



## Tourism Economic Recovery Policy After the Lombok-Sumbawa Earthquake

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### Article Information    Abstract

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This study aims to determine the implementation of policies to accelerate tourism economic recovery affected by the Covid 19 pandemic after the Lombok West Nusa Tenggara Earthquake in 2018. This study finds disagreement between previous studies and a lack of empirical evidence. Studies that show critics say that the development of the government's economic recovery strategy after the natural disaster in Lombok-Sumbawa is considered not optimal. The quantitative research design focuses on two themes, namely: 1) central and local government policies; and 2) planning strategies in the context of accelerating tourism economic recovery. The first finding reveals that the government's policy through the medium-term tourism economic recovery strategy as stated in the 2019-2023 RPJMD carried out by the West Nusa Tenggara Provincial Government has not been maximized. This can be seen clearly from the high number of poor people in West Lombok at 17 percent with an unemployment rate of 3.35 percent. As a result of the implementation of social distancing in the midst of the Covid 19 Pandemic and the post-earthquake on Lombok Island, West Nusa Tenggara, since 2018 there has been a decline in tourist visits due to the earthquake and the Covid-19 pandemic. The strategy carried out is data collection and support activities through priority programs that have been divided into 4 clusters to increase 3A (attractions, accessibility, and amenities for tourist villages/new tourist villages). In addition, a Digital-Based Promotion Strategy for Unaffected Destinations which intensifies promotion with a BAS (Branding, Advertising for e-commerce, Selling) strategy. The expected implication is that this research can contribute to accelerating the recovery of the tourism economy globally which has been affected by Covid 19 and after natural disasters.

## INTRODUCTION

The tourism sector is a sector that has the potential to be developed as a source of income for countries in the world. The study states that the successful implementation of tourism development policies can later be seen from its contribution to the community's economy, its impacts, and the obstacles it faces (Wulandari & Afriyanni, 2021). Previous research revealed that the development of tourism provides economic benefits including being able to encourage economic growth and improve the image of the region. Foreign exchange income from tourism has an important role in the structure of national foreign exchange earnings, especially when compared to foreign exchange originating from goods export activities (Wang et al., 2022; Moraru et al., 2021; Khayrulloevna, 2020; Basrowi et al., 2020; Imron, 2015). Tourism has the potential to encourage an increase in state revenue from taxes, especially indirect taxes. Tourism activities create the social attachment of entrepreneurs for cooperation, creating demand, both consumption and investment which in turn will lead to the production of goods and services (Wulandari & Afriyanni, 2021; Czernek-Marszałek, 2020). In this case, it has a multiplier effect in creating job opportunities through the creative economy and small and medium industries to be able to develop in line with the potential tourism sector (Chong & Balasingam, 2019; Matondang, 2017; Pulungan, 2013).

Indonesia has tremendous potential for the tourism industry. The development of the tourism sector concerns socio-cultural, economic, and political aspects as stated in Law Number 10 of 2009 concerning Tourism. However, the Covid 19 pandemic has become the biggest obstacle in increasing the role of the tourism industry (Zenker & Kock, 2020). Social distancing and the policy of limiting foreign visits have an impact on the decline in the number of tourist visits. As a result, tourism in the country has become one of the sectors that have been negatively affected by the pandemic (Gaffar et al., 2022). This is especially true for parts of Indonesia, where the tourism sector has been

affected by natural disasters. The region has to face a crisis for the second time.

The Lombok Archipelago Nusa Tenggara Barat (NTB) is one of the areas affected by natural disasters and had to face a tourism sector crisis during the Covid 19 Pandemic. In July 2018 an earthquake hit the island of Lombok. The natural disaster that occurred in Lombok had an impact on hampering economic growth, especially in the field of halal tourism. In the midst of a recovery period after a natural disaster, Lombok tourism must experience a crisis due to the pandemic. Previous findings recommend further research that investigates more deeply the impact of disasters and recovery policies that can be carried out by the government. Previous research has not been found to discuss much of the Lombok archipelago which was affected by the post-natural disaster pandemic and its recovery policies.

