

Post-Covid-19 Pandemic Market Strategy for Lombok Island Development of tourism based on Local Potential

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Abstract

The goal of the study was to assess qualitatively the "competitive strategy of tourism development based on local potential after the Covid-19 pandemic on the island of Lombok, West Nusa Tenggara Province, Indonesia." After the Covid-19 pandemic, the NTB Provincial Tourism Office and other tourism players provided primary and secondary data for a descriptive qualitative study that examined competitiveness methods for boosting visitor numbers to Lombok Island.

The local government opened tourism in many clusters on the island of Lombok during the Covid-19 epidemic, including the Senggigi area, the Sekotong area (West Lombok), and the three dyke tours (Gili Trawangan, Gili Air, and Gili Meno) in the North Lombok Regency area. Tour of the Kuta Mandalike Resort and the Moto GP track in the Central Lombok region and the Mount Rinjani tourist destination in the Sembalun district of East Lombok. The strategy for holding the Motor GP in Kuta, Central Lombok, is determined by looking at a number of indicators, particularly the potential for tourism on the island of Lombok, particularly the Kuta Lombok beach, which is supported by the beauty of the island's natural charm and beach tourism with cultural attractions. Tourism sites have poor administration, cultural institutions have poor management, and security and comfort are still not assured. Some places, including the Senggigi region, Kuta beach, Central Lombok, Gili Trawangan, Gili Meno, and Gili Air, have opened. Particularly foreign tourism saw a considerable drop in visitor numbers during Covid-19 (-46.85 percent) compared to total visitors during 2020, and as 2021 gave way to post-Covid-19 at the start of January 2022, West Nusa Tenggara saw a rise in tourist visits. The government's policy of establishing flight routes for Java, Bali, and West Nusa Tenggara, as well as the Super Bike event and Moto GP, promote the increase to a positive percentage of 6.25 percent.

Keywords: Local tourism development, post-covid-19 and competitive strategy

Introduction

Background

According to data, the United States had 4.8 million Covid-19 instances overall, followed by Brazil, India, Russia, and South Africa. The prevalence of Covid-19 instances increased in almost every nation, including Indonesia. Data from the Indonesian government's August 2020 reporting indicates that 1,519 new cases were acquired, increasing the total number of Covid-19 cases in Indonesia to 111,455 cases. Additionally, there were 43 more cases of fatalities, bringing the total to 5,236 cases. The total number of patients who had treatment at the facility and were later pronounced free of Covid-19 is 68,975. The ailments covered by Covid-19 range from the ordinary cold to more serious conditions including Severe Acute Respiratory Syndrome and Middle East Respiratory Syndrome (MERS-CoV) (SARS-CoV). This virus has already reached several nations, including Indonesia, and it spreads swiftly. It is believed that this virus reached Indonesia on March 2, 2020, spreading swiftly in 2020 after first coming into contact with an Indonesian resident. This condition had a significant impact on all economic sectors.

The Covid-19 pandemic is having the biggest effect on Indonesia's tourist industry since it has been the country's primary source of foreign cash since the 1990s and has the capacity to absorb manpower and expand the home handicraft industry sector. With the tourism industry becoming more and more active, it helps Indonesia's economy grow and adds

value by generating revenue for households involved in the industry, as well as by providing the facilities and infrastructure necessary to meet visitor needs.

In addition to other areas affected by the Corona Covid-19 virus pandemic, including the island of Bali, the city of Medan, the city of Bandung, Jakarta, Makassar, Manado, and many other areas, West Nusa Tenggara is one of those that has developed into a popular national and international tourism destination. As a result, the government is making gradual efforts to develop the tourism industry.

