

Observation-Based Needs Assessment for Developing a FAQ-Based Tourism Information System Prototype in Penglipuran Tourism Village

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Abstract.

The availability of accurate and accessible tourism information plays an important role in supporting visitor experiences and sustainable tourism development. However, tourism information in Penglipuran Tourism Village is distributed through multiple communication channels, potentially causing fragmented information delivery and difficulties for visitors in obtaining consistent information. This community service study aimed to identify the digital information needs of Penglipuran Tourism Village and formulate a conceptual design recommendation for a web-based Frequently Asked Questions (FAQ) tourism information system. A qualitative descriptive approach was employed using field observation and an observation-based needs assessment. The observation findings were analyzed to identify existing conditions, evaluate the current digital information ecosystem, determine functional system requirements, and develop a conceptual prototype. The results revealed several issues, including fragmented tourism information, repetitive visitor inquiries, limited accessibility of official digital information, and scattered information regarding local micro, small, and medium enterprises (MSMEs). These findings were translated into functional requirements, an information architecture, and a conceptual prototype consisting of a centralized homepage, keyword-based search, categorized FAQ pages, an MSME directory, and contact services. The proposed prototype serves as an evidence-based design recommendation that reflects the actual information needs identified during field observation and provides a foundation for future implementation of digital tourism information services. This study demonstrates that observation-based needs assessment can support the development of user-centered digital solutions for tourism villages while contributing to sustainable tourism information management.

Keywords: *Faq-Based Tourism Information System; Observation-Based Needs Assessment; Penglipuran Tourism Village; Smart Tourism; Sustainable Tourism*

I. INTRODUCTION

Tourism villages play a vital role in driving the economic growth of a location by providing job opportunities, fostering the growth and development of micro, small, and medium-sized enterprises

(MSMEs), and promoting cultural heritage (Aluculesei et al., 2025; Fafurida et al., 2024; Yanan et al., 2024). Accurate, accessible, up-to-date information before and during the visit is expected of the tourism destination in a much more integrated digital information service that corresponds to the rapid development of information and communication technologies (Myrovali et al., 2025). In recent years, research has pointed out that smart tourism applications are not restricted to the use of digital technologies but also involves integrated information management, active community engagement, and sustainability of tourism destinations for enhancing tourism experiences and aiding the economic development of destinations (Hermawan et al., 2025; Myrovali et al., 2025).

Among the most popular cultural tourism destinations in Indonesia is Penglipuran Tourism Village in Bali's Bangli Regency. The village is known for the maintenance of the traditional settlement pattern, local wisdom, environmental cleanliness and community-based tourism management (Pratiwi & Wikantiyoso, 2022; Romadhan & Yuliani, 2025). Penglipuran already becomes an icon tourist attraction for overseas and domestic tourists due to the above characteristics every year. The surge in tourists presents enormous economic potential for the local communities in the forms of tourism-related activities, such as accommodation and culinary businesses, handicrafts, cultural performances, among others. Therefore, provision of a reliable tourism information has become a vital precondition to SDG 8, especially making tourism more sustainable and encouraging job creation and bolstering local economies (Myrovali et al., 2025).

One of the main features of smart tourism destinations is the digital transformation. A range of studies have shown that centralized tourism information systems have a positive impact on increasing the accessibility of information, managing destinations, fostering tourism stakeholders' association and increasing visitors' satisfaction. The success of digital tourism proposals, however, is equally based on the match of the digital solutions with the needs of managers and inhabitants of each of the tourism poles. Planning that includes community participation is thus seen as an important element to ensure that technological innovations are relevant, practical, and sustainable (Aliah, 2026; Putu et al., 2026; Retnowati et al., 2024).

Observations in Penglipuran Tourism Village showed that the dissemination of tourism information still relied on various communication media such as physical information boards, verbal information from the tourism officer, and various other media which did not have a center. This method of information dissemination can result in mixed messages about ticket prices, hours of operations, village rules and regulations, attractions to see, products to buy and other information for the tourists. This means that tourism authorities are still inundated with the same questions from travelers, and tourists might have trouble accessing official data prior to visiting. The above conditions suggest that the digital information ecosystem has not been able to optimally support efficient tourism services yet.

