

## STRATEGY ANALYSIS OF TOURISM POTENTIAL DEVELOPMENT IN THE COVID-19 PANDEMIC (CASE STUDY OF LOMBOK ISLAND, WEST NUSA TENGGARA PROVINCE – INDONESIA)

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### ABSTRACT

This research is entitled " Strategy Analysis of Tourism Potential Development in the Covid-19 Pandemic (Case Study on Lombok Island, West Nusa Tenggara Province . Indonesiasia ". The study used secondary data at the NTB Provincial Tourism Office. This type of research was carried out using a descriptive method by using an approach approach by making an overview. about the strategies used in developing tourism potential during the Covid -19 pandemic on the island of Lombok.

The strategy of developing tourism potential on the island of Lombok in the pandemic by looking at Strength is supported by the beauty of the natural charm of the island of Lombok, geographically very strategic and easy to reach, the uniqueness of the traditions and culture of the community, and a high tolerance attitude. Weaknesses, namely low human resources, management of tourist destinations, cultural centers have not been managed properly, and security and comfort are still not guaranteed. Opportunities, which are supported by advances in communication and information technology, the distance of tourist sites from downtown Mataram is easy to reach, and the distance of Lombok International Airport is easily accessible to tourist destinations. Weaknesses, namely low public awareness to maintain the tourism environment, the issue of the Covid-19 pandemic and the non-normality of land and air transportation routes, where tourism access for the Lombok island area is opened in certain areas, such as the Senggigi area, Kuta beach Lombok Central, Gili Trawangan, Gili Meno and Gili Air. Tourist visits during Covid-19 experienced a significant decrease (- 48.41% of total visits during 2020), especially foreign tourists. To improve the economy of the community affected by Covid-19, the local government is trying to open tourist attractions for local tourist visitors in relatively safe places.

**Keywords:** *Lombok Tourism Development Strategy in the Covid-19 Era*

### Introduction

Today the international world is faced with global problems related to health problems, there is a virus that infects the respiratory tract referred to as the Corona virus or better known as Covid -19, because of its emergence which allegedly began to appear in 2019 in Wuhan, China. Corona viruses cause illness from the common cold to more severe illnesses such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). This virus spreads quickly and has spread to several countries, including Indonesia. This virus is suspected to have entered Indonesia since March 2, 2020, starting from an Indonesian citizen who made direct contact with a foreign national from Japan.

The Covid-19 pandemic that has occurred has spread throughout the world and its spread continues to this day since the first case was identified at the end of December 2019. On August 3, 2020 it was reported that there were 18,219,002 (18.2 million) cases infected with the Covid-19 virus. which has been confirmed worldwide. Of these, there have been 692,309 deaths and 11,435,236 (11.4 million) patients have been declared cured of the Covid-19 virus. There are also active cases under surveillance with a number exceeding 6 million cases or to be precise 6,091,457 (6.09 million) cases, with 6,025,656 (6.02 million) cases in mild or asymptomatic condition and 65,801 in serious condition being treated in hospital. Based on data, the total number of Covid-19 cases in the United States was 4.8 million cases, then there were also Brazil, India, Russia and South Africa. Almost all countries experienced an increase in the number of Covid-19 cases, including Indonesia itself. Based on August 2020 data from the Indonesian government, 1,519 new cases were obtained, bringing the total recorded Covid-19 cases in Indonesia to 111,455 cases. In addition, the number of deaths that occurred also increased by 43 cases to a total of 5,236 cases. Then, the total number of patients who have been declared cured of Covid-19 after undergoing treatment at the hospital is 68,975 people. Covid-19 is like the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). This virus spreads quickly and has spread to several countries, including Indonesia. This virus is suspected to have entered Indonesia since March 2, 2020, starting from one of the Indonesian citizens who made direct contact and spread so quickly in 2020 and this condition has greatly impacted all economic sectors.

The tourism sector in Indonesia has the most impact because it has been the prima donna sector since the 1990s which can contribute quite a large amount of foreign exchange to the country, as well as being able to absorb labor and grow the household handicraft industry sector. With the increasingly active tourism sector sectorally, it is a contributor in spurring economic growth in Indonesia and provides added value in the form of income obtained by the household sector engaged in tourism, both in the provision of facilities and infrastructure to meet the demands of tourists. However, during the Covid-19 pandemic, the tourism sector experienced a decline in growth and this had an impact on the social life of many people, especially tourism actors.

