

Lampung Tourism Supply During the Pandemic and Post Covid-19 Pandemic

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ABSTRACT

This research aimed to identify and examine the efforts of the Lampung regional government in providing tourism supplies, during the pandemic Covid-19 pandemic, within the framework of the ASEAN Tourism Cooperation. The data were obtained by examining primary and secondary data, as well as deep interviews with informant, namely the Tourism Office of Lampung Province. This research used a qualitative method with a case study approach. The tourism supply was studied using the Tourism Supply theory within the framework of the ASEAN Tourism Cooperation, aligned with the Indonesian National Government's Strategic plan in achieving the Tourism Vision and Mission 2020-2024. This research resulted conclusions about the government's efforts to provide tourism supplies during the pandemi, and the potential for cooperation in regional tourism development at the domestic and foreign levels.

Keywords: *Lampung tourism, tourism supply, Indonesia Tourism, covid-19, ASEAN Tourism*

1. INTRODUCTION

1.1. Background

Tourism is one of the leading sectors in the creative industry that makes an important contribution to the national economy. Tourism is also one of the main sectors of the national economy with a projected foreign exchange earnings of USD 20 billion in 2020 [1]. The potential of tourism as a sector that has a multiplier effect for other sectors, makes tourism need to be managed properly and professionally. The Government of Indonesia through the Ministry of Tourism and Creative Economy has determined four work targets in the 2020-2024 strategic plan including strengthening entrepreneurship and micro, small and medium enterprises (MSMEs), and cooperatives; increase in added value, employment, and investment in the real sector, and industrialization; increasing exports of high added value and strengthening the level of domestic components (TKDN); and strengthening the pillars of economic growth and competitiveness; as a derivative of the goal to increase the contribution of tourism and the creative economy to national economic resilience [2].

Globally, based on the 2019 World Economic Forum (WEF) The Travel and Tourism Competitiveness

Index (TTCI) report, Indonesia ranks 40th with a value of 4.3 tourism competitiveness index of the total order of 140 countries in the world. This shows that Indonesia has high competitiveness in the tourism sector. Within the framework of ASEAN Tourism cooperation, there have been several schemes agreed upon by ASEAN countries to increase competitiveness and achieve inclusive and sustainable tourism. The cooperation framework has been designed in the ASEAN Tourism Strategic Plan 2016-2025. Since the COVID-19 pandemic, the tourism sector has become one of the most affected sectors. By the end of 2020, the potential for job losses in various tourism-related sectors will reach 15 million jobs. Foreign tourist visits during 2019 did not reach the target, to be more precise, only 16.3 million were reached out of the 18 million target [3].

Regarding the impact of COVID-19 on the tourism sector, ASEAN has also initiated seven agreements to strengthen cooperation. First, establishing the ASEAN cooperation in accelerating the exchange of information about travel, especially those related to health standards and other standards in controlling the spread of Covid-19 through the ASEAN Tourism Crisis Communication Team (ATCCT). Second, increasing the intensity of collaboration between the ASEAN National Tourism Organizations with other sectors, especially the health, information, transportation, immigration sectors as well

as other ASEAN external partners, so that they collectively implement comprehensive, transparent, and rapid response standards in mitigating and reducing the impact of Covid-19 and the crisis. others in the future. Third, promoting closer cooperation in sharing information and best practices among ASEAN member countries in supporting the tourism sector. Fourth, doing cooperation includes the implementation of effective policies and standards to increase the confidence of domestic and international visitors to ASEAN, including the development of standards and guidelines in improving safety and health factors to protect employees and communities in the hospitality industry and other related industries. Fifth, supporting the development and implementation of the post-Covid-19 crisis recovery plan in line with the promotion and marketing efforts of tourism cooperation in order to accelerate ASEAN as a single tourism destination. Sixth, accelerating the implementation of micro and macroeconomics, providing technical support and financial stimulus, tax assistance, and capacity and skills development, especially digital skills for stakeholders in the travel and tour industry. Seventh, accelerating cooperation with ASEAN dialogue partners, international organizations and relevant industries to build a strong ASEAN that is ready to implement and manage sustainable and inclusive tourism after the crisis [4].