Another field observation was that the website for tourism observed during the field period is unavailable. This doesn't mean that digital services are not available in perpetuity, but it does show that an official web-based information source is not always available to visitors when planning. In these situations, visitors are more likely to rely upon unofficial social media material, personal blogs, online rating or on the direct contact with the tourism officer. This is why it is important that the digital information system can be stable, centralized, easily maintained, and provide consistent tourism information.

Past CS projects in tourism villages tend to be on the development and implementation of digital platforms, providing digital literacy training, or assessing existing digital information systems. In parallel, few studies highlight stakeholder needs to be identified in a systematic manner before technology development is initiated. Firstly, a direct field observation of the needs will reveal what the real problem is in the operation of the tourism managers and local communities so that the risk of creating a technological solution that does not correspond to the problem can be reduced. This aligns with the principles of user-centered system development, in which users' needs are the central basis for designing a system (Aliah, 2026; Retnowati et al., 2024).

Through this consideration, this community service study used a method of needs assessment through observation to determine the needs for digital information in Penglipuran Tourism Village. This study did not attempt to directly apply a web application but rather converted the findings in the field to functional system requirements, and then remotely designed a conceptual prototype of a web-based information system, specifically a Frequently Asked Questions (FAQ) system. The proposed prototype is an initial design recommendation which is based on the information needs found in the field observation and will be adequate to future implementation of digital tourism information services. This study has added to the accumulating knowledge on community-based digital tourism by showing how participatory field observations can be translated into technology design recommendations in the case of Penglipuran Tourism village to achieve sustainable tourism development.

II. METHODS

2.1 Study Design

The method used in this community service study was qualitative descriptive method with field observation and observation based needs assessment to find out a digital information need of Penglipuran Tourism Village. The activity was not aimed at implementing a digital application, but to understand what kind of tourism information services are currently available, what operational problems exist and what were the identified needs translated into a prototype web application called a Frequently Asked Questions (FAQ) information system. A needs assessment approach was chosen because it can help to make technology recommendations relevant and sustainable in the future to the extent that they are based on real-life experiences of stakeholders.

2.2 Study Location

The observation was held in Penglipuran Tourism Village in Bangli Regency, Bali, Indonesia. The selection of the village was due to the fact that the village is one of the most prominent villages for cultural tourism in Indonesia which has a large number of domestic and foreign tourists. The village has introduced various promotional methods at digital level, but there are signs that, according to field observations, there is scope for improving centralized tourism information services.

2.3 Observation Process

The observation process was carried out in four stages that can be seen in Figure 1 following: to find out the needs for digital information in Penglipuran Tourism Village and to translate it into a prototype of a Web-Based FAQ Information System.



Figure 1. Observation Process in Four Sequential Stages

2.4 Data Analysis

All collected observation data were analyzed with descriptive qualitative analysis. The analysis was carried out in four stages as follows:

1. organizing field observation notes
2. identifying recurring problems
3. grouping the identified problems into system requirements
4. translating the requirements into prototype features.

The emphasis of the analytical process focused on how the observed community needs and the proposed digital solution are related.

2.5 Research Flow

The research process was structured in order to gradually move from field observations to the conceptualization of a prototype of a web-based FAQ information system. Direct observation was used to grasp the current state of the tourism information services and this was followed by a process. These results were then analysed to assess the existing information environment in the digital world and to understand the operational issues that visitors and tourism managers faced. These problems were subsequently mapped to functional requirements that were used to define the features of the system and information architecture. Lastly, the proposed architecture was materialized as a prototype of the tourism village Penglipunan visible in web. The general stream of research is outlined in Figure 2.

