

Government Regional Strategies in Tourism Development in the Nusa Tenggara Barat Province Post-Pandemic

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Abstract. This research aims to explain the regional government strategies in developing tourism in the Province of Nusa Tenggara Barat post-Covid-19 pandemic, with a focus on tourism potential and flagship tourism destinations, identification of tourism problems, and regional government strategies to achieve successful post-Covid-19 pandemic tourism development. The research used descriptive analysis method. Data were collected through literature study. Data were obtained from secondary data through previous research, digital footprints based on the website of the Government of Nusa Tenggara Barat Province and other related agencies. The research concluded that the Province of Nusa Tenggara Barat is able to achieve successful tourism development through several strategies including the determination of flagship tourism destinations by building new tourism attractions and increasing the capacity of human resources to enhance the quality of tourism services such as access to information for improved tourism marketing. The impact is that tourists have increased and the economy of the people of NTB has grown. Furthermore, the research also revealed that the strategies implemented by the Regional Government of NTB post-Covid-19 pandemic are effective and successful in rebuilding tourism in the Province of Nusa Tenggara Barat.

Keywords : Regional Government Strategies, Strategic Areas, Tourism Development, Regional Tourism, Tourism Destinations

1. Introduction

The appointment of West Nusa Tenggara as the "National Tourism Gateway" makes West Nusa Tenggara one of the leading tourist destinations in Indonesia. It will be counted and competitive [1]. The number of tourists in NTB increases every year. Both foreign and domestic tourists in the period 2013-2017, on average, increased by 25.16% [2]. The development of tourism both in Indonesia and in various countries of the world has a positive impact on improving the economy. Therefore, tourism has become one of the sectors that is expected to strengthen the Indonesian economy. The development of tourism can improve the welfare of society through the increase in foreign exchange earnings of the state [3]. The government policy of NTB in developing the tourism sector has had a positive impact. This is proven by the continuous

increase in the number of tourists from year to year. One of the efforts made by the government is to expand the network of cooperation with various parties in developing the NTB tourism sector [4]. In addition to the increasing number of tourists, NTB also experienced an increase in the economic sector. The economic increase can be felt by all levels of society, especially in the welfare field. This can be seen from the available job opportunities, the quality of education provided and the better availability of health facilities. The improvement of welfare is marked by an increase in people's income, increasing purchasing power, and improving the standard of living of the local community [5]. The success of NTB in developing tourism has also contributed to the improvement of the economy in Indonesia. This is indicated by the increase in the country's foreign exchange earned from tourism activities. In addition, the government can also receive a number of benefits in the form of taxes, regional levies, and others [6].

Previous research by [7] investigated the issues arising from the Covid-19 pandemic in NTB in his journal, *Analysis of Tourist Recovery in West Nusa Tenggara Post Covid-19*. The content of this journal is the decrease in income, increasing costs, and other issues faced by NTB due to the Covid-19 pandemic. The opinion from this journal is that there are some challenges that need to be faced in order to enhance the tourism sector in NTB, but the efforts that have been taken thus far have shown positive results. [8] investigated the strategies for tourism development in NTB post-Covid-19 in their journal, *Strategies for Tourism Development in West Nusa Tenggara Post Covid-19*. The content of this journal is how to increase tourist visits, enhance tourism services and products, and how to use the tourism potential in NTB. The opinion from this journal is that effective strategies, enhancement of tourism infrastructure, and ensuring the safety of tourists in the area, as well as promoting the unique cultural and natural attractions of NTB to the international community and building partnership with various stakeholders can help to attract more tourists and enhance the competitive advantage of the area as a tourist destination. [9] investigated how to handle security issues in tourist areas in NTB post-Covid-19 in their journal, *Analysis of Security in Tourism Areas of NTB Post Covid-19*. The content of this journal is how to increase the awareness and skills of human resources in tourist areas. The opinion from this journal is that increasing the awareness and skills of human resources in tourist areas can help to enhance security in tourist areas in NTB. [10] investigated how to enhance tourism promotion in NTB post-Covid-19 in their journal, *Strategies for Tourism Promotion in West Nusa Tenggara Post Covid-19*. The content of this journal is how to build connections with local and international stakeholders. The opinion from this journal is that promoting the unique cultural and natural attractions of NTB to the international community and building partnership with various stakeholders can help to attract more tourists and enhance the competitive advantage of the area as a tourist destination. [11] investigated how to enhance tourism infrastructure in NTB post-Covid-19 in their journal, *Analysis of Tourism Infrastructure Development in West Nusa Tenggara after Covid-19*. The content of this journal is how to facilitate more sustainable tourism activities. The opinion from this journal is that enhancing tourism infrastructure, and ensuring the safety of tourists in the area, as well as promoting the unique cultural and natural attractions of NTB to the international community and building partnership with various stakeholders can help to attract more tourists and enhance the competitive advantage of the area. These researches show that there are some challenges that need to be faced in order to enhance the tourism sector in West Nusa Tenggara. However, the efforts and strategies that have been taken thus far have shown positive results, with the increasing number of tourists visiting the area and the enhancement of local economy. To further enhance the tourism sector in West Nusa Tenggara, it is important to continue to implement effective strategies, enhance tourism infrastructure, and ensure the safety of tourists in the area. Furthermore, promoting the unique cultural and natural attractions of West Nusa Tenggara to the international community and building partnership with various stakeholders can help to attract more tourists and enhance the competitive advantage of the area as a tourist destination.