Implementation of Regional Autonomy is an opportunity for regions to promote regional tourism potential with the peculiarities of each region. Various efforts to improve and increase regional tourism can be carried out to deliver regional tourism to become superior tourism at the national and international levels. Especially during the Covid-19 pandemic considering the impact on the tourism sector is very large. Lampung as an area that has great tourism development potential. In addition to the availability of natural resources that support to serve as a leading tourist destination. Lampung also has strong cultural values.

Also in line with the strategic plan of the Ministry of Tourism and Creative Economy 2020-2024. Especially the 5th point, namely the availability of tourism products as needed. So it is important for various parties to make various synergistic and comprehensive efforts to ensure the availability of tourism supplies. Moreover, during this pandemic, it is certain that the supply of tourism will decline, both at the domestic, national and international levels. Departing from the background that has been described, this research will be conducted to identify and examine the efforts of the Lampung regional government in providing tourism supplies, dealing with the impact of COVID-19 on the tourism sector during the pandemic and post-pandemic, within the framework of the ASEAN Tourism Cooperation.

1.2. Formulation of the Problem

Large-scale social restrictions as a policy to reduce the spread and transmission of COVID-19, directly or indirectly have an impact on economic activity in the community. The impact of the COVID-19 pandemic has significantly affected the rate of tourist visits. This causes the productivity of the tourism sector to decline. This study formulates the problem, "How are the efforts of the Lampung regional government in providing tourism supplies during the COVID-19 pandemic and post-pandemic within the framework of ASEAN Tourism Cooperation?"

2. METHOD

This research used descriptive qualitative analysis method with a case study approach. Qualitative research is carried out under natural conditions and is inventive in nature. The data collection technique used in this research is the interview with the head and staff of the Lampung Province Tourism Office, and documentation method. Document material was taken from primary and secondary documents. The primary documents were obtained from documents belonging to the Indonesian Ministry of Tourism and Creative Economy, the Lampung Provincial Tourism Office and the annual report from Central Bureau of Statistics of Lampung Province.

3. RESULT AND ANALYSIS

3.1. Main of Lampung Province Tourism Destinations

3.1.1. Main of Tourism Destinations

The featured tourism of Lampung Province was contained in the Master Plan for Regional Tourism Development of Lampung Province, herein after abbreviated as RIPPDA, was a master planning document for the development of regional tourism in the Province of Lampung for a period of 20 (twenty) years from 2012 to 2031 [5]. Furthermore, this RIPPDA was regulated in a Provincial Regulation of Lampung Number 6 in 2012 concerning the Regional Tourism Development Master Plan (RIPPDA) of Lampung Province. It is explained that a leading tourist area was a tourist area that has advantages in terms of attractiveness, location, and or the intensity of tourist visits.

Then in the sixth section regarding the concept of a main tourist area in article 19, namely the main Tourism Area of Lampung Province is a tourist area with a provincial/national/international scale that has a strategic role because of the location/intensity of the visit, or because of the problems it has related to strategic issues of regional development. Then article 20

paragraph 1 states that the leading tourist area of Lampung Province can consist of several tourist attractions, and are in different administrative areas. Article 20 paragraph 2 states that the leading tourist area of Lampung Province functions as a "show window" and a center for the spread of Lampung tourism, or also spreads tourists to other areas in Lampung [5, Zulmi].