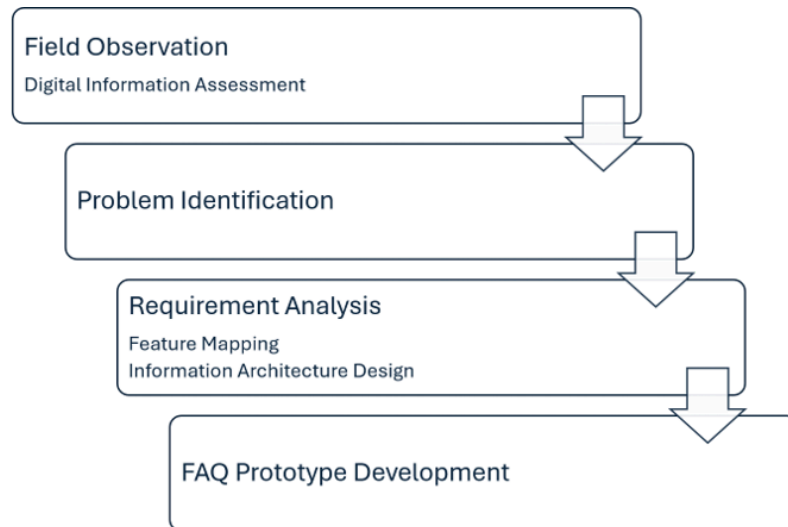


Figure 2. Research Flow of the Observation-Based Needs Assessment

2.6 Observation Aspects

To ensure a systematic needs assessment, the field observation focused on several aspects related to tourism information services and digital readiness in Penglipuran Tourism Village. The aspects of observation were developed based on the objectives of the community service activity which are related to the determination of conditions in the field, the needs for information, and the functional needs for the design of the web-based information system in the form of frequently asked questions (FAQ). Direct observation and documentation in the field, along with analysis of available digital information services, were allowed for each aspect. The results of these observations were used to define the system requirements and to design the prototype. Table 1 displays the observation aspects, indicators and expected output.

Table 1. Observation Framework for the Needs Assessment

Observation Aspect	Indicator	Expected Output
Tourism Information	Availability, completeness, and accessibility of tourism information	Identification of information gaps
Digital Information Services	Availability and accessibility of digital platforms	Evaluation of existing digital services
Visitor Information Needs	Types of information frequently required by visitors	Functional requirements for the FAQ system
Tourism Information Management	Current methods of delivering tourism information	Identification of service limitations
Local Business Information	Availability of information regarding MSMEs and local products	Requirements for MSME information pages
Digital Readiness	Existing digital infrastructure supporting tourism information	Recommendation for future digital implementation

2.7 Outputs of Each Research Stage

Specific products were generated at each stage of the observation process which became the inputs for the next stage. This sequential method enabled the proposed prototype not to be based on assumptions of the researcher, but to be taken from the realities found in the field observation.

Table 2. Outputs of Each Research Stage

Research Stage	Main Activity	Output
Field Observation	Observing existing tourism information services and visitor interactions	Existing condition report
Digital Information Assessment	Evaluating digital information media and accessibility	Digital service evaluation
Problem Identification	Identifying issues and information gaps	List of identified problems
Requirement Analysis	Translating identified problems into system requirements	Functional requirements
Feature Mapping	Matching requirements with proposed system features	Feature specification
Information Architecture Design	Designing the structure and navigation of the proposed system	Information architecture
FAQ Conceptual Prototype Design	Developing the conceptual prototype of the web-based FAQ system	Web-based FAQ prototype

III. RESULT AND DISCUSSION

3.1 Existing Condition of Tourism Information Services

Field observation showed that in Penglipuran Tourism Village, the delivery of tourism information services is done by various communication media. Tourism officers, physical signs, brochures, social media and search engine results are the sources of information for visitors. These channels offer valuable information but are not congregated and information is delivered in a fragmented manner.

The research team during observation found that from the data of the ticket price, operating hours, village rules, amenities of the village, tourism attractions and tourism supporting establishments, each of them was disseminated on different media. Thus, visitors had to perform "multiple search" to get full information.

In addition, during the observation period, the official tourist site mentioned in the observation was unavailable. Consequently, digital information services could not be used as proper information for visitors. This situation might lead tourists to use unofficial information channels such as social media, travel blogs and visitor reviews, which not always provide current, accurate information.

The results show that, overall, Penglipuran Tourism Village has substantial tourism potential; but there is still room for improvement when giving digital information, where there still has to be a centralized web-based platform.