Previous studies related to post-disaster recovery investigated the development of geo-nautical tourism as a post-Covid recovery strategy (Gunawan et al., 2022), the importance of physical and psychological rehabilitation processes from a community perspective (Yan, Chen, & Wang, 2020), income decline and loss of power suffered by indigenous peoples-based tourism (Rembulan & Kusumowidagdo, 2021), disaster mitigation efforts with local wisdom, and its linkage to tourism areas (Maryanti et al., 2021; Wahyuningtyas et al., 2020; Wahyuningtyas et al., 2019), and tourism image recovery strategies after natural disasters (Kurniasari, Haloho, & Christian, 2019; Sulaiman & Hindardjo, 2019). Previous studies suggest investigating the limitations of his research on how strategic policies should be carried out by the Government of Indonesia after the disaster (Jaelani, 2021). The Lombok Islands have become the first and only region to have a Regional Regulation (Perda) regarding halal tourism. This was formulated by the NTB DPRD to strengthen the branding of halal tourism which is now attached to the province. In Perda NTB No. 2 of 2016 concerning halal tourism, it is written that the scope of the regulation of Halal Tourism is in the Regional Regulation. Unfortunately, this has not

been able to optimally restore the image of Lombok tourism after the disaster as mentioned in previous studies.

This study finds disagreement between previous studies and a lack of empirical evidence. Studies that show critics say that the development of the government's economic recovery strategy after the natural disaster in Lombok-Sumbawa is considered not optimal. For example, the findings were shown by Rembulan & Kusumowidagdo (2021) and Wulandari & Afriyanni (2021). Another study revealed its support for government policies in improving the tourism economy after natural disasters and recommended the development of geo-nautical and creative industries. For example, the findings described by (Gunawan et al., 2022; Kurniasari, Haloho, & Christian, 2019; Sulaiman & Hindardjo, 2019; Chong & Balasingam, 2019; Matondang, 2017; Pulungan, 2013). The novelty of the research wants to complement the lack of empirical evidence about the role of government policies in the recovery of the tourism economy to the COVID-19 pandemic and agrees with the government's efforts to improve the tourism economy in Lombok-Sumbawa. What is clear is that various government policies to date need to be identified in depth so that there are no misunderstandings in responding to the implementation of these policies.

Based on the background of the problem and previous studies, it is necessary to study further the impact of the earthquake and recovery policies affected by Covid 19 on the island of Lombok, West Nusa Tenggara, on the Islamic tourism industry in Indonesia.

## RESEARCH METHODS

Based on the approach, this research is mixed-method research. Quantitative method research refers to the theory used by Creswell (2009) namely to test a theory, present facts, describe statistics, show relationships between variables, and develop concepts and understanding. Meanwhile, based on the location, this research is a research that collects

data from various library literatures or other places. Not only books, but also other documentation. This research is a case study because it investigates the phenomena and policies of tourism recovery in West Nusa Tenggara Province before and after the 2018 Earthquake and being affected by the Covid 19 pandemic and then analyzed by statistical analysis using a computer (SPSS 22 Windows program).

The type of data used in this study is the type of data mix method. Sources of data used in this study are primary and secondary data. The primary data comes from the primary legal material of the Law Regulations, namely Law Number 10 of 2009 concerning Tourism which states that the Implementation of Tourism. Secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). In addition, researchers also collect relevant information through going directly to tourist sites affected by the 2018 Earthquake in West Nusa Tenggara as well as scientific journals, internet sites, and other sources.

To analyze the performance of tourism before and after the crisis, the analysis used is quantitative analysis. Before the data is analyzed, it must be ensured that the data is normally distributed through the normality test. This test aims to detect the normality of the data so that the residual value will be distributed normally and independently. One way to test the normality of the data is the Kolmogorov-Smirnov test. Next is the paired sample t-test to determine whether the two related samples have different means. The t-test difference test was conducted by comparing the two mean values with the standard error of the difference in the mean of the two samples. Testing the hypothesis using the  $t_{\text{test}}$  for paired sample t-test. The two-sided paired  $T_{\text{test}}$  is used because it is to test tourism in West Nusa Tenggara before and after the 2018 Earthquake. With this t-test, the decision to accept or reject a hypothesis can be done by looking at the significant value of the results of hypothesis testing ( $H_a$ ).

