with socio-cultural content, positioning the platform as both an information system and a digital cultural archive; and (3) the incorporation of community-driven inputs in the design and evaluation process. Through this approach, the study offers a more context-sensitive and replicable model for digitalizing rural religious tourism destinations.

Accordingly, the objectives of this study are:

- (1) to analyze the digitalization challenges of rural religious tourism in Pekalongan Regency;
- (2) to develop a web-based e-tourism platform for the Nyai Siti Ambariyah shrine; and
- (3) to evaluate its usability, visibility, and community relevance.

LITERATURE REVIEW

Theoretical Framework

This study is grounded in an integrated theoretical framework combining e-tourism (ICT in tourism), community-based tourism (CBT), and digital cultural representation. E-tourism provides the technological foundation for digitalizing tourism services and information (Buhalis, 2011), while community-based tourism emphasizes local participation and sustainability in tourism development. In addition, the concept of digital cultural representation highlights the role of digital platforms in preserving and communicating local heritage and identity. These three perspectives are combined to form the analytical lens of this study, where e-tourism is not only viewed as a technological tool but also as a socio-cultural system shaped by community involvement and local context. This framework guides the design, implementation, and evaluation of the developed platform.

Religious Tourism

Religious tourism refers to travel motivated by spiritual or religious purposes, often involving visits to sacred or historically significant sites. According to Yoeti (2006), it encompasses journeys undertaken to perform religious practices or pilgrimages. Beyond its spiritual dimension, religious tourism also plays a role in preserving cultural heritage and strengthening social identity (Pitana & Gayatri, 2005). Scholars have highlighted that religious tourism extends beyond individual spirituality to include cultural transmission and community engagement (Kurniawan, 2021). It contributes to local economies by supporting small businesses, tourism services, and employment, while also reinforcing social cohesion (Hasanah, 2020). However, despite its potential, religious tourism—particularly in rural areas—often faces challenges related to infrastructure, accessibility, and promotion. These limitations indicate the need for innovative approaches to enhance visibility and management.

E-Tourism and ICT in Tourism

E-tourism represents the application of information and communication technologies (ICT) in tourism to enhance information accessibility, marketing, and service delivery (Buhalis, 2011). It enables destinations to disseminate information efficiently, engage users interactively, and reduce dependency on traditional intermediaries (Buhalis & Law, 2008). Nevertheless, existing

implementations reveal several limitations. Studies show that many e-tourism platforms, particularly in developing contexts, remain fragmented, static, and poorly integrated ([Karanasios, 2008](#)). Small tourism enterprises often face constraints in adopting digital technologies due to limited resources and digital literacy. In Indonesia, although internet penetration has increased significantly, the adoption of e-tourism at the rural level remains uneven and underdeveloped ([Suryadi & Fauzi, 2022](#)).

Digitalization in Religious Tourism

The integration of digital technologies into religious tourism has been shown to improve visitor engagement and destination competitiveness. Web-based platforms provide access to historical narratives, travel information, and event schedules, enhancing user experience ([Hasanah, 2020](#)). Digital marketing strategies further strengthen the visibility of religious destinations in an increasingly online-driven tourism environment ([Kurniawan, 2021](#)). International studies support these findings. Digital platforms in pilgrimage routes, such as the Camino de Santiago, have improved navigation, communication, and user satisfaction ([Lois-González & Santos, 2015](#)). Similarly, in South Asia, digital presence has been associated with increased visitor engagement, particularly among younger tourists ([Shinde, 2012](#)).

RESEARCH METHOD

This study adopts a Research and Development (R&D) approach using a prototype model to design, develop, and evaluate a web-based e-tourism platform. The research is classified as exploratory and descriptive in nature. It is exploratory because it examines the implementation of e-tourism in a rural religious tourism context that remains underexplored in prior studies. It is descriptive as it systematically documents the stages of system development, implementation, and evaluation in a real-world setting. The R&D approach is appropriate as it not only examines theoretical aspects but also produces a functional system as a practical outcome, aligning with applied research in information system development ([Sugiyono, 2017](#); [Pressman and Maxim, 2014](#)).

