



Study of Tourism Development in the Challenges of the New Life Habits Period and Post-Covid-19 Pandemic in Tomohon City

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Abstract. This study aims to identify Tourism Development in the Challenges of the New Life Habit Period and Post Covid-19 Pandemic in Tomohon City. The research method used is a mixed method between qualitative and quantitative. The results showed that: 1) The policy of development and development of tourism destiny is directed at a) arranging the development of tourism activities of each destination according to the characteristics of superior attractiveness and land carrying capacity; b) maintaining the existing competitiveness in urban tourist destinations, ecotourism destinations, MICE and recreational tourism destinations; c) spreading growth in cultural heritage and educational tourist destinations, and creative tourist destinations; 2) the work of the tourism sector in Tomohon City shows good effectiveness from the achievement of tourism targets (ranging from the implementation of arts and cultural festivals to the provision of accommodation), but there are still several problems that hinder the optimization of the existing tourism potential; 3) Several issues in implementing sector development policies of Tourism include: a) the availability of human resources (HR) both in quantity and quality is still limited, especially human resources in the field of tourism who have strategic and visionary thinking. These conditions can hinder the quality of all tourism activities in Tomohon City; b) inconsistencies between the implementation of RT and RW with the actual use of space for the benefit of the tourism industry; c) limitations budget for the field of tourism. The determinant factors in this study are communication, resources, disposition (attitude), and bureaucratic structure.

Keywords: Development · Tourism · Covid-19

1 Introduction

At the end of 2019, the world was shocked by the existence of a New emerging infectious disease in China, which was chaptered by Coronavirus Disease (Covid-19). The world is becoming aware of the outbreak of this virus, not only being vigilant about the spread of the disease but also being aware of the possible impact on the world economy. The World Health Organization has established a global emergency status for the Coronavirus outbreak.

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Tomohon City is famous for its tourism aspects (flower city) in North Sulawesi. In the regional regulation of Tomohon City No. 6 of 2013 concerning the Tomohon City RTRW for 2013–2033, article 5 paragraph 2 states that the regional spatial planning policy includes: (a) the realization of sustainable development in the Tomohon City area (b) the progressive development of Tomohon as a Flower City oriented towards the development of a natural Green City (c) the development of agricultural activities of high economic value and environmentally friendly (d) the development and development of ecotourism in Tomohon City is community-based and the advantages of local culture that have been known and attached to Tomohon City. Also, in article 41, it is mentioned about the development of tourism areas with the concept of "whole city" for tourists. [1]

Tourism in Tomohon city has grown rapidly in recent years, as shown by the development of the number of tourists visiting Tomohon city from 2013–2017.

Seeing the development of the number of tourist visits in the city of Tomohon, which continues to increase from 2016, in the 2020 Tomohon City Regional Government Work Plan (RKPD), a target of tourist visits of 768,787 tourists in 2020 and 999,423 tourists in 2021 is set. Meanwhile, the number of leading tourist attractions is set at a target in 2020, with as many as 24 tourist attractions and 28 tourist attractions in 2021.

The spread of Covid-19 has significantly impacted various sectors, especially the tourism sector in different regions in Indonesia. Similarly, in the tourism sector in Tomohon City, where the target of tourist visits in 2020 of 768,787 tourists until October 17, 2020, has only been realized by 25%, even the target of foreign tourist visits has only been recognized by 1%.

To anticipate the impact of Covid-19 on the tourism sector and to realize the targets set by the Tomohon City Government in the tourism sector, a study of the condition of Tourism in Tomohon City during and after Covid-19 is needed and how to develop the Tourism sector affected by Covid-19.

2 Method

This study uses a tourism sociology approach that helps researchers see the phenomena that occur and are related to this study. This study used a mixed method (mix). According to Sugiyono [2], mixed method research or combination research method is a research method that combines or combines quantitative methods and qualitative methods to be used together in a research activity so that the data obtained is more comprehensive, valid, reliable, and objective. This approach is considered relevant to determine what strategies should be carried out by the Tomohon City Government in developing tourism in the challenges of the new life habit period and post-covid-19 pandemic in Tomohon City.

