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## PROSPECTIVE STUDY OF THE TOURISM INDUSTRY STRATEGY IN THE NEW NORMAL ERA

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### <sup>1</sup>Abstract

Tourism is one of the most threatened sectors due to the CoronaVirus pandemic. Concerning the Covid-19 pandemic, the Lampung Provincial Government needs to address the threatening factors to formulate a policy strategy for rebuilding the tourism industry in the new normal era. The location of this research is Lampung Provincial Government, Tanggamus Government, and Pesawaran district government. The method used is qualitative descriptive obtained through interviews and FGD, with a quantitative data approach. This study's results indicate the tourism industry development strategy in Pesawaran Regency and Tanggamus Regency consisting of four components: attraction, accessibility, amenities, and additional services (ancillary). The long-term objective of this research: to produce a model of tourism industry development policy based on local wisdom through synergistic cooperation between Lampung Provincial, Tanggamus Regency, and Pesawaran Regency Government. The Lampung government has not issued a strategic policy in the tourism sector affected by Covid-19. However, the Department of Tourism and Economic Creative Lampung Province must prepare a scenario to accelerate their cover of the tourism industry based on a SWOT analysis as research advice. These scenarios include local tourists' local wisdom; prepare environmentally, health, and safety insight; increase capacity, knowledge, and public awareness. The Lampung government has not issued a strategic policy in the tourism sector affected by Covid-19.

**Keywords:** *Tourism, Strategy, SWOT, New Normal*

### 1. INTRODUCTION

The tourism sector is one of the largest contributors to the economy in Indonesia. Tourism is one of the sectors that have an important role in developing a country because tourism is considered to directly contribute more to the revenue of the area where the tourist attraction is located.<sup>1</sup> The tourism sector can be used as one of the leading sectors to obtain foreign exchange, job creation, and poverty alleviation. The same explanation was also conveyed (Lumaksono et al.) that the tourism sector plays an important role in the Indonesian economy,

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<sup>1</sup>Meiwany A. K. Tapatfeto and Juita L.D Bessie, "Strategi Pengembangan Objek Wisata Dalam Upaya Peningkatan Kunjungan," *Jurnal of Management* Vol.6, no. May (2018): 1-20

both as a source of foreign exchange receipts and job creation and opportunities to strive.<sup>2</sup> Currently, tourism is one of the most threatened sectors due to the Coronavirus pandemic, no exception in Lampung Province, precisely in Pesawaran and Tanggamus Regency, which are strategic areas of Lampung tourism development center. Some attractions in Lampung also feel the impact on making these tourist attractions have to experience a temporary closure until the deadline that cannot be determined. This resulted in a weak economy in Lampung, which impacted the stop of tourism development in Lampung Province, which ultimately impacted the welfare of the local community. Indonesian tourist visits from 2014 to 2019 continued to increase. In 2014 the number of domestic and foreign tourists was 4.4 million, and in 2019, the number of foreign tourists reached 10.7 million. Foreign tourist visits since 2014 have continued to increase while the highest number of domestic tourist visits was in 2018, which reached 13.8 million. The tourism sector is very likely to provide economic growth due to the availability of various tourism potentials and local government support in the form of regulation.<sup>3</sup> Lampung Province's tourism development and development objectives are as the leading tourist destinations in Indonesia that become locomotives for development and provide welfare improvement to the community, with tourism strategies: (1) to improve domestic and foreign tourism promotion, (2) to foster and coordinate with districts/cities, establishing tourism sector as a priority for regional development, (3) encouraging investor interest to: invest in Lampung area, and (4) increasing the participation of the community and cultural arts of Lampung.

However, since the covid-19, Indonesia has three implications related to the COVID-19 pandemic, namely tourism, trade, and investment sectors.<sup>4</sup> The covid-19 pandemic conditions provide uncertainty for the tourism industry. It affects visitors as well as managers. People are asked to be at home only to have the consequences of declining mobility and fulfill the need for tourism.<sup>5</sup> The government's efforts in dealing with the impact of the Covid-19 Lampung government follow the Central Government's instructions. The Ministry of Tourism and Creative Economy (Kemenparekraf) took several strategic steps to address the impact of the spread of coronavirus or Covid-19 for tourism and creative economy actors in the country.