This study employs a sequential exploratory mixed-method design, in which qualitative data collection and analysis are conducted in the initial stage to explore user needs, contextual factors, and socio-cultural characteristics of the destination. The findings from this qualitative phase are then used to inform the design and development of the system prototype. Subsequently, quantitative methods are applied to evaluate the effectiveness of the developed platform, including usability testing, SEO performance analysis, and website analytics. The integration of qualitative and quantitative data is conducted sequentially, where qualitative findings guide system development, and quantitative results validate system performance and usability. Both types of data are then interpreted together to provide a comprehensive understanding of the platform's technical effectiveness and its relevance to the local socio-cultural context.

The research was conducted in Bukur Village, Bojong District, Pekalongan Regency, focusing on the shrine of Nyai Siti Ambariyah as a rural religious tourism destination. A purposive sampling technique was used to select participants based on their relevance to the study. A total of 12 participants were involved in interviews, including local community members, religious leaders, tourism stakeholders, and visitors, to capture diverse perspectives on tourism development and digital needs. In addition, 30 participants were involved in usability testing, consisting of visitors, community members, and system administrators. This sample size is considered sufficient for identifying usability issues and evaluating system performance ([Nielsen, 2000](#)).

Data collection utilized multiple instruments. A semi-structured interview guide with thematic prompts was used to explore tourism challenges, digital needs, and cultural

representation. Observations were conducted using a checklist focusing on site conditions, visitor behavior, and infrastructure. Document analysis was performed on local archives and tourism reports to support contextual understanding. For system evaluation, a task-based usability testing checklist was employed, requiring participants to complete tasks such as accessing information, navigating pages, and submitting inquiries. A user feedback questionnaire was also used to assess user satisfaction, usability, and content clarity.

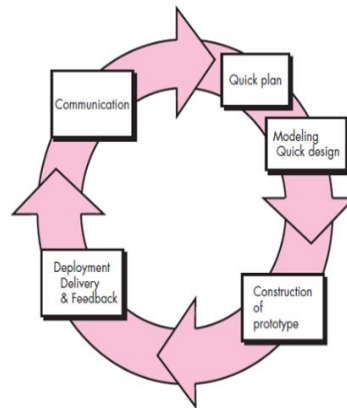


Figure 1. Prototype Model (Pressman and Maxim, 2014)

The system was developed using a five-stage prototype model (Pressman and Maxim, 2014), as illustrated in Figure 1. The process consists of: (1) communication, involving identification of user needs through interviews and observations; (2) quick design, where initial wireframes and interface structures were created; (3) prototype construction, involving the development of a functional website using a content management system with responsive design; (4) user evaluation, where the prototype was tested to assess usability and functionality; and (5) refinement, where iterative improvements were made based on user feedback until the final system was achieved. The developed platform focuses on information dissemination and user engagement, including historical content, visitor information, multimedia features, and contact forms. Although a simple inquiry or reservation form is provided, the system does not implement a full booking engine or payment gateway. Therefore, the scope of this study is limited to a web-based informational e-tourism platform rather than a fully integrated transaction-based system.

To ensure the rigor of qualitative data, this study employed thematic analysis with iterative coding procedures (Braun & Clarke, 2006). Interview transcripts and observation data were first analyzed using open coding to identify initial patterns, followed by axial coding to group these into broader themes such as usability, cultural representation, and system relevance. The coding process was conducted iteratively, with multiple reviews to ensure consistency and depth of interpretation. To enhance reliability, coding and interpretation were reviewed collaboratively among researchers, allowing cross-validation and reducing subjective bias. Furthermore, data triangulation was applied by comparing findings from interviews, observations, and user feedback. The results were also validated through member checking, where selected participants confirmed the accuracy of interpretations. These procedures ensure the credibility, dependability, and confirmability of the qualitative findings.