West Nusa Tenggara is one of the areas that has become a national tourism destination, in addition to other regional areas such as the island of Bali, the city of Medan, the city of Bandung, Jakarta, Makassar and many other areas are also experiencing the impact of the Corona Covid-19 virus pandemic, so the government is trying to reduce as little as possible the impact caused by the covid-19 pandemic by trying little by little to develop the tourism sector with regional advantages that attract tourists to visit West Nusa Tenggara, especially to the island of Lombok.

On the island of Lombok, it consists of four regencies and cities, namely West Lombok Regency, East Lombok Regency, Central Lombok Regency, North Lombok Regency and Mataram City. Meanwhile, the island of Sumbawa consists of four regencies and cities, namely Sumbawa Regency, West Sumbawa Regency, Dompu Regency, Bima Regency, and Bima Municipality. The government center of West Nusa Tenggara Province is in Mataram City, apart from being the provincial capital, it is also a center of trade and business and a center for higher education which makes NTB a barometer on a national scale to be visited by residents outside the region and abroad both for business purposes and in the context of tourist visits. and further study in higher education.

**The following is a map of Lombok Island and Sumbawa Island:**



This the picture below is the Mandalika Circuit as a Super Bike Motorcycle Racing event which will be held on November 22,2021, than in March 2022 there will be a world class Motor GP series event. The tourism potential to be developed in the covid 19 era on the island of Lombok, especially for 2021, is sentered on the Mandalia circuit kute Lombok beach in central Lombok district and this year in 2021 will be visited by many tourists, bot foreign tourists and domestic tourists with the opening of the NovemberR 2021 GP motorcycle circuit.



With some of the potential of this area, this becomes the basic capital for local governments to develop the tourism sector in the future in order to meet the demands of users of tourism services both in the field of

supporting facilities and infrastructure that are able to provide adequate capacity for tourists visiting the West Nusa Tenggara area.

The rationale for conducting a research study on the Strategy for developing tourism potential in the Covid-19 era is that Lombok island tourism can develop slowly during the COVID-19 pandemic and it is hoped that the tourism sector can spur economic growth on a national and regional scale and for the regions themselves that are have an impact on community income receipts, employment and regional investment which will increase Regional Original Income (PAD).

#### 1.2. Formulation of the problem

1. How much tourism potential can be developed with the existing strategies during the COVID-19 pandemic on the island of Lombok.

2. What is the socio-economic impact on Micro, Small and Medium Enterprises (MSMEs) during the COVID-19 pandemic

#### 1.3. Research purposes :

1, To analyze the tourism development strategy on the island of Lombok in the COVID-19 era on the island of Lombok.

2, To identify the potential of regional tourism in developing MSMEs

The tourism sector during the COVID-19 pandemic on the island of Lombok.

## THEORY REVIEW

### Rationale

Geographically, Indonesia has cultural diversity both in terms of religion and customs that stretch from Sabang, Aceh province to Meraoke, West Irian province with a population of more than 250 million people. In addition, the State of Indonesia has a large area consisting of thousands of islands, namely 17,508 islands stretching along 5120 km which have natural beauty and wide stretches of beaches to be used as marine tourism and beach tourism and other places that have beautiful natural charm.

With a very wide area and supported by the potential of diverse natural resources, the government can process and utilize it for the development of the tourism sector. In fact, the tourism sector can make a major contribution in spurring growth nationally and regionally and this has an impact on improving the welfare of the community in general and is also supported by other economic sectors such as the industrial sector, trade and transportation services sector.

The development of the tourism sector in Indonesia is handled by a Ministry, namely the Ministry of Culture and Tourism at the National level and the Regional Culture and Tourism Office at the regional level. The tourism office is a tourism agency formed by the government as an agency responsible for developing and fostering the tourism sector in general, both at the national and regional levels (Youti; 2009).

### Understanding Tourism

In general, tourism is visiting a place that has a beauty and attractiveness, both natural tourism, culture, customs, culinary or special food and so on. So tourism is a trip to visit or visit one place to another that is temporary (not permanent) carried out by individuals or groups (groups) whose purpose is to seek entertainment by seeing the natural beauty and variety of local cultures that are used as insights in living life. This means that they know and can compare the beauty, comfort and coolness in tourists when they visit one place and other tourist attractions to be used as a reference to themselves and to other people, relatives, friends and family one day when traveling.

According to Musanef (2012), tourism is defined as a trip that is carried out for a while, which is carried out from one place to another to enjoy sightseeing and recreational trips.

According to Youti (2009) tourism must have four criteria, namely:

1. The journey is carried out from one place to another, and the journey is carried out outside the place of residence where the person usually lives.
2. The purpose of the trip is solely for fun and not to earn a living in the country, city or tourist destination (DTW) visited.
3. The money spent by the tourist is taken from his country of origin, where he can live or reside, and is not obtained because of the results of the business while on the tour.
4. The trip must be done for at least 24 hours or more.