## RESULTS AND DISCUSSION

This study compares the TPK (Room Participation Rate) of Star Hotels (percent), RLM of Domestic Guests (days), RLM (Average Length Stay) of Foreign Guests (days), RLM (Average Length Stay) of Star Hotels (days), Number of Domestic Guests (persons), Number of Foreign Guests (persons), Number of Star Hotel Guests (people), Non-Star Hotel TPK (Room Participation Rate) (percent) and Non-Star Hotel RLM (Average Length Stay) in days before and after the Lombok Earthquake in 2018. The earthquake period in this study was July 2018 which is the period when Lombok experienced an earthquake. The data is taken from the BPS of West Nusa Tenggara Province. The analysis period is divided into two, namely: the period before the earthquake (February to June 2018), and after the earthquake (August to December 2018). Based on the results of the normality test, it shows that the probability of all variables is greater than 0.05. Therefore, it can be concluded that the data for Star Hotels room participation rates (percent), Domestic Guest room participation rate (days), Foreign Guest

average length of stay (days), average length of stay Star Hotel (days), Number of Domestic Guests (persons), Number of Foreign Guests (persons), Number of Guests Star Hotels (persons), Non-Star Hotel Room participation rate (percent) and Non-Star Hotel average length of stay (days) before and after the earthquake were normally distributed.

The existing hypothesis testing aims to answer the question of whether the Lombok earthquake affected tourism in Indonesia as proxied by the room participation rate of stars Hotels (percent), average length stay of Domestic Guests (days), average length of stay of Foreign Guests (days), average length stay of Star Hotels (days), Number of Domestic Guests (people), Number of Foreign Guests (persons), Number of Star Hotel Guests (persons), Non-Star Hotel room participation rate (percent) and Non-Star Hotel average length of stay (days). This analysis was conducted to measure H1 to H8 which states that Tourism in Indonesia before and after The 2018 Earthquake was significantly different, using the paired samples t-test. The results of the study are presented in table 1 below:

**Table 1.** Test Results Paired Samples t-Test

H <sub>a</sub>	Variable	T	Sig	α	Description
H1	Star Hotel TPK (%)	6.904	0.002*	0.05	Different
H2	Domestic Guest RLM(days)	-1.482	0.212	0.05	No Different
H3	Foreign Guest RLM (days)	-2.194	0.093**	0.05	Different
H4	RLM Star Hotel (days)	-2.166	0.096**	0.05	Different
H5	Number of Domestic Guests (person)	0.662	0.544	0.05	No Different
H6	Number of Foreign Guests (person)	1.835	0.140	0.05	No Different
H7	Number of Star Hotel Guests (person)	3.839	0.018*	0.05	Different
H8	TPK for Non-Star Hotels (%)	5.85	0.004*	0.05	Different
H9	RLM Non-Star Hotel (days)	8.929	0.001*	0.05	Different

Note: \*significance at p-value 5%; \*\* significance at p-value 10%; TPK is Room Participation Rate; and RLM is Average Length of Stay.

Source: Data Processed, 2022

Ha<sub>1</sub>: There is a significant difference in the TPK of Star Hotels (%) before and after the 2018 Earthquake. The results of data analysis on the Star Hotel TPK variable (%) by comparing the Star Hotel TPK (%) before and after the 2018 Earthquake, obtained a t value of 6,904 with a

significance of 0.002. Because the significance value is smaller than 0.05 (0.002 < 0.05), it means that there is a significant difference in the TPK of Star Hotels (%) before and after the 2018 Earthquake.