Research Site and Object

1. The research site is Bukur Village, Bojong District, Pekalongan Regency, which hosts the shrine of Nyai Siti Ambariyah. The object of the research is twofold:
2. The religious tourism destination the shrine, related rituals, and cultural heritage.
3. The digital platform a prototype web-based e-tourism system (bukurdesareligi.com),

designed to integrate information dissemination, promotional strategies, and visitor engagement.

4. This dual focus ensures that the research captures both the heritage content (what is being promoted) and the technological medium (how it is being promoted).

Data Collection Methods

1. Multiple techniques were used to collect data, aligning with the multidimensional nature of the research:
2. Literature Review: Academic sources, government reports, and prior studies on religious tourism and e-tourism were analyzed to establish the theoretical framework and identify gaps.
3. Observation: Direct observation at Bukur Village was conducted to document the current state of the shrine, visitor flows, infrastructure, and community engagement.
4. Interviews: Semi-structured interviews with key stakeholders including local government representatives, religious leaders, community members, and visitors were undertaken to gather insights into needs, expectations, and challenges.
5. Document Analysis: Local archives, village records, and tourism reports were examined to enrich historical and contextual understanding.
6. System Evaluation Data: After website deployment, visitor traffic statistics, feedback forms, and usability test results were collected to assess platform effectiveness.
7. These methods collectively ensure triangulation, enhancing the reliability and validity of the findings.

System Development Approach

The study adopted the Prototype Model of system development. This model is particularly suitable for projects where user feedback and iterative improvement are essential. The prototype approach follows several stages:

1. Communication
2. Identification of stakeholder needs through interviews and observations.
3. Mapping of key requirements: historical information, visitor guidelines, multimedia galleries, online reservations, and interactive features such as testimonials.

Quick Design

1. Drafting of initial wireframes and mock-ups of the website, focusing on user interface (UI) and user experience (UX).
2. Preliminary content structuring, including historical narratives, maps, schedules, and local product promotion.

Prototype Construction

1. Development of a working prototype using WordPress CMS, integrated with plugins such as Elementor (for design), Yoast SEO (for optimization), and Contact Form 7 (for communication).
2. Implementation of responsive design to ensure accessibility across devices (desktop, tablet, mobile).

Evaluation by Users

The prototype was tested by community members, administrators, and potential visitors. Feedback was collected on usability, design aesthetics, information completeness, and cultural

appropriateness.

Refinement

1. Iterative revisions were made based on feedback.
2. SEO adjustments, multimedia enrichment, and integration of Google Analytics were conducted for improved visibility and monitoring.

Finalization and Deployment

1. The final product, bukurdesareligi.com, was launched publicly, with hosting and domain registration completed.
2. This approach not only produced a functional system but also ensured that the platform was community-driven and culturally grounded.

Data Analysis and Evaluation

Data analysis was conducted using both qualitative and quantitative techniques. Qualitative data were analyzed using thematic analysis (Braun & Clarke, 2006) to identify patterns related to user needs, cultural representation, and system relevance. Quantitative data were analyzed using usability metrics such as task success rate, completion time, and error rate, as well as website analytics, including visitor traffic and session duration. Task-based usability testing is widely recognized as an effective method for evaluating system performance and user interaction. To ensure validity and reliability, this study employed data triangulation, stakeholder validation, iterative testing, and systematic documentation of the development process.

Qualitative Analysis

1. Thematic analysis of interview transcripts and observation notes identified key themes such as the cultural significance of Nyai Siti Ambariyah, community expectations, and barriers to tourism development.
2. Content analysis was applied to assess how historical and cultural narratives could be represented effectively on the website.

Quantitative Analysis

1. Website analytics (e.g., visitor numbers, session duration, bounce rate) were collected via Google Analytics.
2. Usability testing employed task-based evaluation, where users were asked to complete predefined tasks (e.g., finding directions, accessing event schedules, submitting a contact form). Metrics such as task success rate, completion time, and error frequency were analyzed.
3. SEO performance was measured using keyword rankings and site visibility on Google Search Console.
4. This dual-layer analysis enabled comprehensive evaluation of both the cultural relevance and technical effectiveness of the platform.