There are four regencies and cities on the island of Lombok: Mataram City, East Lombok Regency, Central Lombok Regency, and North Lombok Regency. The island of Sumbawa is divided into four cities and regencies, namely Sumbawa Municipality, West Sumbawa Municipality, Dompu Municipality, and Bima Regency. In addition to being the provincial capital and the government hub of West Nusa Tenggara Province, Mataram City serves as a major hub for trade, business, and higher education, making NTB a national barometer that is frequently travelled to by locals from other parts of the country and the world for both business and leisure and additional research in higher education.

With some of the potential of this region, this becomes the fundamental capital for local governments to develop the tourism sector in the future in order to meet user demands for both supporting infrastructure and facilities that are able to

provide adequate capacity for tourists visiting the West Nusa Tenggara area.

Formulation of the Problem

1. The potential for tourism development on the island of Lombok during the COVID-19 epidemic, given the current measures.
2. What role does the expansion of Lombok's tourism potential play in boosting the island's appeal to travelers following the COVID-19 pandemic?

Research Purposes

1. To assess the potential of local tourism and its growth plan in the context of the Covid-19 pandemic on the island of Lombok
2. To assess the possibilities for tourism to boost the competitiveness of visitors to the island of Lombok following the Covid-19 pandemic.

Literature Review

Understanding Tourism

In general, tourism is going to a location that is beautiful and interesting, whether that be through nature tourism, culture, customs, special cuisine, or other means. Tourism, then, is a temporary (not permanent) travel to visit or visit one place to another that is undertaken by individuals or groups (groups) with the objective of finding amusement through viewing the natural beauty and variety of local cultures that are utilised as life lessons. This means that they are aware of and are able to compare the beauty, comfort, and coolness experienced by tourists while visiting a particular location and other tourist attractions to serve as a guide for themselves and other individuals, relatives, friends, and family when travelling in the future.

According to Musanef (2012), it is a long journey from one location to another that is made for sightseeing and leisure purposes.

Youti (2009) states that tourism must meet four requirements, specifically:

1. People engage in travel from one location to another, and travel takes place outside of their customary residence.
2. The traveller does not intend to stay in the nation, city, or tourist destination (DTW) visited in order to earn a living.
3. The tourist's money is taken from his country of origin, where he may dwell, and is not earned as a result of the transactions made while on the tour.

Tourism Development Strategy

According to the "business dictionary," understanding strategy is the art and science of planning by utilising resources for the most effective and efficient use. According to this definition, strategy is a method or plan chosen to bring about a desired future, such as the achievement of goals or solutions to problems. Business and management expert Henry Mintzberg (1998) asserts that there are five different ways to define strategy: as a plan, a pattern, a position (or positions), a tactic (or play), and ultimately as a perspective.

The Five Strategies Include

- a) Recognizing In addition to the idea of strategic planning, a strategy is a programme or planned step (a guided course of action) to achieve a set of preset goals or ideals.
- b) Using an awareness-based strategy rather than a planned or intended one is a strategy that is understood as a pattern (pattern), which is a consistent pattern of past

behaviour. What makes a strategy distinct from intending or intending? A strategy is more often something that just happens (emergent).

- c) A strategy is mostly influenced by outside influences; the definition of strategy as a position is to choose the brand, product, or firm in the market based on the conceptual framework of consumers or policy makers.
- d) When it comes to strategy, a tactic is a precise move to deceive or outwit the opposition (competitor).
- e) Executing tactics based on accepted theories, employing innate mental impulses, a particular style of thinking, or ideologically is what is meant by understanding strategy from this standpoint.

In order to accomplish the objectives of the organisation, all levels of an organisation must adopt a sequence of essential decisions and actions taken by top management, according to Siagian (2004).