So in general that tourism contains several elements that must exist within the limits of a definition, among others, these elements are that the trip must be carried out from one place to another, the trip must be tied to people who travel both individually and in groups and solely eyes only to visit or as a visitor to these tourist attractions.

### **Tourism Development Strategy**

Understanding strategy according to the "business dictionary" strategy is a method or plan chosen to bring about a desired future, such as the achievement of goals, or solutions to problems; so the notion of strategy is the art and science of planning by utilizing resources for the most efficient and effective use. According to Henry Mintzberg (1998) a business and management expert, that the notion of strategy is divided into five definitions, namely strategy as a plan, strategy as a pattern, strategy as a position (positions), strategy as tactic (ploy), and finally strategy as perspective.

The five strategies include:

- a. Understanding Strategy as a plan is a planned program or step (a directed course of action) to achieve a set of predetermined goals or ideals, as well as the concept of strategic planning.
- b. Understanding strategy as a pattern (pattern) is a consistent pattern of past behavior, using a strategy that is awareness rather than using a planned or intended one. What is a different pattern from intending or intending, then strategy as a pattern refers more to something that just appears (emergent).
- c. The definition of strategy as a position is to determine the brand, product or company in the market, based on the conceptual framework of consumers or policy makers; a strategy is primarily determined by external factors.
- d. Understanding strategy as a tactic, is a specific maneuver to trick or outwit the opponent (competitor).
- e. Understanding strategy as a perspective is executing strategies based on existing theories or using natural instincts from the head or way of thinking or ideologically.

According to Siagian (2004) the notion of strategy is a series of decisions and fundamental actions made by top management to be implemented by all levels of an organization in order to achieve the goals of the organization.

The tourism development strategy to support national economic growth can be implemented by taking into account several things, namely:

1. It is necessary to stipulate several regulations that favor the improvement of the quality of tourism services and the preservation of the tourism environment, not in favor of the interests of certain parties.
2. The management of the tourism industry must involve the local community. Because if it does not involve the local community, the result is that there will be no contribution of income in the economic sense to the surrounding community.

3. Promotional activities must be carried out in various ways, apart from launching campaigns, through mass media and also through the Visit Indonesia Year program.
4. It is necessary to determine the Tourism Destination Areas (DTW) that have the potential and uniqueness compared to other destinations, especially those that are traditional.
5. The central government builds cooperation with the private sector and local government in an open, honest and fair system. It is necessary to distribute the flow of tourists to all tourist destinations throughout Indonesia.
6. Invite the community around DTW to be aware of the role, function and benefits of tourism and stimulate them to take advantage of the opportunities created for various activities that can be economically profitable.
7. The required facilities and infrastructure need to be well prepared to support the smooth running of tourism, for example road facilities, shopping centers in tourist areas, communication and transportation facilities.

### **Driving Factors for Tourism Development**

By looking at lifestyle trends and people's purchasing power both domestically and abroad, as well as seeing the improving world economic conditions have an impact on the Indonesian economy. By looking at the long-term side at present and in the future, the human need for travel is increasing along with the increasing number of world population, especially the Indonesian population, whose people need free time for refreshing on holidays in particular.

According to Fandeli (1998), the factors that encourage people to travel are:

1. The desire to escape from the pressures of everyday life in the city, the desire to find a new atmosphere, to fill spare time.
2. Progress of development in the field of communication and transportation.
3. The desire to see and gain new experiences about the culture of the local community and other places.
4. Increased opinion that can allow a person to freely travel far from his place of residence.

According to Spilane (1998), the factors driving the development of tourism in Indonesia are:

Reduced sources of oil as a country's foreign exchange when compared to the past.

1. The decline in the value of exports in the non-oil and gas sector.
2. There is a consistent increase in the tourism sector
3. The great potential of the Indonesian people for tourism development.

These conditions are also marked by a physical development process that is so fast that it takes up potential agricultural land for residential development, offices and business spaces as well as industrial development, which exploits fertile agricultural land. The reduction in agricultural land causes unemployment in the village and they will migrate to cities to find work in various sectors of the economy. To overcome the problems of people's lives, the tourism sector needs to be developed in order to prosper the community from the tourism industry and to boost regional income in the form of PAD and regional economic growth.