Validity and Reliability

1. Triangulation of data sources: Combining interviews, observations, and analytics ensured that findings were not biased by a single method.
2. Stakeholder validation: Draft findings and prototypes were shared with community stakeholders for feedback and verification.
3. Iterative prototyping: Multiple rounds of testing and refinement enhanced reliability by

reducing system errors and aligning design with user needs.

4. Documentation of procedures: Every stage, from data collection to system design, was documented to ensure transparency and replicability.

FINDINGS AND DISCUSSION

Findings

Participant Profile

Usability testing in this study involved a total of 30 participants selected through purposive sampling to ensure representation of key user groups. The participants consisted of 15 visitors or tourists (50%), 10 local community members (33%), and 5 system administrators (17%). This composition reflects a balanced inclusion of end-users and system managers, allowing for a comprehensive evaluation of the platform's usability and cultural relevance. The participants ranged in age from 18 to 55 years and demonstrated varying levels of digital literacy, ensuring the system was tested across diverse user capabilities.

Usability Testing Results

Usability testing was conducted using task-based scenarios that included accessing historical information, viewing tourism content, navigating the website, and submitting inquiries. The results show that the platform performs well in supporting user interaction. The overall task success rate reached 86.7% (26 out of 30 participants), indicating that most users could complete the assigned tasks without assistance. The average task completion time was 1.8 minutes, reflecting efficient navigation and interaction. An error rate of 13.3% was recorded, suggesting that some users experienced minor difficulties. In terms of user perception, the platform obtained a satisfaction score of 4.2 out of 5, indicating a generally positive user experience.

Task-Level Analysis

A more detailed task-level analysis revealed variations in performance across different activities. The highest success rate was observed in accessing historical information (93%), followed by viewing the tourism content list (90%). Navigation-related tasks achieved a success rate of 83%, indicating some challenges in menu structure and interface clarity. The lowest success rate (80%) was recorded in the task of submitting feedback through the contact form, suggesting that the form design and interaction flow still require refinement to improve usability.

Qualitative Findings

Qualitative feedback from participants provided deeper insights into the user experience. Many users praised the platform's simplicity and ease of navigation, as illustrated by the statement: "The website is simple and easy to navigate" (P7). However, several participants noted minor usability issues, particularly regarding menu clarity, with one stating: "Some menus are unclear" (P3). Participants also appreciated the historical content, with one commenting: "The historical explanation helps me understand the site better" (P15). Overall, these findings indicate that while the platform is generally user-friendly, further improvements in interface clarity and interaction design are necessary.

SEO and Website Performance

The performance of the website was evaluated over four weeks after its public deployment. During this period, the platform recorded 1,250 unique users, demonstrating initial success in attracting visitors. The average session duration was 2.4 minutes, suggesting meaningful engagement with the content. The bounce rate was relatively low at 38%, indicating moderate user

retention. Additionally, 18 pages were successfully indexed by search engines, and the website achieved top 10 Google rankings for several local keywords related to religious tourism in Pekalongan. These results reflect a significant improvement in the platform's online visibility and accessibility, especially within the local and regional context.

Discussion

The findings demonstrate that the developed platform effectively improves accessibility, usability, and digital visibility of rural religious tourism. The high task success rate (86.7%) and positive satisfaction score (4.2/5) confirm that the system is functional and user-friendly, supporting prior research on the effectiveness of e-tourism platforms (Buhalis & Law, 2008).

This study extends previous work by successfully integrating rich socio-cultural content, transforming the platform into both an information tool and a digital cultural archive. Unlike many existing platforms that focus solely on functional or commercial aspects, this system incorporates historical narratives, rituals, oral histories, and local identity, thereby enhancing user engagement and cultural relevance. The results also highlight the importance of community participation in system development. Iterative feedback from local stakeholders contributed to continuous improvements, ensuring that the platform truly reflects local identity and user needs. This participatory and context-sensitive approach distinguishes the current study from many technology-driven e-tourism projects.