Based on the circular from the Office of Creative Economic Tourism Lampung Province, 9 districts/cities have temporarily closed their tourist attractions. Among others, for Bandar Lampung City, Taman Wisata dan Satwa Lembah Hijau, Pesawaran Regency of East Lampung Regency closed all tourist attractions until an unspecified time, Tanggamus Regency, Mesuji Regency, Lampung Regency, West Coast Regency, Metro City, and West Lampung Regency also closed all its tourist attractions until the unspecified deadline. The key to the above problem is how to develop the tourism industry in Lampung Province by strengthening the role of local communities after the covid-19 pandemic is? The research method used is qualitatively descriptive with a quantitative data approach. The data was obtained through interviews, FGD, and questionnaires for SWOT Analysis with key informants relevant to this research study.

<sup>2</sup>Dian Wijayanto, Dian Minggu Nuriasih, and Muhammad Nurul Huda, "STRATEGI PENGEMBANGAN PARIWISATA MANGROVE DI KAWASAN KONSERVASI PERAIRAN NUSA PENIDA (Strategies of Mangrove Tourism Development in Nusa Penida Marine Protected Area)" 8, no. 2 (2013): 25–32

<sup>3</sup>Febrianti Nurhadi, "Strategi Pengembangan Pariwisata Oleh Pemerintah Daerah Terhadap Pendapatan Asli Daerah (PAD) (Studi Pada Dinas Pemuda, Olahraga, Kebudayaan Dan Pariwisata Kabupaten Mojokerto)," *Jurnal Administrasi Publik Mahasiswa Universitas Brawijaya* 2, no. 2 (2014): 325–331

<sup>4</sup>Aknolt Kristian Pakpahan, "Covid-19 Dan Implikasi Bagi Usaha Mikro, Kecil, Dan Menengah," *Jurnal Ilmiah Hubungan Internasional* 0, no. 0 (2020): 59–64.

<sup>5</sup>Gita Paramita Djausal et al., "Strategi Pariwisata Ekologis Dalam Tantangan Masa Pandemi Covid-19," *Perspektif Bisnis* 3, no. 1 (2020): 57–61

## 2. RESULTS AND DISCUSSIONS

### A. Analysis of Tourism Industry Development Strategy in Lampung Province After Covid-19 Pandemic

To restore a superior tourism sector after covid-19, it is necessary to arrange and manage tourism by the Lampung Provincial Government and other institutions related to tourism. One indicator of tourism mining is governments and other institutions' cooperation in organizing development to support tourism development. About the current covid-19 pandemic, the Lampung Provincial Government has held a meeting with tourism stakeholders to address covid-19 in Lampung Province to formulate the cooperation of the government, private and community in rebuilding tourism after covid-19 led directly by the Governor of Lampung, a stakeholder in the field of tourism for one perception in the handling and prevention of covid-19 in Lampung Province. Polaris<sup>6</sup> (Tourism Aware Group) is a community group formed in each village to assist Disparbud in managing tourism. Especially in marine attractions, Pokdarwis plays a role in managing and promoting beaches and islands by empowering local people. Disparbud provides training to Pokdarwis every year. The training was conducted to teach Pokdarwis and the public about the science of how to manage tourism, such as homestay procurement training, craft training, and culinary training. Supervision of Pokdarwis is carried out by monitoring directly by both Disparbud and KPK (Putera Krakatau Group), the main source of pokdarwis formation.

The attraction of tourist attractions can be capital to develop tourism. As Subardin et al. said, some elements that must be fulfilled as tourist destinations are attractiveness, accessibility, infrastructure, and community empowerment.<sup>7</sup> A tourist attraction is everything owned by tourist attractions that can attract tourists to visit. Cooper's attraction suggests four components that a tourist attraction should have: attraction, accessibility, amenities, and ancillary.<sup>8</sup> Attractions are components that can attract tourists to an area into a tourist destination. Tourist attractions other than those provided by nature need to be built tourist companion attractions so that the attractions' atmosphere and condition are not boring.<sup>9</sup> Accessibility or accessibility is important in tourism activities; transportation tools or transportation services become important tourism access. This access is synonymous with transferability, which is the ease of moving from one area to another. Transportation facilities become part of the facilities and infrastructure of tourism that must be available to pamper tourists in their travels.<sup>10</sup> Amenities means a supporting facility for the smooth activities of tourism as well as providing comfort to tourists. Ancillary is also an improvement in the quality of tourism services products by the private and the community, especially in transportation, accommodation, travel arrangements, restaurants, and lodging that play a role in tourism.<sup>11</sup>

<sup>6</sup> Meutia, I. F., Yulianti, D., Tryatmaja, P., & Yusnita, V. (2019). Peranan Masyarakat Lokal Dalam Mewujudkan Pariwisata Berkelanjutan Di Provinsi Lampung. *Prosiding Sefila*, 95-101.