Figure 3. The condition of Penglipuran Village

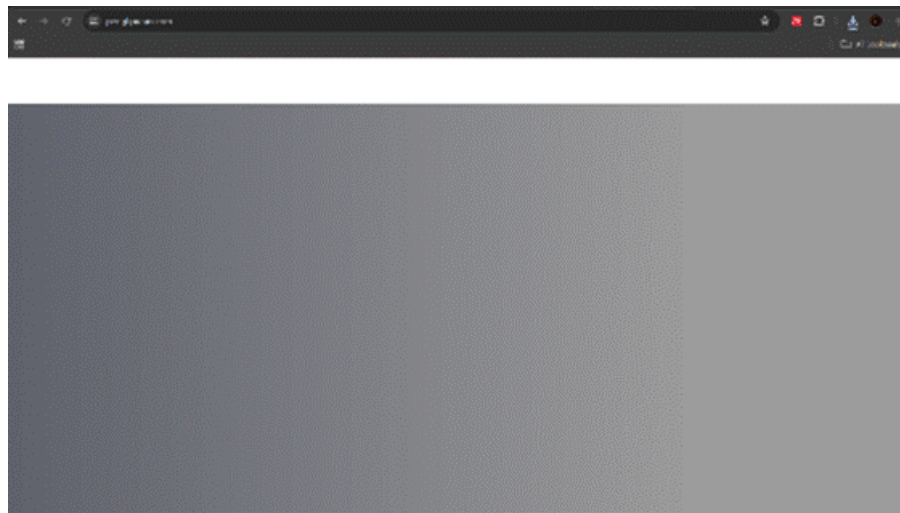


Figure 4. The condition of Information Dissemination of Penglipuran Village

3.2 Problem Identification

From the field observation several problems on the tourism information services were found. These issues primarily relate to the accessibility of information, consistency and availability of digital services. A summary of the identified problems can be seen in Table 3.

Table 3. Identified Problems

Observation Findings	Implications
Information distributed through multiple media	Fragmented information
Visitors frequently ask similar questions	Repetitive information requests
Official website could not be accessed during observation	Limited digital information availability
MSME information scattered	Low visibility of local products

Tourism regulations difficult to locate

Limited accessibility of tourism
information

3.3 Requirement Analysis

The issues that were noted during the field observation were converted to functional requirements to make sure that the developed system addressed real requirements of both parties, the visitors as well as the tourism managers. Then, each functional requirement can be identified with one or more features of the proposed tourism Information System based on FAQ; this is shown below. The requirement analysis bridges the gap between the observed problems and the proposed system architecture and defines a relationship between them, making sure that each feature to be added to the prototype is directly related to met community needs.

Table 4. Requirement Analysis

Identified Problem	Functional Requirement	Proposed Feature
Tourism information is distributed across multiple media, making it difficult for visitors to obtain complete and consistent information.	Provide a centralized web-based tourism information platform.	Homepage as the central information hub integrating all tourism information.
Visitors frequently ask similar questions regarding tourism services.	Provide a Frequently Asked Questions (FAQ) module.	FAQ page containing categorized questions and answers.
Visitors experience difficulty locating specific information quickly.	Provide a search functionality to retrieve relevant information efficiently.	Search feature with keyword-based search.
Tourism information covers various topics that require better organization.	Organize information into thematic categories.	FAQ Categories (General Information, Tickets, Opening Hours, Attractions, Facilities, Village Regulations, Transportation, Accommodation, and Others).
Information about local MSMEs is scattered and difficult to access.	Provide a centralized directory of local businesses.	MSME Directory categorized by Culinary, Handicrafts, Souvenirs, and Other Local Products.
Visitors need an official communication channel to obtain further assistance.	Provide contact and communication services.	Contact page containing contact information, Google Maps, and feedback form.

The proposed system, as outlined in Table 4, focuses on management of information in a centralized way, in the form of a FAQ. Rather than offering typical static web pages for tourism information, it has divided the information that is consistently sought after into thematic categories of frequently asked questions with a key-word search function. This method allows visitors to get information more efficiently, as well as minimising the repetition of questions being asked to tourism officers. Furthermore, there is an MSME directory page and contact page, which helps to promote the various MSMEs operating in the village and helps the visitors to connect with the village management.

3.4 Information Architecture

Functional requirements identified were converted to the proposed information architecture of the FAQ system. The design of the architecture was intended to allow easy navigation for the user and for easy access to tourism information to prospective visitors as illustrated in Figure 5. The sitemap is an illustration of the relationship between the functional requirements discovered and the proposed components of the website. The process of observation identified the functional requirements that were then addressed by the primary menu design, with each primary menu item representing one or more functional requirements to keep the proposed architecture user centred and problem oriented.