It is important to clarify that although the platform includes a simple contact/inquiry form (which visitors may use for informal reservation requests), it is fundamentally designed as an informational e-tourism platform and does not include a full online reservation engine or payment gateway. This scope was deliberately chosen in line with the resource constraints and primary needs of the rural community, focusing on promotion, accessibility, and cultural documentation.

Despite these strengths, the findings reveal areas for improvement. The lower success rate in the feedback submission task (80%) and the overall error rate (13.3%) indicate that interface design—particularly navigation menu structure and form usability—requires further refinement. Additionally, while initial SEO performance and visitor traffic are promising, longer-term evaluation is needed to assess sustained impact, economic benefits, and scalability.

The development of the web-based e-tourism platform bukurdesareligi.com has demonstrated that the prototype model is effective for aligning technological innovation with the cultural and spiritual needs of rural religious tourism. Its responsive design ensures accessibility across multiple devices, while the integration of multimedia galleries, historical content, and visitor testimonials creates a more holistic and engaging user experience.

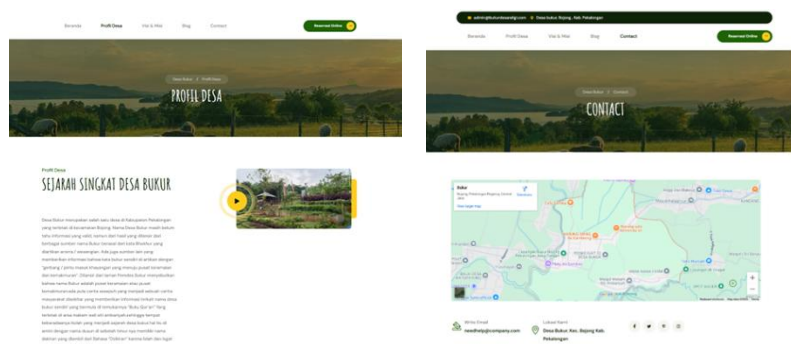


Figure 2. Cultural narratives and local identity

Usability testing revealed that most users were able to navigate the website effectively, access relevant information, and complete key tasks with minimal difficulty. The success rate of

user tasks, supported by short completion times and low error rates, confirms that the system design was both intuitive and functional. This aligns with findings from [Hasanah \(2020\)](#), who observed that user-friendly web-based systems significantly increase visitor engagement in religious tourism. Yet, the present study advances this conclusion by embedding a stronger emphasis on interactivity and cultural authenticity. Whereas previous research highlighted static information systems with limited scope, the current platform introduces interactive features and real-time updates that improve visitor preparedness and engagement.

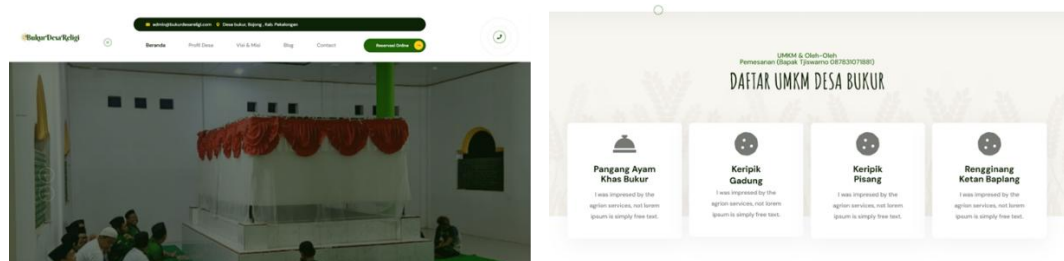


Figure 3. Engine optimization and Digital visibility

Another important outcome relates to search engine optimization and digital visibility. The integration of SEO strategies and Google Analytics tools allowed the platform to appear on search results shortly after its deployment. This is a notable improvement compared to earlier studies, such as those by [Kurniawan \(2021\)](#), which underlined the challenges of limited online visibility for religious tourism sites. The current findings indicate that proactive SEO integration during the design phase can effectively overcome this limitation. In addition, visitor analytics provide continuous feedback that enables adaptive content management, an aspect often neglected in previous web-based tourism systems.