Ha<sub>2</sub>: There is a significant difference in the RLM of Domestic Guests (days) before and after the 2018 Earthquake. The results of data analysis on the Domestic Guest RLM variable (days) by comparing the Domestic Guest RLM (days) before and after the 2018 Earthquake, obtained a t value of -1.482 with a significance of 0.212. Because the significance value is greater than 0.05 (0.212 > 0.05), it means that there is no significant difference in the Domestic Guest RLM (days) before and after the 2018 Earthquake.

Ha<sub>3</sub>: There is a significant difference in the RLM of Foreign Guests (days) before and after the 2018 Earthquake. The results of data analysis on the foreign guest RLM variable (days) by comparing the foreign guest RLM (days) before and after the 2018 Earthquake, obtained a t value of -2.194 with a significance of 0.093. Because the significance value is smaller than 0.10 (0.093, 0.10), it means that there is a significant difference in the RLM of Foreign Guests (days) before and after the 2018 Earthquake.

Ha<sub>4</sub>: There is a significant difference in the RLM of Star Hotels (days) before and after the 2018 Earthquake. The results of data analysis on the Star Hotel RLM variable (days) by comparing the Star Hotel RLM (days) before and after the 2018 Earthquake, obtained a t value of -2.166 with a significance of 0.096. Because the significance value is smaller than 0.10 (0.096, 0.10), it means that there is a significant difference in the RLM of Star Hotels (days) before and after the 2018 Earthquake.

Ha<sub>5</sub>: There is a significant difference in the number of domestic guests (people) before and after the 2018 Earthquake. The results of data analysis on the variable number of Domestic Guests (days) by comparing the Number of Domestic Guests (persons) before and after the 2018 Earthquake, obtained a value of 0.662 with a significance of 0.544. Because the significance value is greater than 0.05 (0.544 > 0.05), it means that there is no significant difference in the number of domestic guests (people) before and after the 2018 Earthquake.

Ha<sub>6</sub>: There is a significant difference in the number of foreign guests (people) before and after

the 2018 Earthquake. The results of data analysis on the variable Number of Foreign Guests (persons) by comparing the Number of Number of Foreign Guests (persons) before and after the 2018 Earthquake, obtained a value of 1.835 with a significance of 0.140. Because the significance value is greater than 0.05 (0.140 > 0.05), it means that there is no significant difference in the number of foreign guests (people) before and after the 2018 Earthquake.

Ha<sub>7</sub>: There is a significant difference in the number of star hotel guests (people) before and after the 2018 Earthquake. The results of data analysis on the variable Number of Star Hotel Guests (persons) by comparing the Number of Star Hotel Guests (persons) before and after the 2018 Earthquake, obtained a t value of 3,389 with a significance of 0.018. Because the significance value is smaller than 0.05 (0.018 < 0.05), it means that there is a significant difference in the number of star hotel guests (people) before and after the 2018 Earthquake.

Ha<sub>8</sub>: There is a significant difference in the TPK of Non-Star Hotels (%) before and after the 2018 Earthquake. The results of data analysis on the variable TPK of Non-Star Hotels (%) by comparing the TPK of Non-Star Hotels (%) before and after the 2018 Earthquake, obtained a value of 5.850 with a significance of 0.004. Because the significance value is smaller than 0.05 (0.004 > 0.05), it means that there is a difference in the TPK of Non-Star Hotels (%) before and after the 2018 Earthquake.

Ha<sub>9</sub>: There is a significant difference in the RLM of Non-Star Hotels (days) before and after the 2018 Earthquake. The results of data analysis on the non-star hotel RLM variable (days) by comparing the non-star hotel RLM (days) before and after the 2018 Earthquake, obtained a value of 5.850 with a significance of 0.004. Because the significance value is smaller than 0.05 (0.004 > 0.05), it means that there is a difference in the RLM of Non-Star Hotels (days) before and after the 2018 Earthquake.