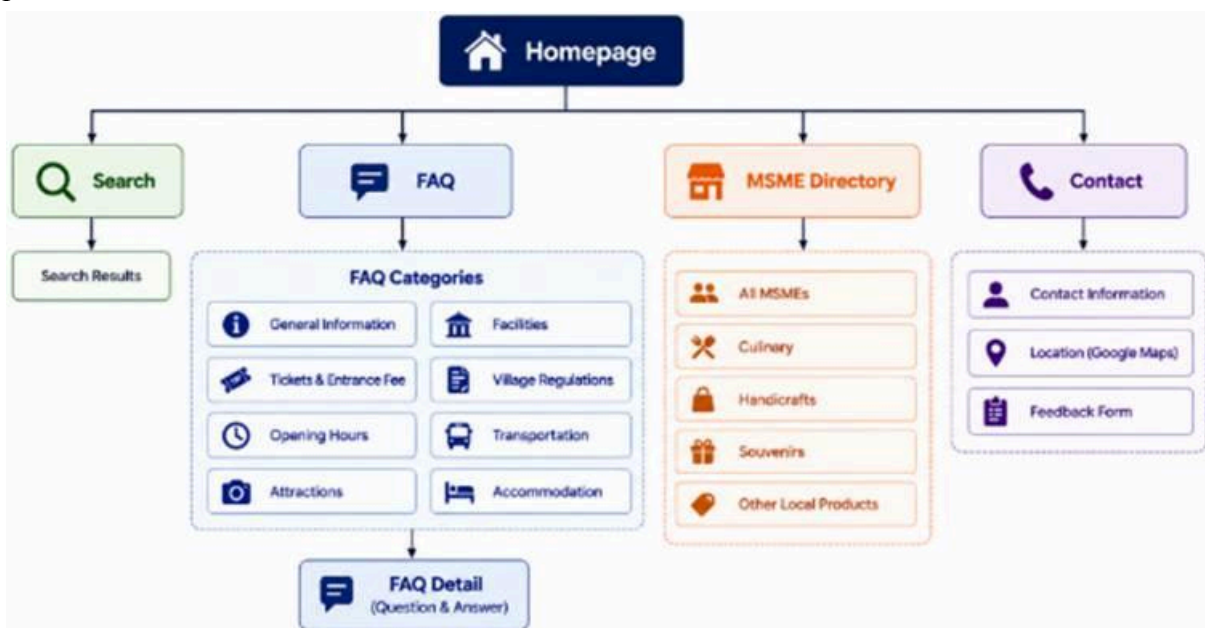


Figure 5. Sitemap of the Proposed FAQ-Based Tourism Information System

3.5 FAQ Prototype

Based on the identified requirements and information architecture, a conceptual prototype of the proposed web-based FAQ information system was developed. The prototype visualizes how tourism information can be presented in a centralized, user-friendly, and responsive interface.

The prototype consists of several pages, including:

- Homepage
- Search
- FAQ
- FAQ Categories

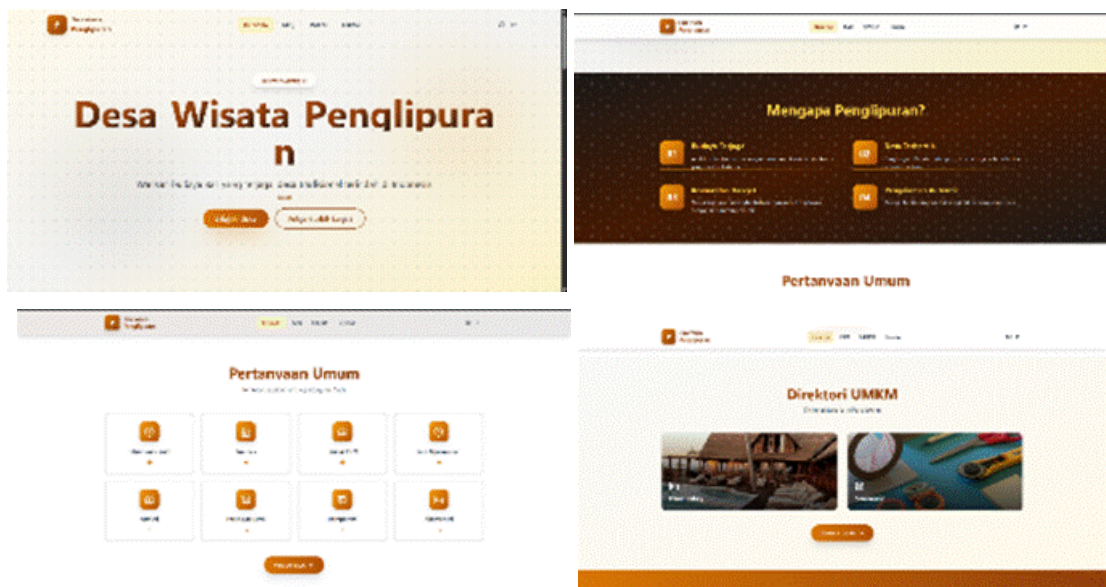
- FAQ Detail (Question & Answer)
- MSME Directory
- Contact