<sup>7</sup> Muhamad Ismail, "Strategi Pengembangan Pariwisata Provinsi Papua," *Matra Pembaruan* 4, no. 1 (2020): 59–69

<sup>8</sup> Titing Kartika, Rosman Ruskana, and Mohammad Iqbal Fauzi, "Strategi Pengembangan Daya Tarik Dago Tea House Sebagai Alternatif Wisata Budaya Di Jawa Barat," *THE Journal: Tourism and Hospitality Essentials Journal* 8, no. 2 (2018): 121.

<sup>9</sup> Fitra Delita, Elfa Yetti, and Tumiar Sidauruk, "Analisis Swot Untuk Strategi Pengembangan Obyek Wisata Pemandian Mual Mata Kecamatan Pematang Bandar Kabupaten Simalungun," *Jurnal Geografi* 9, no. 1 (2017): 41.

<sup>10</sup> Nurhadi, "Strategi Pengembangan Pariwisata Oleh Pemerintah Daerah Terhadap Pendapatan Asli Daerah (PAD) (Studi Pada Dinas Pemuda, Olahraga, Kebudayaan Dan Pariwisata Kabupaten Mojokerto)."

<sup>11</sup> Rahman Rafa Fazlur, "Strategi Pengembangan Pariwisata Di Kabupaten Pemalang," *Jurusan Administrasi Publik Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Diponegoro* 7 (2014): 1–16.

## B. Swot Analysis Matrix of Post-Pandemic Tourism Development Strategy

Based on the above description, the following is a swot analysis table of the tourism development strategy of Lampung Province after the Covid-19 pandemic:

### 1. Internal Factors

No	STRENGTH	WEIGHT	RATING	SCORE
1.	Cooperation of government and stakeholders in tourism	0,12	8	0,97
2.	Community empowerment program through Pokdarwis	0,11	8	0,92
3.	Organize major events to attract tourists	0,09	6	0,51
4.	Doing coaching and education about new normal era tourism	0,09	6	0,56
5.	Through the Ministry of Tourism and Creative Economic, the Central Government prepared three stages to respond to the impact of Covid-19, namely emergency response, recovery, and normalization.	0,09	6	0,51
Amount		0,50		3,47

No	WEAKNESS	WEIGHT	RATING	SCORE
1	Lack of innovation towards attraction rides	0,14	4	0,58
2	There need to be improvements in facilities and infrastructure	0,12	4	0,49
3	Lack of security and comfort of visitors	0,10	3	0,30
4	Lack of human resources knowledge in the management of attractions	0,07	2	0,14
5	Not maximizing the use of information technology as a means to provide information and tourism promotion	0,06	2	0,12
AMOUNT		0,50		1,63
		<b>1,00</b>		<b>5,10</b>

### 2. External Factors

No	OPPORTUNITY	WEIGHT	RATING	SCORE
1	The beauty of nature and the uniqueness of tourist destinations	0,12	8	0,97
2	Strategic tourist destination location	0,11	8	0,91
3	Management of tourist destinations by friendly local people	0,10	6	0,58
4	Visitors' interest in post-pandemic tourism	0,08	6	0,48
5	Raising awareness of the importance of security when traveling after the covid-19 pandemic	0,09	6	0,53

No	THREAT	WEIGHT	RATING	SCORE
1	Investor interest in investing in the tourism sector remains low	0,12	3	0,35
2	There is a chance of natural disasters again occurring, such as tsunami disasters	0,13	3	0,39
3	Rapid competition between regional, national and international local tourism destinations	0,10	2	0,20
4	Other regional attractions that offer similar natural beauty and offer a different sense of exoticism	0,08	2	0,17
5	Regional tourism management is still dominated by private ownership	0,07	2	0,13
AMOUNT		0,50		1,25

### SWOT Analysis

#### 1. Strength:

The location of Lampung Province itself is in a strategic place, which is at the tip of Sumatra Island, which means that it is the gateway from outside the island. This makes it a strategic tourist location, where Lampung tourist locations such as Pesawaran District, Lampung Regency, and Tanggamus Regency are not far from the capital city of Bandar Lampung. Tourism is a source of the economy both as a source of foreign exchange earnings and job creation. Disparbud has provided training to Pokdarwis every year. The training was conducted to teach Pokdarwis and the wider community about tourism management science, such as homestay procurement training, craft training, and culinary training.

