

ABSTRACT

Data is an important asset in business management, including tourism business, in the era of the digital world. Keraton Kasepuhan Cirebon as a tourist destination has the problem of manual ticket sales systems, which lead to a lack of transparency, monitoring difficulties, and limited analysis of the sales trend of tickets for strategic planning. To meet these challenges, a historical ticket sales data study using Time Series Forecasting with Sktime was conducted to forecast the number of tourists and total sales. It is hoped that this estimate can help the manager optimize marketing policy, make improved operating policies, and learn market trends to improve revenues. Center of Excellence (CoE) Smart City as a city-based smart technology research and technology development center can be involved in developing innovative solutions to assist in the implementation of data-based analysis systems in tourism. With results that better predict what happens, Keraton Kasepuhan Cirebon ticket management can become more effective, transparent, and data-driven, and can support future strategic planning more effectively.

Keywords: Time Series Forecasting, Sktime, Smart City