The findings reveal that the impact of the Lombok West Nusa Tenggara Earthquake in 2018 on tourism in Indonesia, including a decrease in tourist arrivals due to the reason for

the earthquake occurred over a long period of time, also triggered a decrease in the economic growth rate of the previous year by 8.11 percent to 6.42. percent. The decline in the contribution of the tourism sector and sectors that have backward and forward linkages with the tourism

sector such as the business sector for providing accommodation and food and drink, from August to December 2018, not only in the city of Mataram, but in the province of NTB as a whole. (See table 2).

**Table 2.** West Nusa Tenggara Tourism before and after the earthquake

Variable	Average before	Average after
Star Hotel TPK (%)	49.01	36.20
Domestic Guest RLM (days)	1.93	2.23
Foreign Guest RLM (days)	2.64	3.28
RLM Star Hotel (days)	2.11	2.41
Number of Domestic Guests (person)	44628	34319
Number of Foreign Guests (person)	31826	12517
Number of Star Hotel Guests (person)	76454	46835
TPK for Non-Star Hotels (%)	28.84	21.06
RLM Non-Star Hotel (days)	1.98	1.64

Source: Data Processed, 2022

Overall, West Nusa Tenggara tourism performance in 2018 decreased in various aspects, starting from the level of hotel occupancy, both star and non-star hotels, the average length of stay for both domestic and foreign guests, and the number of domestic and foreign guests decreased by almost half from number of guests before the earthquake. This situation was strengthened by several transportation business actors in the city of Mataram, they stated that for 6 months after the earthquake, the existing visits were for the purpose of providing assistance both from within

and outside the country, not for tourism purposes. According to the results of interviews, tourism conditions have not shown improvement so far, tourist visits only occur 2 times with the arrival of cruise ships. Tourists who come to Indonesia are sensitive to issues of natural disasters and security. Therefore, it is hoped that the cooperation between the central government and local government programs can contribute to tourist visits. The following is the number of tourists visiting West Nusa Tenggara during 2018. (See table 3).

**Table 3.** Number of Domestic and Foreign Tourist Visitors

Month	Number of Domestic Guests (person)	Number of Foreign Guests (person)	Total Guest
January	52322	15637	67959
February	47230	16217	63447
March	66135	17668	83803
April	69116	21536	90652
May	19670	53485	73155
June	20989	50224	71213
July	-	-	-
August	9321	27511	36832
September	32796	8632	41428
October	34175	8285	42460
November	39451	6575	46026
December	55850	11581	67431

Source: Central Statistics Agency (BPS) NTB, 2018

After the Lombok earthquake measuring 7 on the Richter scale on Sunday (5/8), Lombok tourism is expected to bounce back soon. Although until 2022 this has not shown significant progress considering the Covid 19 pandemic has not yet ended. Efforts to accelerate economic development, especially the tourism sector, have implications for other sectors, with a focus on human and institutional recovery, recovery of disaster-affected destinations, and recovery of unaffected marketing. Several previous studies related to post-disaster recovery recommended the development of geo-nautical tourism as a post-Covid recovery strategy (Gunawan et al., 2022), strengthening innovation and development of regional destinations (Aminah & Wardani, 2018; Herlina et al., 2021), disaster mitigation efforts and government collaboration (Amin et al., 2021; Maryanti et al., 2021) and strengthening competitiveness (Pasande & Suhendra, 2017) and build a digital village (Manoby et al., 2021). These efforts can be an alternative in accelerating the recovery of Lombok tourism. In further developments, the government has again renewed the determination to impose restrictions on community activities (PPKM) for areas outside Java-Bali which was extended until October 18, 2021. In the technical regulations for PPKM outside Java-Bali through the instruction of the Minister of Home Affairs (Inmendagri) Number 48 of 2021 At that time, East Lombok and Sumbawa were included in the PPKM level 2 category. including tourism industry activities can gradually reopen. Of course, this is done while still adhering to health protocols and considering vaccination coverage.