The Lampung Provincial Government has determined 7 main tour areas described in article 32, namely [5, Zulmi]:

1. The main Tour Area of Lampung Province is a leading tourism area at the provincial level which plays a role in answering the main issues of tourism development in Lampung Province.
2. The main Tour Areas of Lampung Province may consist of several tourist attractions in different administrative areas (across districts/cities), which have the advantage of tourism products that can compete at regional, national and even international levels, with a target market share of national or international tourists.
3. The main Tour Area of Lampung Province as referred to in paragraph (1) consists of 7 (seven) tourist areas with the following details:
 - a. Main Tourism Areas of Bandar Lampung City;
 - b. Krui and Tanjung Setia Tourism Areas;
 - c. Main Tourism Area of Way Kambas National Park;
 - d. Main Tourism Area of Kiluan Bay;
 - e. Main Tourism Areas of Mount Krakatau and Sebesi Island;
 - f. Bakauheni Main Tourism Area and Siger Tower; and
 - g. Main Tourism Area of South Bukit Barisan National Park

Then the details of the leading tourist areas are clarified through article 33 as follows:

- a. The leading tourist area of Bandar Lampung City, starting from the tourist area on the West Cross route which includes the Tataan-Rantau Tijang-Kota Agung-Wonosobo-Sangga-Bengkunat-Biha-Krui-Simpang Gunung Kemala Pugung Simpang Building up to the Bengkulu Province border;
- b. The Krui main Tourism Area and Tanjung Setia Beach are located in Tanjung Setia Village, Pesisir Selatan District;
- c. The Leading Tourism Area of Way Kambas National Park, includes: a lowland nature reserve with an area of \pm 1300 km, crossing the Bergen plantation area and the Pugung Raharjo Archaeological Site, pepper plantations and Lampung native villages;
- d. The Kiluan Bay Leading Tourism Area starts from the Cengkalik cluster to the south to Cuku Kementara;

- e. The Tourism Areas of Mount Krakatau and Sebesi Island which are located in the Sunda Strait are included in the area of South Lampung Regency;
- f. The Bakauheni Main Tourism Area and the Siger Tower, which are Lampung icons and as the zero point of the Sumatran highway (gateway to Sumatra Island); and
- g. The Main Tourism Area of the South Bukit Barisan National Park which stretches from the southern tip of the western part of Lampung Province to the southern part of the Bengkulu Province [5, Zulmi].

3.1.2. Availability of Facilities

The Lampung Main Tourism Area already has public facilities and several special facilities. In more detail, it can be explained as follows:

1. Krui Main Tourist Area and Tanjung Setia Beach are located in Tanjung Setia Village, Pesisir Selatan District

This beach is a popular surfing location which directly faces the Indian Ocean. The facilities in this tour are:

- Security (3 Polsek): North Coastal Police, South Coastal Police, and Central Coastal Police;
- Health Facilities (11 in total): Bengkunat Health Center, Biha Health Center, Lemong Health Center, Karya Penggawa Health Center, Pugung Tampak Health Center, Pulau Pisang Health Center, South Krui Health Center, Way Krui Health Center, Ngambur Health Center, RSUDKH Muhammad Tohir, Krui Health Center;
- Lodging (9 in total): Sempana Lima Hotel, Selalaw Hotel, Janitra Hotel, Walur Villa, Monalisa Stabas Villa, Sunset Beach Inn, Ombak Indah Resort, Lovina Krui Surf, and Damai Bungalow;
- Restaurants (4 in total): RM The Jack Krui, Lanis Resto, Surf Cafe Tanjung Setia, Pecel Lele Cak Yon;
- Transportation: Muhammad Airport Taufik Kiemas Pekon Serai Krui.

2. Main Tourist Area Way Kambas National Park

This park is an ASEAN Heritage Park, endangered species live there such as rhinos (Sumatra Rhino Sanctuary), elephants, and tigers. The facilities in this tour are:

- a. Security (4 Polsek): East Lampung Police, Labuhan Maringgai Police, Sekampung Udik Police, and Labuhan Ratu Police;
- b. Health Facilities (6 in total): Labuhan Ratu Health Center, Rajabasa Lama Health Center, Pugung Raharjo Health Center, Aka Medika Sribhawono Hospital, Permata Hati Hospital, Mardi Waluyo Hospital;

- c. Lodging (6 in total): Hotel Bandar Ayu, Hotel Yestoya, Hotel Bagus, AG Hotel and Restaurant, Wisma Mataram Baru, and Hotel Sariami;
- d. Restaurants (6 in total): Berkah Restaurant, Panca Restaurant, Blue Tent Restaurant, Randu Mas Restaurant, AG Hotel and Restaurant, and RM Pati Ibu Merry Seafood.