## **RESEARCH METHODOLOGY**

### **Types of research**

The type of research conducted in this research is descriptive research. This descriptive study was conducted to create an overview of the strategies used by the government through the Tourism Office

regarding the analysis of Lombok island tourism development strategies during the COVID-19 pandemic and the inhibiting factors in tourism development, especially on Lombok Island.

The concerns in this research are:

1. The policy of the NTB Regional Culture and Tourism Office to develop tourism in the region which includes:
  - a. Provision of facilities and infrastructure
  - b. Development of regional tourism objects
  - c. Community participation
  - d. Increasing the participation of the private sector
2. Factors influencing tourism development:
  - a. Supporting factors, and
  - b. inhibition factor

#### **Research sites**

This research was carried out at the Office of the Tourism Office of West Nusa Tenggara Province which is located on Jalan Langko No. 70 Kota Mataram related to the collection of the data needed in this study. In addition primary data was obtained from several tourism locations that are attractive to tourists such as Mandalika kute resort in Central Lombok and Gili Trawangan in North Lombok Regency.

#### **Data Collection Techniques**

This research is a case study, where the data collected in this study were obtained through observation, interviews, and documentation or literature study at the NTB Provincial Tourism Office. The data collection technique carried out was taking data from information about the impact during covid-19 from Lombok island tourism. Additional data was also obtained from observations during the 2019-2020 Covid-19 pandemic outbreak. Especially regarding tourist visits and tourism development in the village.

#### **Data analysis**

Descriptive analysis is done by mapping the place to the data that has been searched. Content analysis, analyzing more deeply related to information on the impact of the covid-19 pandemic on the development of tourism potential on the island of Lombok and researchers will reveal the background, time, aspects, of the tour

For analysis and discussion in this study using descriptive analysis with a qualitative approach, namely by examining all data and information obtained from various data sources in the field, then the data is processed through data grouping, classification of internal and external factors. The next step is to formulate strategies for developing tourism potential, namely to identify and formulate a strategy to maximize strengths and opportunities and minimize weaknesses and threats.

## **RESULTS AND DISCUSSION**

### **Tourism Overview of West Nusa Tenggara**

Tourism in West Nusa Tenggara province has begun to be widely known by domestic and foreign tourists so that the West Nusa Tenggara Provincial Tourism Office through the NTB provincial government has begun to open various international events such as cycling competitions, 10 Km Senggigi running competitions and Geopark Rinjani, Bau Nyale, diamond war and many more events are packaged to attract tourists to visit NTB, especially to Lombok. The attraction of NTB tourist destinations, especially the island of Lombok, is known for its natural panorama or the attractive panorama of Gili small islands and is a



tourist destination most visited by local and foreign tourists, especially in Gili Trawangan, Gili Air and Gili Meno in North Lombok Regency.

Of all the Gilis on the island of Lombok which are very well known abroad are the Gilis in the North Lombok area (Gili Trawangan, Gili Air and Gili Meno) supported by adequate sea and road transportation facilities and infrastructure, lodging facilities in the form of hotels and restaurants. with international standards as well as jasmine class inns belonging to residents and home stays. The following is the potential for Gili tourism on the island of Lombok.

**Table.1. List of Small Islands or Gili in Lombok Island Pulau**

No	District	Name Gili
1	West Lombok	<ul style="list-style-type: none"> <li>- Gili solet</li> <li>- Gili Puyuh</li> <li>- Gili Kawu</li> <li>- Gili Nanggu</li> <li>- Gili Sudak</li> <li>- Gili Poh</li> <li>- Gili Gede</li> <li>- Gili Layar</li> </ul>
2	East Lombok	<ul style="list-style-type: none"> <li>- Gili Lawang</li> <li>- Gili Sulat</li> <li>- Gili Lampu</li> <li>- Gili Pentangun</li> <li>- Gili Pulu</li> </ul>
3	Central Lombok	<ul style="list-style-type: none"> <li>- Gili indah</li> <li>- Gili merengkek</li> <li>- Gili Belek</li> </ul>
4	Nort Lombok Utara	<ul style="list-style-type: none"> <li>- Gili Trawangan</li> <li>- Gili air</li> <li>- Gili Meno</li> </ul>

**Source: NTB Tourism Office (2020)**

There are still many small islands or dykes on the island of Lombok, but those that have the potential to be developed as a tourist destination on the island of Lombok are only Gili which has facilities and infrastructure such as roads and lodging facilities and is easily accessible by land and sea transportation. listed above. In addition, there are also several Gilis that are well known to the tourist community, both foreign and foreign tourists such as Gili Trawangan, Gili Meno, Gili Air, Gili Gede, Gili Nanggu, Gili Sudak, Gili Indah, Gili Merengkek, Gili Sulat which have a panoramic view of the natural beauty of the sea. continue to be developed, especially road access to get to the location of the dyke.