Based on observations of documentary data obtained from related agencies, the impact of losses due to the Lombok-Sumbawa earthquake is estimated to have the potential to lose foreign tourists within 1 month (August 6 - September 6, 2018) of around 100,000 foreign tourists. Meanwhile, the economic impact that occurs is USD 100 million, assuming 1 foreign tourist spends USD 1,000 per visit. For this reason, there needs to be a recovery strategy for the tourism sector after the Lombok-Sumbawa

earthquake and how in the future there will be detailed discussions for the implementation of the Halal Tourism Regional Regulation in the Province of NTB. The concept of tourism in Bali and Lombok is almost the same for strategy, but MSMEs in Bali are more resilient than in Lombok. Currently NTB can learn to develop MSMEs, as well as to strengthen the branding of NTB tourism. For the development of cooperatives and SMEs, it has been allocated in the Mandalika area. It was also stated that the NTB Provincial Government needs to pay attention to MSMEs in Banyuwulek, Penakak, Sukarara, Pringgasela, and Penujak. It is necessary to map the existing conditions of MSMEs so that they can be saved.

Based on the data that has been collected and previous literature studies as a whole, it shows that the tourism industry had experienced a drastic decline but gradually improved with the existence of local government programs in collaboration with the central government. Despite being affected by the COVID-19 pandemic, the government is trying to support the tourism industry's ability to survive. Even though there has been a decline, the handling of the Covid-19 pandemic in this province can still be said to be good and quite stable. With the achievement of the joint efforts of the government and the community, NTB is positioned as a province whose position is equal to the national average.

In addition, this achievement can be said to be a big leap for NTB in its efforts to overcome Covid-19. How not, the condition and development of the tourism industry continue to improve, this is so significant when compared to a few months after the natural disaster which puts this province as one of the regions with an index score of no more than 50.

The earthquake and the Covid-19 pandemic in Lombok had a negative impact on tourism in the Lombok archipelago. The government is trying to arrange destinations in the form of health fogging, carry out hygiene movements, trauma healing to the community and funding tourism facilities in the form of docks, recreation parks, and entertainment, and

traders are advised not to take advantage of post-earthquake conditions by increasing the price of basic necessities that are desperately needed by the community. Availability of tourist information, the reliability of information about tourists who become victims and their handling (quickly) is also the key for tourists to revisit tourist attractions such as Lombok. If the handling of Lombok so far is considered not good for tourists, they will have a lot of consideration to come back to Lombok. The speed of disaster information will be one of the attractions for tourists, so a fast information system is a support for the security system in traveling. In addition, it is necessary to increase cooperation in the management of tourism sector policies, especially potential halal tourism. Currently, collaboration is considered weak between implementing tourism events, digital promotion, human resource development, and institutions.

The second finding reveals that the strategic policies carried out by the government in restoring tourism due to natural disasters and pandemic disasters are shown by the government's efforts to implement disaster management. Construction of earthquake-resistant public facilities and tourism in high-activity earthquake zones, active earthquake zones, and folds and cracks zones is a top priority that is needed to support public and tourist safety. So that the regional spatial planning (Provincial and Regency/City RTRW) needs to provide a delineation (area boundary) for the earthquake zone in its territory. Local governments provide requirements for the planning and construction of earthquake-resistant buildings for various public facilities, including hotels and restaurants. Certification of design experts for earthquake-resistant buildings needs to be carried out and monitored properly to ensure the results of planning and construction of earthquake-resistant buildings that meet administrative and technical requirements. Therefore, local governments that have earthquake zones need to immediately adopt the 'Guidelines for planning earthquake-resistant buildings' into 'Regional Regulations.' This also needs to be accompanied by socialization activities for earthquake-resistant

buildings for people living in earthquake areas. The above activities can be carried out in collaboration between the Regional Government, Universities and the Association of Building Planners in Indonesia. Kausar et al. (2018) state that post-disaster recovery must involve all parties who play a role in disaster mitigation. Disaster resilience can be increased through education, effective handling procedures, and disaster evacuation drills. In addition, modeling the potential of the Tsunami language, delivering fast and valid information when tourism crises and disasters occur is very important. This is because information management has a central role in restructuring, especially when dealing with the international community. Therefore, it is not only the consideration of supporting facilities and development but also the potential threat of disaster that is a concern of the local government (Wibowo et al., 2021). Thus, the local government basically has an important role in supporting tourism recovery. However, on the other hand, the community must also play an active role in responding to disaster resilience programs, especially in disaster evacuation education and training programs. Without good cooperation between the local government and the community, the realization of policies will not run optimally.

