

Tourism Development Strategy to Improve Community Economy Post Covid 19 Pandemic

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Abstract

This study aims to examine the possibility of a tourism development strategy to improve the community's economy after the Covid 19 pandemic. This study used a qualitative method by conducting a literature review. This type of research presents a collection of data from various studies that are closely related to the world tourism development strategy in improving the economic sector of the post Covid-19 pandemic community. The data can be in the form of scientific journals, books, articles, or other sources of information relevant to the research topic. In the literature review research method, researchers usually search for and collect data through various sources of information. Subsequently, the collected data are analyzed and evaluated to support the formulation of hypotheses, theoretical frameworks, or conclusions in the research and then draw red threads and conclusions. The results of this study conclude that tourism is a very important sector for Indonesia, both in terms of the economy and cultural promotion of foreign countries. To revive tourism in East Java after the COVID-19 pandemic. The East Java Provincial Government has made various efforts, including, tourism promotion strategies through public relations strategies, development of tourism destinations with various facilities, cooperation with public development, and tourism.

Keywords: Strategy, tourism, community economy

INTRODUCTION

Indonesia is an archipelagic country rich in cultural and natural diversity. It is well known that tourism plays an important role in Indonesia, especially in the economic sector. This is because it is able to provide a significant contribution to economic growth and create new jobs. Since the Dutch colonial era, tourism in Indonesia has become a popular attraction for European tourists. With recent developments, the tourism sector in Indonesia has continued to grow and has received more attention from the government. The government has issued various programs and policies to improve tourism in Indonesia. The Indonesian tourism program was first implemented in 1991, and continued in 2008 and 2019. The programme aims to invite tourists and promote Indonesia's tourism potential throughout the world(Ahmad et al., 2022).

In addition, Indonesia has rich natural potential, such as volcanoes, tropical rainforests, and beautiful beaches. Bali Island is a tourist destination with a high number of tourist visits every year. In addition to Bali, Indonesia has many interesting tourist destinations, such as Yogyakarta, Lombok, Wakatobi, and Raja Ampat (Anugraheni & Astutiningsih, 2021). Indonesia has cultural charms that attract tourists. It starts with dance, music, and various other unique traditions.

Indonesian culture, which is famous worldwide, includes kecak dance, wayang kulit, and batik. Although the tourism potential in Indonesia is very large, there are still many obstacles to developing the tourism sector. One of the obstacles is the inadequate infrastructure. Several tourist areas in Indonesia are difficult to access because of damaged roads or limited transportation. Security and cleanliness issues are also problems that need to be addressed to improve tourist experiences when visiting Indonesia (Chrysnaputra & Pangestoeti, 2021).

In addition, the COVID-19 pandemic in early 2020, has had a significant impact on Indonesia's tourism sector. The number of tourists visiting Indonesia has decreased owing to travel restrictions and temporary closures of tourist attractions. This has had a major impact on the Indonesian economy because the tourism sector is one of the sectors that contributes greatly to the economy.(Edy Sutrisno, 2021). To overcome the problems faced in developing the tourism sector, the government continues to strive to improve infrastructure and security and cleanliness in tourist attractions. The government has issued various policies and incentives to attract investments in the tourism sector. In addition, the government has conducted a tourism promotion campaign at home and abroad by utilizing digital technology, such as social media and tourism websites. The campaign aimed to increase awareness of Indonesia's tourism potential among local communities and international tourists (Hannan, 2021).

The Indonesian government collaborated with other countries to develop the tourism sector. Some examples of such collaborations include collaboration with Asian countries, such as Japan and South Korea, in developing halal tourism, as well as collaboration with European countries in developing cultural tourism. In recent years, tourism in Indonesia has positively developed. According to data from the Central Statistics Agency (BPS), the number of tourist visits to Indonesia in 2019 reached 16.11 million tourists or increased by 1.76% compared to the previous year. In addition, the tourism sector made a significant contribution to the Indonesian economy, with a contribution of 4.07% to the Gross Domestic Product (GDP) in 2019(Central Bureau of Statistics, 2021). To increase tourism in Indonesia, the government has set a target for the number of tourist visits in the coming years. In 2025, the Indonesian government is targeting the number of tourist visits to be 20 million tourists, and in 2030, the government is targeting the number of tourist visits to be 30 million tourists (Kanom et al., 2020).