Home page serves as the main starting point and offers links to the main services of the system. The search feature allows visitors to effectively find the information they want via keyword and the FAQ module is subdivided into themed areas and gathers tourism information in order to answer questions themed around general information, ticketing, opening hours, attractions, facilities, transportation, accommodation and village regulations. The questions that are selected will lead to a detailed answer. Furthermore, the prototype has a section dedicated to providing an MSME directory to encourage local business and a contact page to enable the official communication, location and feedback to visitors.

The design of the prototype is proposed based on the field observation and requirement analysis, which is an initial design recommendation. It is designed to showcase the user interface, navigation flow and information architecture without the actual implementation of the system or user testing.

3.5.1 Homepage

The proposed home page, like the one shown in figure 6, is the main entry point to the tourism information system based on the FAQ. It aims to give the visitors a simple and straightforward interface which enables them to easily access the main office services. The prominent search bar feature is positioned in the middle of the homepage so that visitors can utilize the search function of the website by entering key words, where tourism-related information is available. The home page also offers direct access to other modules such as FAQ, MSME Directory and contact, making it easy for visitors to find information that is oftentimes required without having to dig through multiple sources. Overall, the centralized design aligns with the need for a single digital platform to house all tourism information and enhance accessibility and user experience.



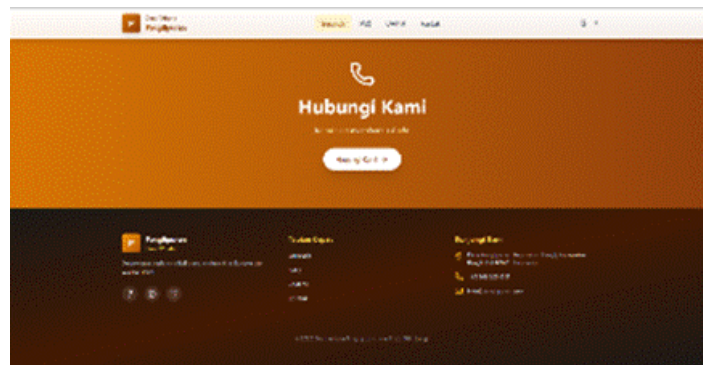


Figure 6. Homepage Interface

3.5.2 FAQ Categories

The FAQ Categories interface is a tool that groups up the tourism information based on the outcome of the requirement analysis into various categories or themes. The categories are General Information, Tickets and Entrance Fees, Opening Hours, Attractions, Facilities, Village Regulations, Transportation, Accommodation and Other Frequently asked Questions. Classifying information allows visitors to find topics more quickly and reduces duplication of requests to tourism officers. Interface structure is used to allow structured information retrieval without compromising the friendly navigation structure.