2. Method

This type of research is qualitative, a descriptive analysis research method. The data collection used in the research is from literature studies. Data analysis is carried out after processing the data by providing in-depth arguments. Examining the variables that affect the government's tourism strategy, namely tourism facilities and infrastructure and tourism marketing.

3. Results and Discussion

Strategy for Developing Tourism Regions and Tourist Destinations in Nusa Tenggara Barat (NTB)

The impact of the Covid-19 pandemic on tourism in Nusa Tenggara Barat (NTB) was significant. The number of tourist visits can be seen in table 1.

Table 1. The Impact of the Covid-19 Pandemic on Tourism in West Nusa Tenggara

Category	Year 2019	Year 2020
Number of Domestic Tourists	4.7 million people	1.3 million people
Number of Foreign Tourists	847.000 people	200.000 people
Impact on NTB Economy	-	Significant

Source: NTB Tourism Agency, 2021.

At the beginning of 2020, NTB was able to capture a large portion of the national tourism market share. However, by the end of 2020, tourism in NTB experienced a significant decline. According to records from the Ministry of Tourism and Creative Economy, throughout 2020, NTB was only able to attract 1.3 million tourists [12]. This number is far lower compared to the previous year, which was 4.7 million people. The decline in the number of tourists visiting NTB can be seen from the number of visits to some tourist destinations in NTB. In popular tourist destinations in NTB, such as Lombok Island, Gili Trawangan, Gili Meno, and Gili Air, which are usually crowded with tourists, in 2020 they were only able to attract around 500,000 visitors [13]. In addition, according to data from the Ministry of Tourism and Creative Economy, the number of foreign tourists visiting NTB in 2020 also declined drastically. In 2019, NTB was able to attract 847,000 foreign tourists, but this number only reached around 200,000 in 2020 [14].

The decline in the number of tourists visiting NTB has a significant impact on the economy of NTB [15]. Almost all tourism sectors have a very significant impact on the local economy. The decline in the number of tourists visiting NTB has a significant impact on the economy of NTB [16]. As a result of the decline in the number of tourists, the Local Government of NTB experienced a loss of revenue. In addition, many business people in the tourism sector are directly impacted by the Covid-19 pandemic. This event caused many tourism business people to close their businesses due to the lack of tourist visits [17] [18].

However, the local government of NTB is trying to improve tourism in this region in various ways & strategies [19]. The strategy for post-Covid-19 tourism area and tourist destination development in NTB includes: strengthening the tourism ecosystem by increasing its appeal, infrastructure, accessibility, and marketing; building new tourist attractions and spreading existing ones, increasing the capacity of human resources and improving the quality of tourism services, improving the quality of tourism management and destination management, developing inter-regional cooperation to increase attraction and tourism cooperation, increasing public awareness and involvement in tourism development; improving accessibility and ease of access to information; and modernizing technology and digitalization to improve tourism marketing [20]. Conceptually, in management studies, including government management, strategy in the implementation of tourist destination management and development is one of the important factors in

achieving the desired goal. The strategy is a plan and a series of steps that must be taken to achieve the desired goals. In this case, the desired goal is to increase the attractiveness of tourist destinations and increase the number of tourists visiting NTB [21].

4. Conclusion

The conclusion of this study is that appropriate strategies must be implemented to rebuild tourism in West Nusa Tenggara (NTB) after the Covid-19 pandemic. These strategies include: strengthening the tourism ecosystem by improving its appeal, infrastructure, accessibility, and marketing; building new tourism attractions and spreading existing ones; improving the capacity of human resources and enhancing the quality of tourism services; improving the quality of tourism management and destination management; developing inter-regional cooperation to enhance appeal and tourism cooperation; raising awareness and community involvement in tourism development; improving accessibility and ease of access to information; and modernizing technology and digitalization to enhance tourism marketing. Tourism management in NTB should be based on the right strategy to restore the potential of NTB tourism post-Covid-19 pandemic.

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