

# Recomendation Model of Tourism Recovery Policy After Covid 19 in Lembata Regency

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**Abstract** - This study aims to identify tourism problems in Lembata Regency as a result of COVID 19 and recommends a policy of recovery tourism in Lembata Regency. This study uses model-building method with qualitative descriptive approach. Model-building method is used to develop recommendations for tourism recovery policy in Lembata Regency based on the findings of the impact of COVID-19 on tourism in Lembata Regency. The techniques of collecting data were observation, interviews, and documentation. The techniques of analysis data were data reduction, data presentation, and conclusion. The results showed that tourism is a sector that is severely affected by the covid 19 pandemic in Lembata Regency. Tourism recovery efforts by Lembata Regency must be done internally and externally, Internally by reconstitution of tourism development policy as a result of the covid 19 pandemic, forming an internal team to record the impact of losses due to the covid 19 pandemic and introduce the potential of post-pandemic tourism through tourism promotion. Externally, Lembata Regency conducts communication and coordination with tourism businesses, tourism observers and academics to develop tourism recovery policy instruments after covid 19.

**Keywords:** Policy Recommendation, Tourism Recovery, Lembata Regency, Covid 19 Pandemic

## I. INTRODUCTION

The spread of the Covid 19 pandemic has an impact on the tourism sector around the world due to a decrease in the rate of domestic and foreign tourist visits, This is due to travel restriction policies by various countries as an act to stem the spread of covid 19. Indonesia as one of the tourist destination countries

is also affected by the policy (VOA Indonesia. 2020), Indonesia's tourism industry is paralyzed by the Indonesian government's policy of carrying out large-scale social restrictions, banning travel and quarantine for those traveling.

NTT province is one of the provinces in Indonesia where the rate of spread of covid 19 is very high and falls into the category of red zones. So that the NTT provincial government made a policy of travel restrictions that impacted the level of tourist visits both foreign and domestic tourists in all districts in NTT province.

Lembata Regency is one of the districts in NTT Province that is affected by NTT provincial government policy. This condition has an impact on the decrease in the rate of tourist visits both domestic and foreign tourists of Lembata regency. The closure of tourism in Lembata Regency not only has an impact on natural tourism, marine tourism, and cultural tourism. The implications of this condition also affect other sectors such as transporation/travel services, hotels and so on. Although many parties have not been able to predict when the end of COVID-19, but the losses for the tourism industry can already be felt after the enactment of large-scale social restriction policies (PSBB).

According to Lembata news source News.com, The Regent of Lembata explained that the covid 19 pandemic that hit the world greatly impacted all sectors of people's lives, especially the tourism sector that felt the direct impact, namely a very drastic decrease in tourist visits in Lembata Regency (Lembata News.com; 23/2/2021).

Based on this phenomenon, the author is interested in conducting research to outline the impact arising from the covid 19 pandemic on Lembata Regency tourism, and recommend how action should be taken by the Lembata regency government to revive post-COVID-

19 tourism, as well as making policy instruments prepared by the Lembata, So that it can accelerate the recovery of pariwisata in Lembata Regency and can increase the number of tourist visits in Lembata Regency. Based on background, the author is interested in conducting research with the title : RECOMMENDEATION MODEL OF TOURISM RECOVERY POLICY AFTER COVID 19 IN LEMBATA REGENCY

## II. LITERATURE REVIEW

### 2.1 Pandemic Covid 19

Covid 19 virus that spread around the world is suspected to be from Wuhan china, There are many speculations and conspiracy theories about the origin of the virus floating around (Aljazeera News, 2020; Bryner, 2020). Although not the time to create, rumors that cause hostility among the nations and their people (Devakumar et al., 2020). but the writings and messages exchanged through accounts that can cause conflict in the future. These are just some of the relatively minor problems caused by COVID-19.

Meanwhile, the covid 19 virus is spreading very quickly around the world, the process of developing and using vaccines has been carried out (Harper, 2020) In addition to having an impact on health, covid 19 also has an impact on the political, social, and tourism sectors with the virus that continues to spread

COVID-19 virus requires various fields of research, such as identifying the origin of the virus (Andersen et al., 2020), the virus transmission patterns and dynamics (Chen et al., 2020; Kucharski et al., 2020), clinical trials (Cortegiani et al., 2020), and mortality rate (Zhou et al., 2020). Information about the Covid 19 pandemic and its impact on the world There are still many unknown lives.

### 2.2 Disaster management

Tourism industry is extremely vulnerable to numerous factors, such as natural disasters, daises pandemic, terrorism, uprising, and so on. Therefore, we prepare a tourism recovery strategy after covid 19. Some studies (Jiang, Ritchie, & Benckendorff, 2019) define such effort as a tourism crisis and disaster management (TCDM). although TCDM is an important topic However, it is difficult to find the results of published research. However, some of the results of this study are sufficient to offer Concept of TCDM.