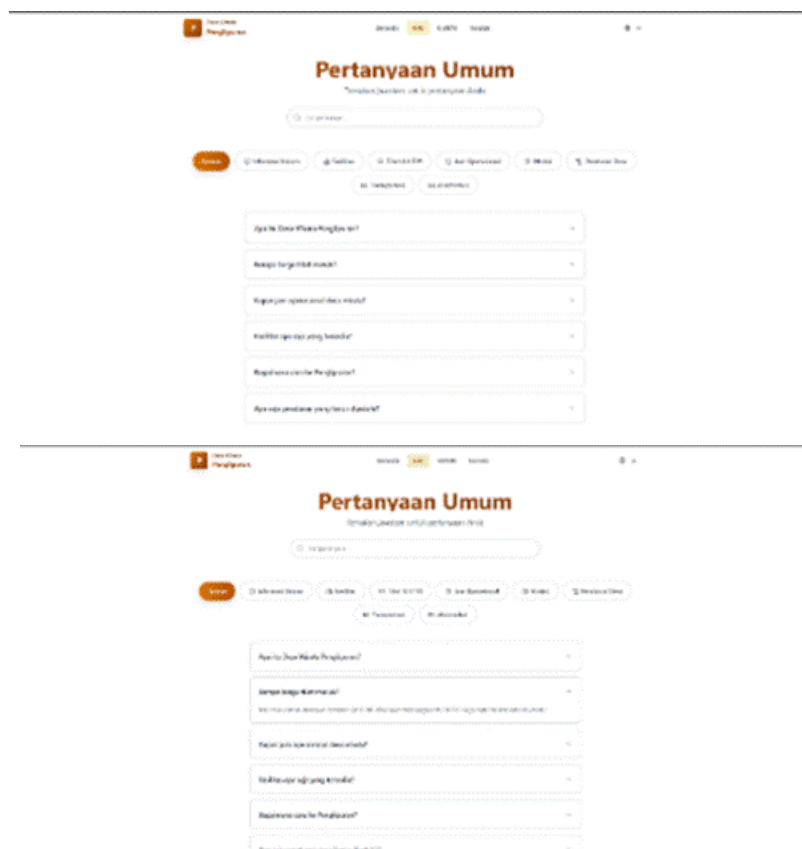


Figure 7. FAQ Categories Interface

3.5.3 FAQ Detail

This FAQ Detail feature will show a full answer to specific questions chosen by visitors. There's a particular question on each page with an extensive explanation, so those coming to the site can get reliable and validated information without having to look for it in different channels of communication. This interface is the major part of the proposed system as it directly caters to the fragmented information observed in the process. The system displays the information in a question and answer form to enhance readability and the quickness to obtain the tourism information.



Figure 8. FAQ Detail Interface

3.5.4 MSME Directory

The creation of MSME Directory interface is aimed at making the visibility of local businesses that are placed in Penglipuran Tourism Village better. This directory lists local products in several categories (culinary, handicraft, souvenirs and more local products). Each entry includes basic details of the business for visitors to discover through their visit or beforehand. Properly using this feature will contribute to the development of local economy by combining information about the tourist offer with the promotion of community-based offers.

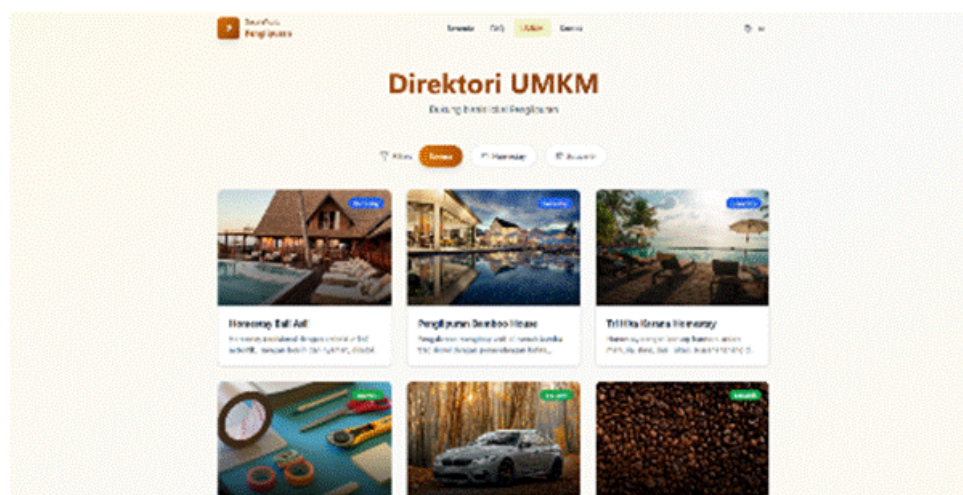


Figure 9. MSME Directory Interface

3.5.5 Contact

The interface of Contact is the official communication line between visitors and the tourism village management. There are also contact details on the interface, with the village location displayed using Google maps integration, and a feedback form for the visitors for posing

questions/suggestions. In addition to utilizing the FAQ module, this feature offers an alternative method for passing information on to visitors if they need it when there is no entry in the FAQ database. The interface is designed to facilitate better communication, and also to enable ongoing updates to tourism information, based on visitor feedback.