The data collection methods in this research program are as follows:

Data analysis is carried out by interpreting primary and secondary data, which is directed at the social phenomenon of tourism during a pandemic; the data is then collected and analyzed. 1) Primary data was obtained through a Focus Group Discussion with tourism stakeholders in Tomohon City conducted through developing trust through consistent use of the advice given by Benny and Hughes to understand the importance of interviews in data collecting [3]. 2) Secondary data, namely data or information taken from books, the internet, archives, and others that can support this research.

3 Results and Discussion

Tomohon City is one of the cities in North Sulawesi Province, Indonesia. Before 2003, Tomohon was one of the sub-districts in Minahasa Regency. In its development, Tomohon experienced a lot of progress, so there were aspirations from its citizens to improve the status of Tomohon as a city. Tomohon became an autonomous region (city) with the passage of Law Number 10 of 2003 concerning the Establishment of South Minahasa Regency and Tomohon City in North Sulawesi Province by the House of Representatives of the Republic of Indonesia. Still, its inauguration was only on August 4, 2003. The town's population was estimated at 106,917 in 2019. [4]

Tomohon City is located at 1°15' North Latitude and 124°50' East Longitude. The area of Tomohon City, based on the decree of the Indonesian Law Number 10 of 2003, is around 11,420 ha with a population of 87,719 people. Tomohon City is located at an altitude of approximately 900–1100 m from sea level (asl), flanked by two active volcanoes, namely Mount Lokon (1,580 m) and Mount Mahawu (1,311 m). Tomohon City's temperature during the day can reach 30 degrees Celsius and 18–22 °C at night.

The strategy for developing Tomohon City as a tourist area can be done by identifying internal and external factors. Many internal factors concern aspects of the strengths and weaknesses of the destination. External elements are related to existing threats and opportunities. Identifying these external and internal factors is very important as a basis and basis for self-evaluation in the development of destinations. [5]

Strategic Environmental Analysis

Analysis of the internal and external strategic environment that influences the development of tourism and culture needs to be carried out to get a clear picture and the proper steps to carry out tourism and cultural development efforts following the state of tourism and cultural potential in Tomohon City.

3.1 Internal Strategic Environment

To realize Tomohon City as an environmentally friendly tourist destination area, some efforts are needed to develop tourism and cultural potential to increase the tourist attraction of Tomohon City to increase the number of visits and length of stay of tourists.

In this regard, to determine the steps and strategies for implementing tourism and cultural potential development appropriately, it is necessary to identify and analyze the internal strategic environment so the factors of strength and weaknesses can be known.

1) Strength

Several things related to strength factors, including.

- a) the availability of a legal basis as an operational basis in the form of laws and regulations or regional regulations;
- b) the availability of sufficient human resources of the Tourism Office apparatus;
- c) the availability and quality of adequate road infrastructure;
- d) the availability of proper work facilities to support work productivity;
- e) establishing good working relationships with tourism and cultural stakeholders;

- f) Availability of 94 tourist attractions (49 natural attractions, 26 cultural tours, 15 artificial tours);
- g) the availability of internet networks for information access purposes;
- h) there is no levy in the management of TDUP (Tourism Business registration mark).
- i) Bylaws providing incentives and ease of investment. Already at the Perwako stage.
- j) In 2020, through the tourism office, we built a natural tourism park.
- k) The geographical location of Tomohon city is a force for investors to invest.
- l) Tourism accessibility of Tomohon City has been wide open with the existence of land transportation facilities in the form of roads, then sea port facilities about 2 h from Bitung port, and air in the state of an airport about 1 h from Sam Ratulangi Airport, which makes it easy to reach tourist destinations in Tomohon City

2) Weakness

Several things related to strength factors, including.

- a) Regulations: Permits that have not been adjusted to current conditions; Many local regulations have not been discussed at the Tomohon City DPRD level; no regulation protects tour guides.
- b) Budget: limited available budget compared to the required needs.
- c) Information and Communication Technology: has not implemented comprehensive information technology in managing tourism data and creative industries; (TGS), tour guide.
- d) Human resources: there are still limited human resources who know the field of tourism and creative industries.
- e) Data: does not yet have a complete tourism and creative industry data bank; Tourism Information Management System.
- f) Supporting Facilities: unavailability of "halal" culinary areas

3.2 External Strategic Environment

To anticipate problems and threats from outside that hinder the development of tourism and culture, it is necessary to identify and analyze the external strategic environment so the threat and opportunities factors can be known.