The concept of disaster recovery policy refers to Law Number 24 of 2007 concerning Disaster Management. While the concept of the tourism sector during the pandemic refers to the Regulation of the Minister of Tourism and Creative Economy regarding Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism Sector During the Handling of the 2019 Corona Virus Disease Pandemic. In this case, the two disasters are events or a series of events. which threatens and disrupts the life and livelihood of the community caused by both natural and/or non-natural factors as well as human factors, resulting in human casualties, environmental damage, property losses, and psychological impacts. The strategy for recovering destinations affected by the earthquake includes data



collection and support activities which have been divided into 4 clusters for the improvement of the affected 3A (Attractions, Accessibility, and Amenities). In the aspect of attractions, rehabilitation of damaged coral reefs on the 3 Gilis and the Rinjani trekking route will be carried out in coordination with the related ministries/agencies. Meanwhile, in the aspect of accessibility, rehabilitation and reconstruction of docks and ferry terminals will be carried out in coordination with the relevant K/L, this needs to be improved, especially improving the quality of public transportation in the transportation sector, which is the domain of the Department of Transportation. From Bil, Mandalika Terminal, and Lembar Harbor, it is still not well connected. And for the amenity's aspect, rehabilitation and reconstruction of the art market, homestays, street lamps, basic infrastructure on the 3 Gilis will be carried out in coordination with the related ministries or agencies. The Ministry of Tourism has allocated a budget for the improvement of infrastructure facilities in the 3 Gili and other areas.

At the marketing stage, the Unaffected Destination Promotion Strategy is carried out which intensifies the promotion with the BAS (Branding, Advertising, Selling) strategy. And for the Advertising aspect, advertisements will be served on electronic media, websites and social media. Indoor & outdoor media advertisements will also be shown, as well as the manufacture of various promotional products and official merchandise. While at Selling stage, Famtrips will be carried out from 6 cities in the country and 12 countries abroad, Events (sports, art and culture, and social and environment) as well as Roadshows to 6 domestic cities and 8 overseas countries.

Based on the theory, disasters have three aspects, namely: (1) the occurrence of events or disturbances that threaten and damage, (2) these events or disturbances threaten the lives, livelihoods, and functions of the community, and (3) these threats cause victims and exceed the community's capacity. to cope with their resources (Etkin, 2014). Based on Law Number 24 of 2007, disasters are grouped into three

categories, namely (1) natural disasters are disasters caused by an event or series of events caused by nature, including earthquakes, tsunamis, volcanic eruptions, floods, droughts, hurricanes. , and landslides, (2) non-natural disasters are disasters caused by non-natural events or series of events which include technological failure, failed modernization, epidemics, and disease outbreaks, and (3) social disasters are disasters caused by natural disasters. or a series of events caused by humans which include social conflict between groups or between communities, and terror. Thus the Tsunami disaster can be categorized as a natural disaster, while the Covid 19 pandemic is in the non-natural disaster category.

Benjamin et al.(2020) stated that tourism cannot return to normal as before, instead, it should be better in the form of learning after the disaster experienced. Tourism transformation must bring an actionable focus on equity carried out with support from stakeholders. Post-disaster tourism openly acknowledges the crises and tensions that inhabited tourism long before the COVID-19 pandemic along with the holistic and integrated nature of the pro-equity agenda. Tourism in the aftermath of resilient natural disasters and pandemic disasters must be more equitable and fair, in terms of how it operates, its impact on people and places, and how society as scholars teaches, learns, and engages the travel industry publicly—especially in preparing its current and future leaders. front. Commitment to equality is about making specific changes in practice and decisions at multiple levels including national and local levels, along with cultivating a broader ethical framework. The axis of this mindset requires tourists, companies and educators to move away from selfish perspectives and critically change perceptions and understandings of tourism to a truly equitable focus (Sheller, 2020). These experiences can be cognitive, emotional, introspective, relational, and sensory (Zhang, 2021).