3. Main Tourist Area of Kiluan Bay

This tour is a destination with marine tourism potential with exotic panoramas of natural beauty and a paradise for dolphins. There are number of dolphins in their natural habitat because this bay is a dolphin track. The facilities in this tours are:

- a. Security (4 Polsek): Tanggamus Police, Cukuh Balak Police, Kota Agung Police, and Talang Padang Police;
- b. Healthy Facility (Total 2): RS Panci Secanti dan RSUD Kota Agung;
- c. Lodging (4 in total): Hotel 21, Hotel Gisting, Hotel Ratu Kuring, and Lodging Manik Ayu;
- d. Restaurants (Total 9): RM Pondok Mangosteen, RM. Gumanti Lake, RM. Lantansa, RM Talago Indah, RM. Sego Lestari, Iwan Galau, Saung Kuring, Pondok Restaurant, and Doni Restaurant.

4. Superior Tourist Areas of Mount Krakatau and Sebesi Island

Krakatau consists of Pulau Panjang, Sertung, and Rakata which have an attraction for tourists, especially researchers as natural laboratories of various disciplines (Geology, Conservation, Biology, Volcanology) [6]. Besides the activities of Anak Krakatau, at sunset it is a very interesting natural panorama to watch. After the 1883 eruption, Anak Krakatau emerged in 1927 from the ancient caldera of Mount Krakatau which is still active and continues to grow in height at a rate of 20 inches per month. The facilities in this tour are:

- a. Security (7 Polsek): South Lampung Police, Kalianda Police, Katibung Police, Penengahan Police, Bakauheni Police, Natar Police, and Tanjung Bintang Police;
- b. Health Facilities (3 in total): Asy-Syifa Islamic Hospital and Dr. H.Bob Bazar, and Jasmine Primary Clinic;
- c. Lodging (22 in total): Hotel Beringin, Kalianda Hotel, Way Urang Hotel, South Star Hotel, Fajar Raya Hotel, Mutiara Hotel, Mini II Hotel, White Sand Hotel, Branti Indah Hotel, Sederahana Hotel, Mini III Hotel, Madjapahit Hotel, Villa Mas Staying Up III, Wisma Way Sulfur, Tabek Indah, Negeri Batu Resort, Alau-alau Boutiq Resort, Gajah Mada, Krakatau Rest Area, Hotel Rajabasa, Hotel Gajah Mada, Suak Sumatra Resort;
- d. Restaurants (8 in total): Rakata Restaurant, Lunch and Dinner Restaurant, Sijujung Jaya Restaurant, Minang Tourism RM, Three Sisters Restaurant.

5. Bakauheni Main Tourist Area and Siger Tower

The Siger Tower is a beautiful yellow building which has now become an icon of Lampung. Beautifully standing on a hill, the Siger Tower is the zero point of the Sumatra causeway, which has become one of the transit points and tourist attractions in Lampung. For those of you who have made the crossing from Merak port to Bakauheni, of course you can never miss the view of the Siger Tower. The Siger Tower is located on a hill with a surface elevation of Bakauheni Harbor on the front. While the back of the Siger Tower faces the ocean 110 meters above the sea. This building has a view of the Indies. The entire building has an area of 50 x 11 meters with a height of 32 meters and has 6 floors. The facilities in this tour are [6]:

- a. Security (7 Polsek): South Lampung Police, Kalianda Police, Katibung Police, Penengahan Police, Bakauheni Police, Natar Police, and Tanjung Bintang Police;
- b. Health Facilities (3 in total): Asy-Syifa Islamic Hospital and Dr. H.Bob Bazar, and Jasmine Primary Clinic;
- c. Lodging (22 in total): Hotel Beringin, Kalianda Hotel, Way Urang Hotel, South Star Hotel, Fajar Raya Hotel, Mutiara Hotel, Mini II Hotel, White Sand Hotel, Branti Indah Hotel, Sederahana Hotel, Mini III Hotel, Madjapahit Hotel, Villa Mas Staying Up III, Wisma Way Sulfur, Tabek Indah, Negeri Batu Resort, Alau-alau Boutiq Resort, Gajah Mada, Krakatau Rest Area, Hotel Rajabasa, Hotel Gajah Mada, Suak Sumatra Resort;
- d. Restaurants (8 in total): Rakata Restaurant, Lunch and Dinner Restaurant, Sijujung Jaya Restaurant, Minang Tourism RM, Three Sisters Restaurant.