The impact of the COVID-19 pandemic was also felt by the East Java Provincial Government, which had a very large impact on the tourism sector. The policy of social restrictions and closure of tourist attractions to prevent the spread of the virus has had a significant economic impact on the tourism sector. Based on data from the East Java Provincial Tourism and Creative Economy Office, tourist visits to East Java in 2020 decreased by 80% compared with the previous year(BPS East Java Province, 2021). However, over time, the East Java Provincial Government has begun to take action in dealing with this pandemic. One of the actions taken by the East Java Provincial Government is to strengthen tourism promotion in East Java by utilizing digital technology, such as social media and tourism websites, to promote national and international tourist destinations. Additionally, the government holds promotional and discount programs to attract tourists. The next step taken by the East Java Provincial Government is to increase the readiness of tourist destinations by strengthening health and safety protocols for tourists. The government ensures that all tourist attractions follow health protocols such as maintaining social distancing, wearing masks, and providing hand-washing facilities in tourist areas (Nisak et al., 2022).

The East Java Provincial Government also strengthens infrastructure and facilities in tourist destinations to make it easier for tourists to travel. The government is repairing and improving roads and bridges connecting tourist attractions, as well as improving facilities such as toilets and parking lots in tourist areas. In addition, the East Java Provincial Government is also strengthening cooperation with various parties to develop the tourism sector, such as the private sector and tourism

organizations to strengthen the promotion and development of tourist destinations in East Java (Noviarita et al., 2021). Although the COVID-19 pandemic has had a major impact on the tourism sector in East Java, various actions taken by the East Java Provincial Government have begun to show positive results. Along with the overall economic recovery, tourist visits to East Java began to increase. At the end of 2021, the number of tourist visits to East Java began to increase sharply compared with the previous year.

One of the factors influencing the increasing number of tourist visits is better implementation of health and safety protocols at tourist destinations. The East Java Provincial Government continues to strengthen health and safety protocols to ensure that tourists feel safe and comfortable while on vacation in East Java. Promotional and discount programs carried out by the East Java Provincial Government have also proven effective in attracting tourists to visit East Java. These programs include discounts on entrance tickets to tourist attractions, hotel discounts, and transportation services. To improve and boost the economy through tourism, the East Java Provincial Government continues to develop new tourist destinations. Various new natural, cultural, and historical tourist destinations continue to be developed and promoted for both domestic and foreign tourists (Nurrahma et al., 2021). This aims to increase the variety and quality of tourist destinations in East Java, so that tourists can return to East Java. In addition, the government continues to strengthen cooperation with various parties to develop the tourism sector.

In the above context, the researcher considers it necessary to conduct a more in-depth study of the strategies used by the government to improve the community economy through the tourism sector, especially in East Java Province. This is because of the importance of the tourism sector as a potential source of income for the local community, as well as a means to promote the cultural and natural wealth of the region. Therefore, the researcher feels the need to understand in detail the strategies that have been and are being implemented by the government, and to evaluate their effectiveness in improving the economy and welfare of the community in the region. In this in-depth study, the researcher takes a qualitative approach, by collecting data from various sources, including literature studies. The aim is to produce recommendations that can help the government and relevant stakeholders develop more effective strategies to improve the community's economy through the tourism sector in East Java Province.

RESEARCH METHOD

Qualitative research methods were used in this study. The type of research conducted was literature review. According to (Adlini et al., 2022), this type of research is one type of research presents data from various literature sources. Especially those related to the research being conducted, namely Tourism Development Strategies to Improve the Community's Economy Post Covid-19 Pandemic. The data can be in the form of scientific journals, books, articles, and other sources of information relevant to the research topic. Researchers usually conduct the process of searching and collecting data through various sources of information. Subsequently, the collected data will be analyzed and evaluated to support the formulation of hypotheses, theoretical frameworks, and conclusions in the research.

RESULTS AND DISCUSSIONS

Understanding the role of complex strategic management is essential to determine the outcomes and success of a program. Strategic management involves a series of actions aimed at directing an organization to face challenges and ensure future continuity in accordance with previously established visions, missions, and goals. In the East Java Provincial Government, strategic management preparation includes aligning strategies with visions and missions that can affect the course of tourism in East Java. However, unexpected changes such as the Covid-19

pandemic can have a major impact on tourism management. Therefore, the East Java Provincial Government must consider the impact of this pandemic in its strategic management plan to face possible future challenges.

According to research results (Anugraheni & Astutiningsih, 2021), the obstacles faced in developing tourism include: a. Creativity and innovation are very minimal, especially in terms of human resources in each region; b. Decrease in visitors and income; c. Improvement of several facilities for visitors has not been carried out.