The following factors can be taken into consideration when implementing the tourism development strategy to enhance national economic growth:

1. Several rules must be established that work to improve the calibre of tourism services and protect the tourism environment, not to serve the interests of particular parties.
2. The local community must be involved by the tourism industry manager. Because if the local community isn't involved, there won't be any financial contribution to the neighborhood.
3. Promotional efforts must be made in a variety of methods, in addition to creating a campaign, using the media extensively, and utilizing the Visit Indonesia Year initiative.
4. It is important to identify the Tourism Destination Areas (DTW) that have the potential and distinction from other locations, particularly those that are traditional.
5. The central government fosters collaboration with business and local government in a transparent, honest, and equitable manner. The flow of visitors must be evenly distributed throughout all of Indonesia's tourist hotspots.
6. Spread awareness of the importance, purpose, and advantages of tourism in the area and encourage the locals to take advantage of the opportunity it creates for a range of potentially lucrative enterprises.
7. To ensure the smooth operation of the tourism industry, the essential infrastructure and facilities must be well-prepared, such as roads, shopping malls in tourist zones, and communication and transit facilities.

The following are reasons why people travel, according to Fandeli (1998):

1. The need to get away from the stresses of city life, the want to experience a new environment, the desire to pass the time.
2. The advancement of transportation and communication technologies.
3. A desire to learn more about local and global cultures through travel and new experiences.
4. A rise in opinion that might enable someone to wander at will far from their home.

Research Methodology

Types of Research

Descriptive qualitative research is the term for this kind of study. This descriptive method of research was used to develop an overview of the strategies used by the government through the Tourism Office regarding the analysis of tourism development strategies after the COVID-19 pandemic on the island of Lombok, as well as the factors that hinder tourism development, particularly on the island of Lombok related to

1. Policies and strategies of the NTB Regional Office of
 - a) Culture and Tourism to develop tourism in the region which
 - b) Building infrastructure and facilities is step one
 - c) Creating local tourism attractions is step two.
 - d) Participation of the local community
 - e) Increasing private sector participation
2. Supporting and obstructive factors that affect the growth of tourism

Data Analysis

By relating new tourist destinations to the desired data, qualitative descriptive analysis is carried out. By providing the context, details, and elements of the tour, content analysis may be used to analyse information on the post-covid-19 pandemic's effects on the growth of the island of Lombok's tourism industry in order to increase its competitiveness and visitor numbers.

The data is processed through data grouping, classification of internal components, and discussion in this study utilising descriptive analysis using a qualitative method, which entails looking at all data and information gathered from various data sources in the field and existing documentation. Additionally, strategies for the development of tourist potential are being prepared, with the aim of identifying and developing a plan to maximise strengths and opportunities and minimise weaknesses and risks.

Results and Discussion

Tourism Overview of NTB

The West Nusa Tenggara Provincial Tourism Office, working with the provincial government of NTB, has started to open numerous international-standard events, including cycling competitions, 10 Km Senggigi running competitions, Geopark Rinjani, Bau Nyale, diamond war, and many more. These events are packaged to draw tourists to NTB, particularly to Lombok. The island of Lombok, in particular, is recognised for its natural vista or the alluring view of the Gili tiny islands, and it is a popular tourist destination with both domestic and foreign visitors, particularly in Gili Trawangan, Gili Air, and Gili Meno in North Lombok Regency.

The Gilis in the North Lombok region (Gili Trawangan, Gili Air, and Gili Meno), which are supported by appropriate infrastructure for sea and land transit, lodging options in the form of hotels, and dining options, are the Gilis on the island of Lombok that are the most well known overseas. Having both house stays and first class inns run by locals that meet international standards. The potential for Gili tourism on the island of Lombok is as follows.

Only Gili, which has amenities and infrastructure like roads and accommodation facilities and is easily accessible by land and sea transportation, is one of the many small islands or dykes that the island of Lombok still has the potential to develop into a tourist destination. Additionally, there are a number of Gilis that are popular among tourists, both domestic and international, including Gili Trawangan, Gili Meno, Gili Air, Gili Gede, Gili Nanggu, Gili Sudak, Gili

Indah, and Gili Sulat, which offer a panoramic perspective of the ocean's unspoiled beauty.

continuing to be built, especially the access road that leads to the dyke's position.