6. Main Tourist Area of South Bukit Barisan National Park

Bukit Barisan Selatan National Park is a representative of the Bukit Barisan mountain range which consists of vegetation types of mangrove forests, coastal forests, tropical rainforests to mountains in Sumatra. The plant species in the national park include pidada (*Sonneratia* sp.), nipah (*Nypa fruticans*), sea pine (*Casuarina equisetifolia*), pandanus (*Pandanus* sp.), cempaka (*Michelia champaka*), meranti (*Shorea* sp.), Mersawa (*Anisoptera curtisii*), ramin (*Gonystylus bancanus*), keruing (*Dipterocarpus* sp.), resin (*Agathis* sp.), rattan (*Calamus* sp.), and Rafflesia flower (*Rafflesia arnoldi*).

Plant that characterize this national park are the tall carrion flower (*Amorphophallus decus-silvae*), giant carrion flower (*A. titanum*) and giant orchid/sugarcane (*Grammatophyllum speciosum*). The tall carcass flower can reach more than 2 meters high. Bukit Barisan Selatan National Park is a representative of the Bukit Barisan mountain range which consists of vegetation types of mangrove forests, coastal forests, tropical lowland forests to mountains in Sumatra.

Bukit Barisan Selatan National Park is a habitat for sun bears (*Helarctos malayanus malayanus*), Sumatran rhino (*Dicerorhinus sumatrensis sumatrensis*), Sumatran tiger (*Panthera tigris sumatrae*), Sumatran elephant

(*Elephas maximus sumatranus*), tapir (*Tapirus indicus*), gibbon (*Hylobates agilis*), siamang (*H. syndactylus syndactylus*), hoop (*Presbytis melalophos fuscumurina*), mouse deer (*Tragul javanicus kanchil*), and hawksbill turtle (*Eretmochelys imbricata*). Lake Menjikut in this national park is directly adjacent to the open sea of the Indian Ocean, which resembles a very large swimming pool and is located not far from the coastline. Bukit Barisan Selatan National Park is a habitat for sun bears (*Helarctos malayanus malayanus*), Sumatran rhinos (*Dicerorhinus sumatrensis sumatrensis*), Sumatran tiger (*Panthera tigris sumatrae*), Sumatran elephant (*Elephas maximus sumatranus*), tapir (*Tapirus indicus*), gibbon (*Hylobates agilis*), siamang (*H. syndactylus syndactylus*), hoop (*Presbytis melalophos fuscumurina*), mouse deer (*Tragul javanicus kanchil*), and the hawksbill turtle (*Eretmochelys imbricata*). Menjikut Lake in this national park is directly adjacent to the open sea of the Indian Ocean, which resembles a very large swimming pool and is located not far from the shoreline [7].

3.2. Tourism Conditions in Lampung Before and After Covid-19

3.2.1. Number of Tourists Who Come

Before the Covid-19, tourists who came to Lampung, both foreign and domestic tourists, almost every year experienced an increase. As domestic tourists who come to Lampung from 2016-2018, there is always an increase. In 2016 the number of domestic tourists who came amounted to 7,381,774 million, followed by 2017 amounting to 11,395,827 million, and in 2018 amounting to 13,101,371 million [8].