Perhaps the most distinctive contribution of this research is the way it integrates community perspectives and cultural preservation into digital development. Beyond being a promotional tool, the website serves as a cultural archive, documenting the oral histories and rituals associated with Nyai Siti Ambariyah. This dual function as both a tourism platform and a heritage preservation tool addresses a gap identified in earlier works, which often separated technological innovation from socio-cultural content. In this respect, the research aligns with the perspective of [Rogers \(2003\)](#) in the Diffusion of Innovations theory, demonstrating that successful technology adoption in local communities depends on perceived cultural relevance and social endorsement.

The community reception of the platform further highlights its impact. Local stakeholders viewed [bukurdesareligi.com](#) not only as a means to attract visitors but also as a legitimate representation of their religious and cultural identity. This outcome is particularly important when compared to international cases, such as the Camino de Santiago in Europe, where digital platforms are often externally developed and sometimes detached from community narratives ([Lois-González & Santos, 2015](#)). In contrast, the participatory development process of [bukurdesareligi.com](#) ensured cultural authenticity and strengthened local ownership.

Overall, the findings indicate that the integration of ICT in religious tourism is not merely a matter of technological advancement but also of socio-cultural adaptation. The present study diverges from earlier works that primarily evaluated technical efficiency or marketing outcomes, by demonstrating how digital platforms can simultaneously enhance visitor accessibility, preserve local heritage, and empower rural communities. This multi-dimensional contribution underlines the novelty and scientific merit of the research.

CONCLUSIONS

This study has demonstrated that the development of a web-based e-tourism platform can significantly enhance the visibility, accessibility, and sustainability of rural religious tourism destinations. By focusing on the shrine of Nyai Siti Ambariyah in Bukur Village, Pekalongan, the research highlights how digital transformation can bridge the gap between local cultural heritage and global tourism practices. The findings indicate that the prototype model was effective in producing a platform that is both technically functional and culturally authentic. The integration of historical narratives, multimedia documentation, and interactive features distinguishes this platform from previous systems that often provided only static information.

The results confirm that usability and accessibility were achieved through responsive design and user-friendly interfaces, enabling a wide range of visitors to navigate the site efficiently. The incorporation of SEO and analytics tools further ensured that the platform reached broader audiences while enabling continuous monitoring of its performance. Importantly, the website not only serves as a promotional tool but also as a means of cultural preservation and community empowerment, thereby broadening the scope of e-tourism beyond its conventional role.

In comparison with earlier studies, the present research contributes by offering a holistic model that integrates technical development, cultural identity, and community participation. Thus, the scientific novelty of this research lies in its demonstration of how ICT can be localized to support religious tourism in rural settings, simultaneously addressing issues of digital visibility, visitor experience, and cultural sustainability. In comparison with earlier studies, this research contributes by proposing an integrative model that combines system development, cultural representation, and community participation within a single framework. While many previous studies emphasize either technological functionality or user experience, this study highlights the importance of aligning digital design with local cultural contexts and community dynamics. Thus, the scientific contribution of this research lies in demonstrating how ICT can be contextually adapted and localized to support rural religious tourism development. The novelty of the study is not merely in the use of web-based technology, but in the way technological design is systematically integrated with cultural content and community involvement. This integrative approach provides a more comprehensive understanding of how e-tourism platforms can simultaneously enhance digital visibility, improve visitor experience, and support cultural sustainability in rural settings.

LIMITATION & FURTHER RESEARCH

Despite its contributions, this research is not without limitations. First, the study was conducted with a single case site, focusing exclusively on Bukur Village. While this provides in-depth contextual insights, it also limits the generalizability of the findings across different cultural and religious tourism contexts. As commonly noted in case-based and applied ICT tourism studies, findings derived from a single setting tend to be context-specific and require further validation in broader environments. Therefore, future research should extend the study to multiple rural destinations to examine the consistency and adaptability of the proposed model.