Figure 10. Contact Interface

3.6 Discussion

The results of this research show that the information in Penglipuran Tourism Village is not lacking but rather the information is divided in various communication channels. The field observation revealed that tourism-related information was disseminated by physical signboards and verbal communication with tourism officers as well as through non-centrally managed online information. Moreover, the official tourism website, mentioned in the observed period was not accessible to visitors to the country, thus restricting access to a single, reliable source of information. Conditions like this could make it easier for visitors to use unofficial sources of information which can lead to a conflict with official information or to the dissemination of inaccurate information. The results indicate that the optimisation of the organisation and accessibility of the information about tourism should be prioritised in the support of more efficient tourism services.

The requirement analysis showed it was possible to systematically map the problems identified into functional requirements and subsequently into the proposed information architecture. Considering the cost and limitations of conventional tourism promotion Web sites, this study suggests a question-answer system based information system (FAQ-based TAI) for tourism information system that considers the repeated information needs observed in the field. The proposed system will be designed based on the integration of categorised FAQ pages, keyword based search feature, MSME directory, and contact information in a centralized system. This design is anticipated to enhance the accessibility of information, to make information retrieval easier, to minimize repetitive enquiries sent to tourism officers, and to make the local MSMEs more visible.

The results confirm with the previous study on the benefits of centralized digital information systems for improving information access, experience for visitors and destination management in smart tourism systems (Aliah, 2026; Putu et al., 2026; Retnowati et al., 2024; Sukerti & Santi Diwyarthi & Diwyarthi, 2023). While previous community service projects usually concentrated on

system implementation or on providing digital literacy training, this project is centered on the needs assessment process, as observed in the community, as the basis for system design. The proposed design is an empirical-to-functional conversion, and it contains the information requirements of the stakeholders and a conceptual prototype before the system is developed. The method adds to community service practices by making it clear that, skillful needs identification may be an integral part of the process of creating more meaningful and lasting digital solutions.

For practical matter, it is recommended initial model from this prototype for developing a web based tourism information system in Penglipuran Tourism Village in the future. Though it is yet to be deployed or tested with actual users, the prototype presents a platform organised framework for containing tourism information in a user-friendly interface. The prototype also contributes to Sustainable Development Goal (SDG) 8 by providing various ways to access information relating to tourism, boosting local MSMEs promotion online and enhancing information services for the development of sustainable tourism. The proposed system could be extended to future research by implementing the system, performing usability tests with visitors and tourist managers, and measuring the effect of the system on information accessibility and the satisfaction of the visitors.

IV. CONCLUSION

The results of this community service study show that observation in the field can be a good basis for identifying the digital information needs of tourism villages before technological answers can be developed. The Penglipuran Tourism Village observation showed that there are several challenges, such as fragmented tourism information, repetitive questions from tourists, limited access to official digital information and scattered information for local MSMEs. The results show the necessity of a unified digital platform, that enables reliable, structured and easily-accessed tourism information.

Using the observation results, the identified problems were systematically reworked into functional requirements, information architecture and a conceptual prototype of a web-based Frequently Asked Questions (FAQ) information system. The ongoing prototype features a central landing page, a search bar by keywords, categorized FAQ pages, a local MSME directory and contact services that will facilitate easier accessibility of information while fostering the promotion of local businesses. The prototype has not yet been deployed in an actual operational setting, however, it offers the design recommendation as evidence for the information needs that were identified in the field observation.

By practicing a needs assessment using observation techniques as an approach to design digital solutions prior to implementation, the proposed approach supports community service practices and contributes to the broader body of knowledge. The report urges a focus on community needs to ensure that digital systems are relevant, user-centered, and sustainable, instead of pursuing a technology platform right away. This method can also be extended to other tourism villages with similar tourism information management problems.

In the future, the community service activities are suggested to proceed, in addition to the proposed system, and to be carried out usability evaluation with the tourism managers, which includes tourism stakeholders to get the satisfaction, effectiveness and contribution of the proposed system to the tourism information services in the tourism managers. Furthermore, future research could include the incorporation of multilingual functionality, online tourism services, and digital

analytics to further enrich the suggested system and improve the guest satisfaction and sustainable tourism management.

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