Table 1. Number of Archipelago Tourists to Lampung in 2016-2020

Number	Year	Total
1	2016	155.053
2	2017	245.372
3	2018	274.742
4	2019	298.063
5	2020	1.531

Source: Lampung Province Tourism and Creative Economy Office, 2021

In addition to an increase in domestic tourists coming to Lampung, this was also followed by an increase in foreign tourists entering Lampung. In 2016-2019 the number of foreign tourists in Lampung has always increased. In 2016 the number of tourists amounted to 155,053 thousand, 2017 increased to 245,372 thousand, 2018 amounted to 274,742 thousand, and lastly in 2019 foreign tourists who came to

Lampung almost touched 300 thousand, namely 298,063 thousand.

Table 2. Number of Foreign Tourists to Lampung in 2016-2020

Number	Year	Total
1	2016	7.381.774
2	2017	11.395.827
3	2018	13.101.371
4	2019	10.445.855
5	2020	2.548.394

Source: Lampung Province Tourism and Creative Economy Office, 2021

However, when the COVID-19 pandemic began to hit since 2020, the number of foreign and domestic tourists in Lampung experienced a very significant decline, for example the number of foreign tourists which previously amounted to 298,063 thousand in 2019 to 1,531 thousand in 2020. Likewise domestic tourists from 10,445,855 million in 2019 to 2,548,394 million in 2020. The drastic decrease was due to the reduction in international flights, the implementation of social and physical distancing to break the chain of the spread of the COVID-19 virus [9]

3.2.2. How to Attract Tourists

Before COVID-19, the direction of Lampung's tourism policy was more focused on how to attract as many tourists as possible to come to Lampung Province, both domestic and foreign tourists, such as festivals. One of the most famous festivals in Lampung is the Krakatau Festival which often brings tourists, both domestic and foreign tourists. Seen in 2018 when the implementation of this festival made the number of tourists who came, amounting to 28 thousand [10]. This means that at this time, it is more likely to attract tourists with a series of events that gather people through existing festivals, the implementation of which is held offline by meeting in person.

However, when a pandemic occurs, how to attract tourists or make people feel like traveling is experiencing a transition, which before the pandemic was more people who traveled by gathering in person. During the pandemic, a new way of doing tourism emerged, namely through virtual tours. Virtual tour is a new concept for vacationing in the midst of a pandemic [11]. We can explore various interesting tourist destinations in Indonesia only armed with a smart device, and an internet network from home. In addition to offering the beauty and uniqueness of each destination virtually, we can also learn about the destinations visited. The virtual tour is equipped with a virtual tour guide that explains in sufficient detail the objects visited [11].

3.2.3. Standards in Tourism

Before COVID-19, visitors did not pay much attention to the standards in traveling or the standards applied by tourist attractions, such as being able to gather in crowds without clear limits and capacities. However, when the COVID-19 pandemic, standards in tourism experienced a shift, namely the implementation of health protocols in almost all tourist attractions such as having to wash hands, maintain distance and wear masks. in order to prevent the occurrence of new epicenters/clusters during the CHSE pandemic [12]. In addition, tourist attractions have begun to implement a standard to maintain the level of trust of tourists in making visits in the midst of a pandemic, namely by applying the CHSE (Cleanliness, Health, Safety and Environmental Sustainability) standard, so that the security, safety and health of tourists while traveling can be guaranteed [13].

3.3. Lampung Tourism Supply

3.3.1. Lampung Tourism Supply Aspects

Based on the four aspects of Tourism by Medlik, Lampung has high potential. Some of them can be explained as follows:

1. Attraction

Statistical data for 2010-2019 recorded a growth track of tourist visits to Lampung an average of 21.6 percent (domestic tourists) and 21.5 percent (foreign tourists) with the proportion of domestic tourists being 98 percent of the total tourists. This makes Lampung ranks 11th with the destination of domestic tourists 2.4 percent of the total trips of domestic tourists in Indonesia.

Lampung as a strategic area has several tourist attractions and advantages. First, Lampung has an island-based geography (cluster of islands) and has many coastal seas. This is an advantage and an interesting thing for beach and island tourism enthusiasts. Second, Lampung has a nature reserve developed as a national tourist attraction, namely the Way Kambas National Park and the Bukit Barisan National Park. Third, have relatively good and adequate transportation access. Fourth, have a good infrastructure. Fifth, Lampung has rich cultural elements. Sixth, the creative economy that supports tourism is quite good [14].