#### 2. Weakness:

The Lampung government has not issued the strategic policy in the tourism sector affected by Covid-19. During the Covid-19 pandemic, people were asked to stay at home so that it had a consequence of decreasing mobility and meeting tourism needs to be low. At the Way, Lalaan tourist attraction, Tanggamus Regency, the policy for establishing merchant stalls is still not neat, so there needs to be improvements in the management of traders at tourist sites. After the tsunami disaster, facilities and infrastructure in Lampung tourism objects have been damaged most of them. Lack of community participation is one of the inhibiting factors for the development of tourist attractions.

#### 3. Opportunity:

Tourism is a source of the economy both as a source of foreign exchange earnings and job creation. Pesawaran and Lampung districts also have tourist attractions that offer natural marine beauty, such as Pahawang Island and Canti Beach. The advancement of the tourism sector can encourage investors to invest in the Lampung region. If the government and business people can work together well after the Covid-19 pandemic, the tourism sector can offer an appropriate beverage choice to treat boredom during the lock-down.

#### 4. Threats:

The closure of tourism spots resulted in a weak economy in Lampung, which resulted in the cessation of tourism development in Lampung Province, which in turn had an impact on the welfare of the local community. During the Covid-19 pandemic, there were no tourist visits, so that the district lost 40% of its PAD.

### 3. CONCLUSION

Lampung Province's Own Tourism and Creative Economic Office is preparing a scheme to accelerate the recovery of the tourism sector and the creative economy in Lampung Province after the COVID-19 pandemic. With several schemes, one of them prepares environmentally minded, health-minded, and security-minded tourism to rebuild the tourism sector. Lampung Regency/City Provincial Government synergizes in handling and rebuilding the tourism industry from the impact of Covid-19.

Through the Ministry of Tourism and Creative Economic, the Central Government prepared three stages to respond to the impact of Covid-19, namely emergency response, recovery, and normalization. In the emergency response stage, provide support to health workers to prepare accommodation, food, and transportation. Also, coordinate with K/L and various relevant parties to support the Indonesian tourism industry or players. In the second phase of recovery, the Ministry of Foreign Affairs will coordinate with other K/L to identify the impact in detail of the covid-19 outbreak.

Officially Lampung government has not issued a strategy policy in the field of tourism impacting covid-19. In this case, the local government still follows the National policy made by the Ministry of Tourism and Creative Economic. But all tourism in Indonesia, according to Wishnutama as Minister of Tourism and the creative economy, will implement a strategy that focuses on improving the basics related to hygiene, safety, and security, as well as preparing the construction of basic infrastructure, which will also be implemented by the Lampung Provincial government so that people no longer worry about the cleanliness of tourism and feel safer when doing tourism in the area.

### 4. SUGGESTION

The research suggests that the tourism development strategy in Lampung Province should implement a strategy that focuses on improving the basics related to hygiene, safety, and security and preparing for the construction of basic infrastructure. Tourism should continue to be creative to develop the tourism industry in Lampung Province and the utilization of tourism village websites, cooperation with stakeholders, strengthening the institutional role of tourism aware group. Moreover, the regional Tourism Development Master Plan should be in line with Lampung Province Tourism Development Master Plan to not impress the development of the regional tourism industry in Lampung Province running on its own. Tourism policies that need to be strengthened, such as support to industry and tourism and creative economy (parekraf), budget support, tourism education subsidies, strengthening Tourism Mitigation SOP, priority on improving destinations, increasing the role of pokdarwis in tourist villages as a team of village clusters fostered by the Ministry of Tourism cq Tourism Office Kab Pesawaran, Tanggamus and Lampung districts, and strengthening regulation of the influx of foreign tourists

### 5. ACKNOWLEDGEMENT

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