Second, the evaluation of the platform was primarily short-term, relying on usability testing and initial system performance indicators. While these measures are appropriate for prototype validation, they do not capture long-term outcomes such as sustained visitor engagement, economic impact on local communities, or long-term cultural preservation. Previous studies in e-tourism and digital tourism development emphasize that the effectiveness of digital platforms should be assessed through longitudinal approaches to better understand their sustainability and real-world impact. Accordingly, future studies are encouraged to adopt longitudinal designs to evaluate these broader dimensions.

Third, the platform development was constrained by technical and financial limitations that are commonly encountered in rural tourism contexts. As a result, several advanced features typically discussed in the e-tourism literature—such as integrated booking systems, digital payment gateways, immersive technologies, and mobile-based extensions—were not implemented in this phase. While the current platform fulfills its primary informational and promotional functions, the absence of these features indicates opportunities for further system enhancement. Future research should explore the feasibility and impact of integrating such technologies to improve user engagement and system competitiveness.

Finally, although the platform incorporates cultural narratives and localized content, it does not yet fully utilize cross-platform integration with social media and broader digital tourism ecosystems. Existing studies highlight the growing importance of interconnected digital platforms in shaping destination visibility, user interaction, and information dissemination. Therefore, future research should investigate strategies to integrate local e-tourism platforms with social media channels and larger tourism networks, both at national and international levels, in order to strengthen digital presence and outreach. In summary, while this study provides a functional and context-sensitive model of rural religious e-tourism, further research is necessary to expand its applicability, evaluate its long-term sustainability, and incorporate more advanced digital features. Addressing these limitations will enhance both the practical relevance and theoretical contribution of the proposed model within the broader discourse of digital tourism development.

REFERENCES

- Braun, V. and Clarke, V. (2006) Using Thematic Analysis in Psychology. *Qualitative Research in Psychology*, 3, 77-101.
- Buhalis, D. (2011). *E-tourism: Contemporary tourism reviews*. Contemporary Tourism Reviews.
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- Hadi, S. (2023). Sejarah Nyai Siti Ambariyah dan perannya dalam penyebaran Islam di Pekalongan. *Jurnal Sejarah Islam Nusantara*, 11(2), 101–115.
- Hasanah, S. (2020). Pengembangan sistem informasi berbasis web pada destinasi wisata religi di Jawa Tengah. *Jurnal Pariwisata dan Teknologi Informasi*, 8(2), 45–58.
- Karanasios, S. (2008). *An e-commerce framework for small tourism enterprises in developing countries* (Doctoral dissertation, Victoria University).
- Kurniawan, A. (2021). Strategi digital marketing untuk peningkatan daya saing wisata religi di Indonesia. *Jurnal Ekonomi dan Pariwisata*, 10(1), 21–34.
- Lois-González, R. C., & Santos, X. M. (2015). Tourists and pilgrims on their way to Santiago: Motives, Camino de Santiago, and cultural tourism. *Journal of Tourism and Cultural Change*, 13(2), 149–164. doi:10.1080/14766825.2013.863458
- Nielsen, J. (2000). *Why You Only Need to Test with 5 Users*. <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>
- Pitana, I. G., & Gayatri, P. G. (2005). *Sosiologi pariwisata*. Andi.
- Pressman, R. and Maxim, B. (2014) *Software Engineering: A Practitioner's Approach*, 8th Edition. McGraw-Hill. Boston.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Santoso, D. (2024). Sejarah dan peran Nyai Siti Ambariyah dalam penyebaran Islam di Pekalongan. *Jurnal Sejarah Islam Nusantara*, 10(1), 89–98.
- Shinde, K. (2012). Religious tourism and religious tolerance: Insights from pilgrimage sites in India. *Tourism Recreation Research*, 37(2), 179–189

- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=1136047>
- Suryadi, F., & Fauzi, M. (2022). Pengembangan wisata religi di Kabupaten Pekalongan: Peluang dan tantangan. *Jurnal Pariwisata dan Kebudayaan*, 17(1), 45–60.
- Yoeti, O. A. (2006). *Pariwisata: Perencanaan dan pengembangan*. PT Pradnya Paramita.