The Lampung Provincial Government sees culture as an element of attraction in its tourism. The government initiated an idea of "diversity" in bringing culture to Lampung tourism. The idea departs from the reality where Lampung as a strategic area is inhabited by people from different (regional) cultures. Some of the regional cultures that represent the diversity of the Lampung people include Sundanese, Javanese, and

Balinese cultures. The symbolization of cultural mixing (Cultural Hybridization) is built by displaying one cultural form with one another in combined art performances, for example Balinese dance performances created with Lampung regional dances (Bala Dance). Another symbolization is done by presenting one of the cultural icons such as a house of worship, a temple (Hinduism) which was built as a religious tourism object.

2. Accesable

One of the advantages of Lampung Tourism is the availability of good transportation and mobilization access. Infrastructure in the main areas that support tourist destinations is already available. However, there are still some tourist routes that have limited access to transportation, such as at the Minang Rua Beach Location. Therefore, the Lampung Provincial Government is still trying to gradually improve the readiness of transportation access for tourist routes that are still difficult to reach [15].

3. Amenities

The Lampung Provincial Government has also tried to help improve tourism area services by providing various public facilities including road access, toilet availability, sanitation. Especially during the pandemic, as well as the availability of hand washing facilities. In this pandemic era, the Lampung Provincial Government is faced with two priority choices, namely health and the economy. In addition to maintaining public health, economic movement is important because it can revive the tourism sector economy in the midst of the Covid-19 pandemic. In fulfilling the facilities in this tourism area, the Lampung Provincial Government refers to the concept of sustainable tourism (Sustainable Tourism). The concept of sustainable tourism is also a priority for the Lampung provincial government, both in terms of physical, economic, and social aspects [16].

Until now, the achievement is only about 60%. Starting by reaching the quality standards of tourism through CHSE certification (Cleanliness, Healthy, Safety, Environmental Sustainability). One of the efforts made during the pandemic by the Lampung Provincial Government is to ensure the implementation and implementation of tourism with health procedures (Prokes Covid-19), such as the provision of hand washing facilities, temperature measurements, hand sanitizers, and the obligation to wear masks and maintain distance.

4. Ancillary

This institutional component refers to the legality of a tourist destination. With this legality, it shows that there is an institution that is responsible for the safety and comfort factor at tourist sites. So that visitors or tourists will feel calm during their visit by getting

guaranteed security and comfort. Based on Lampung Provincial Regulation Number 4 of 2019, Lampung Tourism is under the authority of the Lampung Province Tourism and Creative Economy Office. In addition, the management of Lampung tourism is also carried out in synergy and collaboration with various communities and community groups, such as the tourism community or tourism-aware community groups (Pokdarwis) in tourist locations and destinations. Lampung has 218 pokdarwis and 145 tourist villages.

3.3.2. *Tourism Supply Component*

In addition to the tourism aspect, in more detail, Lampung Tourism Supply can also be explained from the four components based on Goeldner and Richie, including the following [17]:

1. Natural resources and environment

One of the main of Lampung tourism is the geographical area which has many islands. This makes Lampung has many beautiful beach tourist destinations. Lampung's natural attractions include Batu Putu Waterfall, Puncak Mas, Mutun Beach and Tangkil Island, Sari Ringgung Beach and T Island, Klara Beach, Kelagian Island, Pahawang Island, Tanjung Putus Island, Kiluan Bay, Pegadung Tooth Shark Beach, Balak Island, Loh and Lunik, Mount Tanggamus Nature Tourism

2. Built Environment

Lampung already has an international standard airport, namely Raden Inten II Airport. Its status as an international airport began in 2017 following the status of Lampung as a hajj embarkation. During the Pandemic, all domestic travelers at this airport are required to have a negative COVID-19 test result from a health service facility affiliated with the Ministry of Health [18]. The strategic location of the Lampung region is complemented by the presence of Bakauheni port which is located in Bakauheni sub-district, South Lampung Regency. As the main route connecting Java with Sumatra and vice versa, Bakauheni Port is a dense transportation access, which can be an opportunity for Lampung Tourism. This port already has a new wharf which is an exclusive pier that is directly connected to the exclusive pier of Merak Harbor. With the pier that has been operating since 2018,7, the Java-Sumatra cross trip can be passed only by taking 1 hour of travel, compared to the travel time before this pier could reach 2 to 3 hours of travel [19].