This research aims to examine the aftermath of crises and disasters (Jin et al., 2019), The impact is

very important to create a tourism recovery strategy. This research also strengthens the recovery of tourism to limit stakeholders. and propose a framework for coordinating efforts among stakeholders, Although many research results on crisis management in the field of tourism, but only a few are related to health problems (Novelli et al., 2018). Because we are currently facing health problems due to covid 19 so the opportunity to do research to fill the research gap.

Some scholars (Mistilis &sheldon, 2006) aim to categorize crises and disasters so that they can more easily understand by grouping events into understandable types. This paper, emphasizes the impact of tourism due to covid 19 as well as tourism recovery efforts after covid 19. Certain research direction focuses on the effectiveness of crisis and disaster management strategies (Jiang & Ritchie, 2017; Jin et al., 2019; Ritchie, 2004). Some studies (e.g. Gurtner, 2016) even conduct a longitudinal case study because the subject faces crises frequently. Some research (e.g. Gurtner, 2016) even conducted a longitudinal case study Because the subject often faces a crisis, It can even strengthen the tourism industry. resilience to crises and disasters (Jiang, Ritchie, &verreynne, 2019).

Thus, the focus of this paper is to outline the impact of COVID 19, recommending how action should be taken to revive post-COVID 19 tourism. as well as making policy instruments that can be used as guidelines for stakeholders (Stack holders) so as to accelerate the recovery of pariwisata and can increase the number of tourist visits

### 2.3 Research Method

This study uses baulding model methods with a descriptive approach, This research aims to examine tourism problems in Lembata Regency due to COVID 19 and recommend tourism recovery policies in Lembata Regency. The bulding methode model is used for tourism recovery policy recommendations in Lembata Regency based on the findings of the impact of COVID-19 on tourism in Lembata Regency. The data is used as the basis for the development of recommendations for the Lembata Regency Government. This understanding is in line with the opinion of Shepherd &Roy (2017), who posited that theoretical findings could be built on empirical grounds in the field.

III. RESULTS AND CONCLUSIONS

3.1 Impact of Covid-19 on Lembata Regency Tourism Sector

Government policy to reduce the spread of the covid 19 virus by limiting the number of tourists visiting tourist attractions has a wide impact on the tourism sector in lembata regency. All stakeholders, namely the Lembata Regency Government, tourism sector businesses and workers suffered losses from the policy.

The number of tourist visits decreased drastically in Lembata Regency. The decrease in the number of tourist visits in Lembata Regency has an impact on five aspects namely economic aspects, taxation aspects, labor aspects, brand image aspects, business sustainability aspects. Impact of COVID 19 in Lemabata Regency can be seen in the image below :

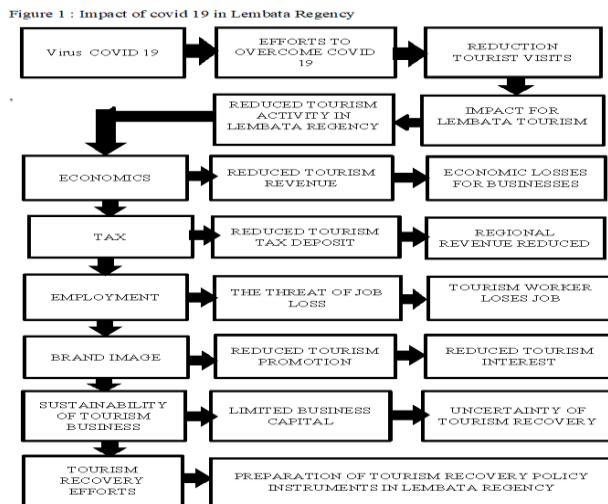


Figure 1. Impact of COVID 19 in Lemabata Regency

1. Economic aspect

Reduced in tourism activity has an impact on economic losses, although tourism revenues decreased drastically but tourism management activities continue to run such as maintenance of tourism facilities, payment of water and electricity, pay employees' salaries.

2. Tax aspects

Reduced tourism activity in Lembata Regency has an impact on the loss of potential tax revenues from the tourism sector that directly implicate the original income of Lembata regency so this year's tax revenue target of two hundred and seventy million or up one hundred percent from the

previous year of seventy million cannot be achieved.

3. Employment aspects

The spread of the covid 19 virus has an impact on aspects of the workforce, restrictions on the number of tourist visits to tourist attractions cause tourism businesses to suffer losses, efforts are made to reduce the workforce by considering the principles of effectiveness and efficiency such conditions will potentially create unemployment, .