The Covid 19 Pandemic disaster became a catalyst for the adoption of new technologies that might be beneficial in generating economic growth in the long term. Disasters that are not

followed by serious government policy changes do not show a significant effect on economic growth. The most important reason why COVID-19 has been linked to the tourism sector is that international travel is very effective in spreading the virus and having an impact on people's economies. Therefore, tourism is one of the industries affected by travel restrictions, quarantines, and isolation practices to slow and stop the spread of the virus. Apart from prevention, tourism sales and marketing activities are disrupted due to health problems of individuals who wish to travel. Online marketing and sales strategies are alternatives that can be used by adapting developing technology. The need to adapt to digital transformation is drastically changing online marketing and sales activities, and tourism will increasingly change in the future (Akel, 2022). Ultimately, the impact on economic growth can be short-term or long-term. Thus, a very large disaster followed by changes in government policies will affect economic growth.

## CONCLUSION

Based on data processing and the results of data analysis referring to the problem and research objectives, several research conclusions can be formulated as follows. First, Tourism Performance in Indonesia before and after the 2018 Lombok Earthquake by using nine tourism indicators, namely; Star Hotel TPK (%), Domestic Guest RLM (day), Foreign Guest RLM (day), Star Hotel RLM (day), Number of Domestic Guest (person), Number of Foreign Guest (person), Number of Star Hotel Guest (person), TPK for Non-Star Hotels (%) and RLM for Non-Star Hotels (days). Of the nine ratios, six of them are TPK for Star Hotels (%), RLM for Foreign Guests (days), RLM for Star Hotels (days), Number of Guests for Star Hotels (persons), TPK for Non-Star Hotels (%) and RLM for Non-Star Hotels ( days) showed a significant difference. While the variables of Domestic Guest RLM (days), the number of domestic guests (persons) and the number of foreign guests (persons) there were no differences. This shows that there has been a

decline in tourism performance after the earthquake in 2018.

Second, the Strategy Policy for the recovery of earthquake-affected destinations refers to Law Number 24 of 2007 concerning Disaster Management and the Regulation of the Minister of Tourism and Creative Economy concerning Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism Sector During the Handling of the 2019 Corona Virus Disease Pandemic. includes data collection and support activities that have been divided into 4 clusters for the improvement of the affected 3A (Attractions, Accessibility, and Amenity). At the marketing stage, the Unaffected Destination Promotion Strategy is carried out which intensifies the promotion with the BAS (Branding, Advertising, Selling) strategy.

Based on the results of the research and discussion described above, the authors provide several research recommendations. First, it is recommended to the Government of West Nusa Tenggara that the development of a tourist area in NTB requires an area development plan that is in accordance with the socio-economic characteristics of the fishing community. In an effort to develop tourism potential, it is necessary to support community participation. The implementation of tourism programs should involve more local communities to join the tourist attraction in order to increase people's income.

Second, tourism regulations and licensing for the development of tourist areas also need to be considered, by adding more tourist facilities to attract tourists to visit these tourist objects. In connection with the making of NTB and is the center of tourist destinations in Indonesia, currently the tourism support facilities are still not optimal. Therefore, both the government, related parties, and the surrounding community must jointly maximize and fix tourism infrastructure and supporting facilities. Given that the accessibility of a tourist attraction also determines the number of tourist visits, both local and foreign, who come to visit. It is also hoped

that people who live in tourist areas can have a deeper understanding of the potential of the area and can make good use of it. The surrounding community must also maintain the cleanliness and sustainability of the beach itself, so that tourists are more comfortable to see it. For further researchers, it is recommended to further explore the problems that occur in the tourism sector so that later it is expected to be even better.

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