3. Operating Sector

The transportation sector in Lampung has developed quite well. Although today the available public transportation is limited due to the many modes of transportation of motorcycle taxis or online taxis. Another sector that supports Lampung tourism is the availability of many restaurants as one of the main

supports for Lampung tourism destinations. According to data from the Lampung Province Tourism and Creative Economy Office in 2020, there are 1535 restaurants spread across 15 regencies/cities in Lampung. Bandar Lampung as the city center has 460 restaurants, and the second largest number of restaurants is in Central Lampung Regency as many as 255 restaurants.

4. Spirit Of Hospitality

Lampung society has a set of cultural values as a cultural heritage and the result of family socialization and social environment. This set of cultural values is known as Piil Pesenggiri. Piil Pesenggiri's philosophy of life is supported by four elements, namely Sakai Sambaian, Nemui Nyimah, Nengah Nyappur, and Bejuluk Beadek.

The four elements in Piil Pesenggiri, have their respective meanings as attitudes and behavior of the people of Lampung. Sakai Sambain means helping each other one after another. Nemui Nyimah means opening up to receive guests. This concept is an attitude of generosity by giving something to others, and speaking politely. Based on this life principle, every Lampung person should have a friendly, open, greeting, full of intimacy and warmth attitude. So that by applying and realizing this principle of life, every tourist visitor who comes to Lampung can feel comfortable. Nengah Nyappur requires individuals to be kind to others, maintaining a balance between private and public interests. While Bejuluk Beadek is the awarding of titles to honor others for their services and roles. The awarding of this title is carried out with a traditional ceremony.

In an effort to maintain and strengthen important cultural elements as a component of tourism supply, the Provincial Government of Lampung is synergizing with traditional community leaders and the tourism community. In addition, the Lampung provincial government provides capacity building for the community in improving skills related to the culture.

4. CONCLUSION

Lampung ranks 11th with domestic destinations 2.4 percent of the total trips of domestic tourists in Indonesia. With the growth of domestic tourists by 98 percent of the total tourists. The growth of foreign tourists to Lampung is still relatively small. Therefore, the government is actively promoting tourism to increase the number of foreign tourists to Lampung.

The Lampung provincial government has made several efforts to maintain and increase the supply of Lampung tourism. Among them are implementing health protocols in a disciplined manner in tourist destination areas during the pandemic, helping tourist

areas in providing public facilities at tourist sites, increasing access to adequate transportation by improving roads to tourist destinations, initiating promotion and provision of virtual tourism, encouraging quality improvement. human resources, as well as increasing tourism competitiveness in local, national and international markets.

With various advantages and tourist attractions, Lampung has a large market potential to provide local, national and international tourism supplies. Therefore, it is important for the Lampung provincial government to make this tourism sector as a priority for regional development programs and strategies. By increasing cooperation and synergy with all existing elements, including stakeholders, both from the government and the private sector. Given the low number of foreign tourist arrivals, the Lampung government should start focusing on increasing the supply of existing international tourist destinations. Serious attention is needed from the government to also optimize the potential of the community as an important entity in the tourism community.

AUTHORS' CONTRIBUTIONS

Rahayu Lestari: creating and compiling road map of the research; identifying, collecting and analyzing Lampung Tourism Supply data (from four aspects and six elements). Tety Rachmawati: designing the background and urgency of the research; collecting and analyzing data and the potential for International Cooperation of Lampung Tourism Sector. Dani Syahrobi: collecting and analyzing Lampung Main Tourism Data, and complementary data. Fisko Arya Kamandanu: collecting and analyzing Lampung Tourism data before the pandemic and during the pandemic, and complementary data.

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