According to (Edy Sutrisno, 2021), there are several ways to restore the economy in the tourism sector after the pandemic. First, in tourism promotion, public relations strategies play an important role as an overall approach to the designed program. One form of tourism that can be relied on and also promoted outside Indonesia is natural tourism, cultural tourism, and culinary tourism, which can be conducted for the next five years.

Therefore, tourist attractions in each region must have balanced facilities and roles in order to be widely distributed. Second, the strategy for developing the tourism sector must be built and conceptualized very well and completely. The product concept includes goods and services that invite tourists to come and also vacate in Indonesia. The third factor is advocacy in the form of tourism by presenting the formation of areas specifically used to support the world of tourism. This was to support the preparation of location plans and designs regarding support for the regional sector. Building public facilities in tourist attractions can support this sector.

The fourth factor is establishing a strategy for cooperating with the public sector. This is to carry out the process of developing tourism and encourage the growth of competitiveness in presenting potential in each region. In this way, of course, the tourism public can include the government that can be consumed by local and foreign tourists.

The 5th strategy is the management of tourism infrastructure, which must be well designed. In particular tourism supports the marine world. One of them is the development of river ecotourism. The government has planned development in the river sector, dredging river areas, and building floating docks located on five rivers. Other targets include the development of marine ecotourism to support the tourism world.

Apart from the strategies above, there are several other strategies offered by (Pambudi et al., 2020) namely, The existence of policies in the tourism sector that aim to restore tourism after the Covid-19 pandemic. These policies consist of the following: 1) There is a reorientation in the tourism sector that looks more at the quality sector. 2). Subsidies are required for MSMEs to support the economy. 3). Incentives and technical guidance must be provided to support tourism. 4). Support from the local government is required to provide facilities that meet the 3A factors (accessibility, amenities, and attractions). 5). Acceleration is required to build the existing infrastructure in the tourism sector. 6). There needs to be active promotion of tourism events that must be carried out continuously. 7). Incentives need to be increased for all actors in the tourism industry to continue to develop and advance.

Meanwhile, to carry out medium-term handling of the impact of the Covid-19 pandemic on the tourism sector, changes and improvements are needed to support the tourism industry, particularly marine tourism. Several policies and decisions must be able to support both the short-term to the medium-term and the long-term after the Covid-19 pandemic. Of course, this policy can also support the tourism sector.

Likewise, in the international MICE industry, a large investment in the tourism sector with the support of increased access to financing for actors in the sector, can certainly be one of the factors supporting the promotion of Indonesian tourism to the international world. This is similar to the policy of high standards for cleanliness, health, and visitor safety. Long-term handling must be performed by developing an operating system for the tourism industry. This can guarantee the

development and support of the tourism sector so that it can attract both domestic and foreign tourists.

To restore economic conditions and revive the tourism world in the long term after the pandemic, policies in the tourism industry can be implemented by implementing four ways of strengthening. Such as 1). strengthening the supply side, and 2). strengthening the attraction sector 3). strengthening tourism access, and 4). Strengthening the demand side of the industry.

To strengthen the supply side, there must be a process of standardization policy intervention related to tourism services, such as accommodation and other aspects. Thus, the school curriculum must be determined, especially in tourism departments that can support the industry. Do not forget The development of economic facilities that are closely correlated with the tourism industry should be considered.

Tourism diversification must be carried out to strengthen attractions, especially in the Special Economic Zone sector, which can be an important factor in building and developing the tourism sector. To strengthen access, a repair process must be carried out, which is a bridge in the transportation sector to optimize the use of information technology. To strengthen the demand side, optimization of domestic tourist potential must be carried out. This method can support policies that provide benefits to the tourism industry.

CONCLUSION

Based on the findings and studies above, it can be concluded that tourism is a very important sector for Indonesia, both in terms of economic and cultural promotion to foreign countries. However, tourism in Indonesia still faces obstacles to developing the tourism sector. Even so, the Indonesian government has made various efforts and collaborations to improve tourism and achieve higher tourist visit targets in the future. To revive tourism in East Java after the COVID-19 pandemic, the East Java Provincial Government has made various efforts, including: tourism promotion strategies through public relations, developing tourism destinations with various facilities, establishing cooperation with public development, and planning world tourism infrastructure on a marine basis. There are also other strategies that can be implemented by the East Java Provincial Government to improve the community's economy through tourism, which is a way to promote tourism events, as well as increasing incentives for tourism business actors. With these various strategies, it is hoped that it will improve the economy of the East Java province and revive the tourism sector in Indonesia as a whole.

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