1. The idea and meaning of an international visit

According to the United Nations World Tourism Organization's (UNWTO) standards, a person who travels outside of his country of residence for one or more needs without expecting to make money there and whose visit does not last longer than 12 (twelve) months is considered a foreign tourist. (BPS NTB; 2020 Census Data) According to this description, there are two types of international visitors:

1. A tourist (tourist) is any foreign visitor who stays at least 24 hours but not longer than 12 months in a location with the goal of engaging in, among other things: a. leisure, sports, and travel. Business, visiting friends and family, going on missions, going to meetings and conferences, and going on trips for research, health, and religious purposes.
2. An excursionist is a visitor who, as described above, spends fewer than twenty-four hours in the location they visit (including a cruise passenger, who is defined as a person who enters a country by ship or train but does not remain at one of the lodging options in Indonesia).
3. Lombok Island's Tourist Attractions in the Covid-19 Era

In the Covid-19 era, the West Nusa Tenggara provincial government conducted numerous tourism-related activities through the regional tourism office, including organising events through tourist expos and advertising through social media (medsos) by exploiting the internet network. Additionally, a lot is accomplished by establishing tourist spots in villages that have the potential to be developed and that appeal to and pique the interest of both domestic and international tourists. Following are some of the popular tourist attractions on the island of Lombok during the Covid-19 pandemic:

Domestic (Wisnu) and foreign (Wisman) visitors to West Nusa Tenggara enter through the Sheet Harbor entry, the airport gate (BIL, Salahudin Bima), visitors from Bali who take the fast boat to Gili, the Sape Harbor entrance, and other entrances. The table below contains information on the percentage of tourists who enter West Nusa Tenggara through various points of entry.

Table 1: Percentage of Foreign Tourist Visits by Entrance 2019/2020

No.	Entrance	Percentage
1.	Sheet Harbor/Cruise Ship	5,28
2.	Airport	22,19
3.	Fast Boat Harbor	67,85
4.	Sape Bima Harbor	0,11
5.	other	4,56

The majority of visitors, 67.5 percent, arrive at the Fast Boat port from Bali and promptly dock at the pier to access Gili Utamanaya Gili Terawangan. 22.19% of foreign visitors arrive at the airport via the airports of Lombok International Airport and Salahudin Bima. While the rest entered through other gates, the percentage of international visitors entering through the Lembar Port in West Lombok reached 5.28% and the Sape Bima Port 0.11%.

In addition, table 3 shows the number of tourists who entered West Nusa Tenggara from different points between 2013 and 2017.

Table 2: Number of Tourist Visits in 2013 – 2021

No.	Years	Of Wines	Tourists	Number	Developments
1.	2013	565.944	91.658	1.357.602	16,72
2.	2014	752.306	876.816	1.629.122	20,00
3.	2015	1.061.292	1.149.235	2.210.527	35,69
4.	2016	1.404.328	1.690.109	3.094.437	39,99
5.	2017	1.430.249	2.078.654	3.508.903	13,39
6	2018	1.204.556	1.607.823	2.812.379	- 19,85
7	2019	37.556	716.229	753.785	- 73,18
8	2020	39,982	360.613	400.595	- 46,85
9	2021	37.782	387.859	425,641	+ 6,25

When looking at the data on visitors visiting West Nusa Tenggara from 2013 to 2021, it is clear that there has been good growth each year in terms of the percentage. The largest increases in 2016—when the number of tourists visiting West Nusa Tenggara reached 39.99%—and 2015 were observed. While the number of tourist visits to NTB increased in 2017 but the percentage increase was lower than 2016 which was 13.39% increase in the number of tourists to NTB, which was primarily made up of domestic tourists who the increase was quite large, the number of tourist visits increased by 35.69 compared to 2014, the development reached 20%, reaching 22.98% between 2016 and 2017, while the number of foreign tourists visited increased by only 25.921 foreign tourists or 1.83% in 2017.

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