4. brand Image aspect

Brand Image is used to introduce tourist destination products and communicate the uniqueness of the destination visually, making it easier for destinations to sell their products to the market, One of the efforts made to introduce brand image through promotion such as improved facilities that can be enjoyed by tourists, discounts and so on. reduced tourism activity in Lembata Regency and the absence of tourism promotion will decrease the brand image of tourists, this condition will potentially decrease the interest of tourists visiting Lembata tourism objects.

5. Aspects of business sustainability

Reduced tourism activity due to the spread of the covid 19 virus will threaten the continuity of tourism business in Lembata regency. The impact experienced by each type of tourism business is different from one type of business to another. Some types of tourism businesses have complex impacts that are not limited to the five aspects, but overall it can be said that tourism is one of the sectors that most impact the spread of covid 19 in Lembata regency.

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3.2 Tourism Recovery Efforts In Lembata Regency

Government policy to reduce the number of tourist visits to tourist attractions affects the tourist activities of Lembata Regency. Implications of the spread of covid 19 have an impact on the tourism sector in Lembata Regency. Based on these conditions, efforts to restore tourism after the Covid 19 pandemic must be carried out.

There are 5 (Five) reasons for tourism recovery in Lembata Regency as follows:

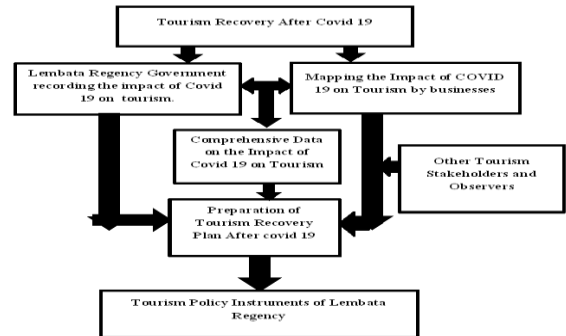
1. Lembata regency becomes one of the image of tourist destinations with many natural attractions, marine tourism and cultural tourism. One of the

famous cultural tourism is the whaling tradition of Lamalera tourist village in Lembata Regency. However, tourism activity is closed due to covid 19. Efforts to restore tourism in Lembata Regency is a way to restore the image of tourism in Lembata Regency so that tourism activities in Lembata Regency can run normally

2. Tourism becomes a source of income for the people of Lembata Regency, So that the efforts to restore tourism is an effort to restore the economy of people whose source of income in the field of tourism
3. Tourism in Lembata Regency is one of the leading sectors that contribute to the development in Lembata Regency, So that the efforts to restore tourism in Lembata Regency not only include development in the field of tourism but include the overall development process in Lembata Regency, because pariwisata affects other sectors that have a positive impact on the development of Lembata Regency.
4. Tourism recovery efforts as a momentum to reassure stakeholders including tourism businesses, That the government has a commitment to continue the process of tourism development after the Covid 19 pandemic so as to provide motivation for stakeholders including investors to invest.
5. Tourism recovery efforts in Lembat Regency is a rebranding of tourism to give confidence to tourists that tourism conditions have recovered so that tourists will return to visit Lembata Regency.

Lembata Regency Government has an important role in the recovery of tourism and develops and sets policies for tourism recovery plans. The government should also involve various stakeholders in the recovery of tourism because the success of tourism recovery is determined by cooperation and synergy between stakeholders. Tourism recovery efforts in Lembata Regency can be recommended as follows :

Figure 2 : Recommendations for the preparation of tourism recovery plan in Lembata Regency:



Tourism recovery planning policy instrument in Lembata Regency is the result of a study conducted by 3 (three) parties, namely: 1. Lembata Regency Government as the authority that will ratify the instrument of tourism recovery policy, 2. Tourism businesses in Lembata regency namely tourism service companies and tourism businesses both individuals and community groups, 3. Tourism observers and academics who contribute to the preparation of tourism recovery policy, although empirically not directly related to the implementation of tourism.

Businesses in Lembata Regency collect data on aspects affected by COVID 19 related to tourism business types and other aspects such as the sustainability of workers in the field of tourism. With mapping carried out by tourist businesses in Lembata Regency will provide an idea of how much impact caused by covid 19. The data will be submitted to the Lembata regency government as input and consideration in the recovery of tourism in Lembata Regency. The Lembata Regency Government must be proactive in planning the recovery of Lembata Regency tourism by coordinating with business actors. receive advice and recommendations from other parties such as academics and tourism observers to be input and recommendations in the process of preparing tourism recovery policies in Lembata Regency. Tourism recovery after the covid 19 pandemic in Lembata regency is not just the preparation of policy instruments. But also internal improvements to government organizations. Tourism recovery efforts in Lembata Regency can be seen in the following image :

Figure 3: Recommendations for the Lembata Regency Government in Tourism Recovery After the Covid 19 Pandemic :