1) Opportunity

Several things related to opportunities include:

- a) geographical position adjacent to Manado City and Sam Ratulangi international airport and is on the intercity track in Manado-Minahasa-Minsel-Mitra;
- b) sufficiently supportive social conditions of the community;
- c) the security conditions in Tomohon City are quite supportive;
- d) the trend of tourist travel that has increased every year since 2016–2019, except during the Covid-19 pandemic;

- e) the availability of adequate utilities (hospital facilities, banks, post offices, electricity, clean water, and others);
- f) the development of information technology for promotional needs;
- g) Availability of "Halal" Culinary Areas (restaurants, supermarkets, etc.);
- h) Super-priority programs on the development of Bitung-Minahasa-Manado, and Tomohon as a Buffer City.
- i) the development of tourism in other areas that are quite rapidly developing.

2) Threat

Several matters related to Threats (Threats), including

- a) APBD funds were cut from the center, all DAK allocations were directed to super prioritas (Tourism destinations);
- b) Tourism Funds were reduced because part of them was allocated for handling Covid-19;
- c) there was still a low public interest in taking advantage of tourism opportunities.
- d) the existence of an unorganized PKL that gives rise to a shabby impression;
- e) there are still gaps in the quality of human resources and tourism business actors;
- f) inadequate waste handling and environmental cleanliness.
- g) The culture of the society that is about to change;
- h) the development of tourism in other areas that are quite rapidly developing;
- i) The threat of volcanic nature.

Strength-Opportunity Strategy (S-O)

Several things about the S-O strategy include:

- 1) maintaining and increasing tourists from Manado and its surroundings as the primary market that already exists;
- 2) arranging and developing natural tourism potential to increase its attractiveness;
- 3) developing artistic and cultural potential as an art or cultural tourist attraction and cultural attraction to support the increase in tourist attractions;
- 4) increase the guidance and participation of the community in supporting tourism activities, especially the community around tourist attractions or tourist areas;
- 5) increase tourism and cultural promotion and marketing by utilizing various media and promotional facilities.
- 6) increase the service of guests or tourists.
- 7) encourage environmentally-based tourism businesses (green tourism);
- 8) encourage the development of Tourism Villages.

Weakness-Opportunity (W-O) Strategy

Several things are related to the W-O strategy, including

- 1) Evaluation of permits that are not following current conditions to be submitted as Ranperda;
- 2) mapping the profile of tourists visiting Tomohon City;

- 3) improving coordination of tourism development between Regional Apparatus Organizations within the Tomohon City Government and the provincial and central governments;
- 4) encourage the availability of Tourism Office employees who have competence in the field of culture and tourism;
- 5) Facilitate the formation of "Halal" Culinary Areas (restaurants, supermarkets, etc.)

Strength-Threat (S-T) Strategy

Several things about the S-T strategy include

- 1) encouraging the creation of a tourism-conscious community and the application of Sapta Pesona in community life;
- 2) involving the surrounding community in tourism activities (community-based tourism);
- 3) increasing efforts and cooperation with travel agencies in Manado City and Tomohon City in providing packages- tour packages to tourist attractions and attractions in Tomohon City;
- 4) make efforts to improve the quality of human resources and businesses engaged in tourism.

W-T Strategy

Several things follow the W-T strategy, including

- 1) planning and proposing budgets for tourism development programs or activities and seeking the interest and participation of private investors.
- 2) Reimagine the budget for tourism;
- 3) Create regulations that protect tour guides.

Identification of Tourism Sector Problems

In addition to the SWOT analysis results, this study also tries to identify several problems faced in developing the tourism sector in Tomohon City. By referring to the Strategic Plan of the Tomohon City Tourism Office for 2016-2021, various problems encountered in the field of tourism in Tomohon City are formulated as follows.