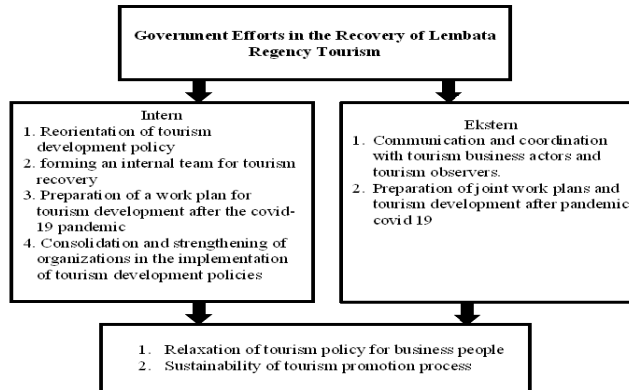
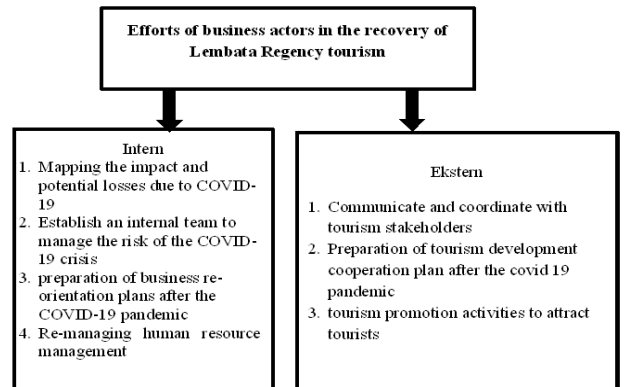


Figure 4. Recommendations for business actors for tourism recovery after the covid 19 pandemic Lembata



The efforts of the Lembata regency government in the recovery of tourism after the covid 19 pandemic were carried out internally and externally. The first step taken by the Lembata district government is the reorientation of tourism development policies. The reorientation of Pariwisata's development policy aims to re-map programs and budgets and tourism potential after the covid 19 pandemic, so that various programs will be implemented and the budget will be adjusted to the current conditions. To focus on reorienting tourism development policies, the establishment of an internal team specifically conducted a review of the impact and potential of tourism in Lembata after the covid 19 pandemic.

Tourism recovery efforts after the covid 19 pandemic in Lembata Regency are not only the responsibility of the local government but involving business actors who have an important role in managing tourism businesses. The contribution of business actors in the recovery of tourism becomes the initiator of the sustainability of pariwisata business after the covid 19 pandemic. Efforts of business actors in the recovery of pariwisata can be explained in the following images :

Efforts of business actors in the recovery of Lembata Regency tourism After the Covid 19 pandemic is carried out internally and externally. first effort that must be done is to restore the condition of the tourist business internally. Because the Covid 19 pandemic not only provides economic losses. but the impact on organizational losses, one of which is the unrealized of tourism business purposes. In conducting tourism recovery internally, businesses can form an internal team to assess the impact and potential after the covid 19 pandemic. This team specifically compiled a tourism recovery program in Lembata regency. Second: Re-managing human resource management, Related to how effective human resources are able to encourage the development of tourism businesses in restoring lembata tourism. The existence of expenditures to finance employees who do not work should be considered, whether the proportion of existing human resources has been effectively managed or need a reduction / addition to accelerate the recovery process of tourism business in Lembata Regency

Tourism recovery efforts internally must be in line with tourism recovery efforts externally, among others : Communicate and coordinate with tourism stakeholders, especially the Lembata district government. about the steps that must be taken to synergize tourism recovery efforts, Develop a joint working plan with stakeholders to restore tourism after the Covid 19 pandemic. For example, proposing to the Lembata district government related to the form of tourism recovery programs that can accelerate the recovery of tourism business, Promote directly to tourists Such as providing discounts for tourism services and indirect promotions such as advertisements in print and electronic media provide the advantages of this type of tourism in Lembata

Regency. The promotion is expected to increase tourist visits to Lembata regency which will have implications for the recovery of tourism conditions in Lembata regency.

#### IV. CONCLUSION

Tourism recovery policy recommendations in Lembata Regency are expected to optimize the role of the government and business actors as the main sector of tourism in Lembata regency. The Lembata government has official authority to draw up a policy on the recovery of tourism actors and business actors as organizers of tourism activities. Tourism recovery efforts by the Lembata Regency Government must be carried out internally and externally. Internally by recasting tourism development policies as a result of the Covid 19 pandemic and forming an internal team. to record the impact of losses due to the covid 19 pandemic and introduce the potential of post-pandemic tourism covid 19 through tourism promotion. Externally, the government of Lembata kabupaten communicates and coordinates with tourism businesses, Tourism observers and academics in drafting tourism recovery policy instruments after covid-19

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