1. There are still limited human resources (HR) in tourism. The availability of Human Resources (HR), both in quantity and quality, that is expected to have high competitiveness is far from adequate, especially for human resources in the tourism sector who have strategic and visionary thinking. These conditions can hinder the quality of all tourism activities in Tomohon City. It has implications for tourism quality in Tomohon City, which is faced with increasingly fierce competition from other regions.
2. There is still low competitiveness in the tourism business unit. In general, the competitiveness of the Tourism Business Unit of Tomohon City is still lacking. The weaknesses concern product management issues, lack of tourism and cultural attractions, human resources, and marketing. It has implications for the length of stay and tourist

expenditure in Tomohon City. Providing more tourism and cultural attractions will encourage an increase in the size of stay and spending of tourists.

3. There are still limited tourist attractions that have been arranged. The readiness of tourist attractions as a tourism product is certainly something that must be considered. In addition to the enormous potential of tourist attractions in Tomohon City, it turns out that there are still many potential tourist attractions that have not been organized and that have been organized are still not optimal in their presentation.
4. Low coordination and perception equations among OPD. Coordination is essential to encourage an increase in tourist visits. With good coordination, there will be similarities in perception and movement in facing various challenges to increase tourist visits. It is recognized that the tourism sector is an end user of existing facilities and infrastructure. Meanwhile, the authority to handle facilities and infrastructure is in each Organisasi Perangkat Desa (OPD), following their respective fields of duty.

Success Rate of Tourism Sector Policy

Generally, the achievement of the service performance of the Culture and Tourism Office achieves the target in accordance with what has been determined. This kind of result can be achieved thanks to the hard work and solidity of the Cultural and Tourism Service personnel. In addition, this result is also achieved thanks to the principle of obeying the regulations of achieving performance and the effectiveness of using the budget. The most notable thing about this performance achievement is the increase in tourist visits. Tourist visits to Tomohon City consistently exceed the target that has been set. Some of the factors that influence the rise of tourist visits include the increase in promotional activities and innovation of promotional activities carried out by the Culture and Tourism Office, the increasing synergy of tourism business actors with local governments in terms of promotion and improvement of services to tourists and the increasing public awareness of tourism activities in the surrounding environment. [6]

Meanwhile, from the results of surveys and observations in the field, several important points were found related to the existing condition of satay in Tomohon City:

- 1) the availability of human resources (HR), both in quantity and quality, is still limited. Especially human resources in tourism who have strategic and visionary thinking. This condition can hinder the quality of all tourism activities in Tomohon City.
- 2) there is still low coordination and equality of perception among related OPD, even though the coordination aspect is essential to encourage increasing tourist visits. With good coordination, there will be similarities in perception and movement in facing various challenges to increase tourist visits. It is recognized that the tourism sector is an end user of existing facilities and infrastructure, while the authority to handle facilities and infrastructure is in each Regional Apparatus organization (OPD) following their respective fields of duty-masing.
- 3) inconsistencies between the implementation of RT and RW with the actual use of space for the benefit of industry tourism;
- 4) budget constraints for tourism.

4 Conclusion

The conclusions of the results of this study include:

1. The policy of development and development of tourism destinations is directed at:
 - a. arranging the development of tourism activities of each destination according to the characteristics of superior attractiveness and land carrying capacity;
 - b. Maintain the existing competitiveness in urban tourist destinations, ecotourism destinations, MICE, and recreational tourist destinations;
 - c. Mto spread growth in cultural and educational heritage tourist destinations as well as creative tourist destinations;
2. The work of the tourism sector in Tomohon City shows good effectiveness in achieving tourism targets (ranging from organizing arts and cultural festivals to providing accommodation). However, several problems still hinder the optimization of existing tourism potential.
3. Several problems in implementing tourism sector development policies include:
 - a. The availability of human resources (HR) in quantity and quality is still limited, especially human resources in the tourism field with strategic and visionary thinking. These conditions can hinder the quality of all tourism activities in Tomohon City;
 - b. Icontingency between the implementation of RT and RW with the actual use of space for the benefit of the tourism industry;
 - c. Limited budget for tourism.

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