**Tourist Visits to NTB**

Tourists visiting West Nusa Tenggara consist of domestic tourists (Wisnu) and foreign tourists (Wisman) who enter through the Sheet Harbor entrance, the airport gate (BIL, Salahudin Bima), tourists from Bali using Fast Boat to Gili, Sape Harbor and through other doors. The following data on the percentage of tourist visits who travel to West Nusa Tenggara through several entrances can be seen in the table below.

**Table 2. Percentage of Foreign Tourist Visits by Entrance in 2019**

No.	Pintu Masuk Entrance	Percentage
1.	Sheet Port/Cruise Ship	5,28
2.	Airport	22,19
3.	Fast Boat Harbor	67,85
4.	Sape Bima Port	0,11
5.	Others	4,56

Source NTB Tourism Statistics (2020)

Most tourists enter through the Fast Boat port, which is 67.85%, dominated by tourists from Bali who visit Gili Utamanaya Gili Terawangan who directly dock at the Gili Terawangan pier. The percentage of foreign tourists entering through the airport is 22.19%, namely through Lombok International Airport and Salahudin Bima Airport. The percentage of foreign tourists entering through the Lembar Port, West Lombok, reached 5.28% and the Sape Bima Port 0.11%, while the rest entered through other gates, the percentage reached 4.56%.

Furthermore, related to the number of tourists visiting West Nusa Tenggara from various entrances during 2013 to 2017 it can be seen in table 3. below:

**Table 3. Number of Tourist Visits in 2013 – 2019**

No.	Year	Of Wisnus	Tourist	Number	Of Developments
1.	2013	565.944	91.658	1.357.602	16,72
2.	2014	752.306	876.816	1.629.122	20,00
3.	2015	1.061.292	1.149.235	2.210.527	35,69
4.	2016	1.404.328	1.690.109	3.094.437	39,99
5.	2017	1.430.249	2.078.654	3.508.903	13,39
6	2018	1.204.556	1.607.823	2.812.379	- 19,85
7	2019	583.621	867.209	1.450.830	- 48,41

Source NTB Tourism Statistics (2020)

Observing the data on tourist visits to West Nusa Tenggara from 2013 to 2019 every year there has been a positive development seen from the percentage, where tourist visits both domestic and foreign tourists each year experienced the highest increase in 2016 reaching 39.99% and 2015 the number of tourists visiting West Nusa Tenggara. tourist visits increased by 35.69 compared to 2014 the development reached 20%, while in 2017 tourist visits to NTB increased in number but the percentage increase was smaller than 2016 which was 13.39% increase in the number of tourists to NTB dominated by Wisnus who the increase was quite large, reaching 22.98% between 2016 and 2017, while the number of foreign tourists visited increased

by only 25.921 foreign tourists or 1.83% in 2017. Referring to the target of tourist arrivals to NTB in 2018, the target is 4 million tourists. , it will be difficult to achieve the target seeing NTB tourism conditions since July 2018 have been hit by a tectonic earthquake with a magnitude of 7.0 which devastated tourist attractions on Lombok Island, especially North Lombok in the three Gilis and the Senaru village area, West Lombok and East Lombok areas affected by the earthquake. Its impact on tourist visits in 2018 decreased by 3%. And this right continued with the Covid-19 pandemic, the number of visits to West Nusa Tenggara decreased drastically to minus 1,361,549 people or (- 48.41%).

This research is descriptive analytical, namely describing and explaining and explaining, analyzing related to information on data collected from the NTB Tourism Office related to the tourism potential development strategy during the COVID -19 pandemic on the island of Lombok, NTB. In line with the development of tourism development in the region refers to the policies and strategies of the NTB Tourism Office to develop tourism in the region related to:

1. Provision of facilities and infrastructure
2. Development of regional tourism objects
3. Community participation and
4. Increasing community participation
- 4.3, Factors Affecting Tourism Development

#### A. Supporting Factors

1. Provision of adequate facilities and infrastructure with roads leading to tourist areas making it easier for tourists to visit tourist attractions
2. Accommodation facilities International standard hotels and restaurants as well as four and three star hotels and inns and jasmine class hotels
3. Transportation facilities managed by the private sector as well as tourism agents in the form of travel tours by tourism actors
4. Increasing the participation of the community, government and tourism actors to increase tourism awareness in the region.

#### B. Inhibiting Factors

1. Human resources, especially the tourism sector, are still low in handling tourism
2. Management of tourism destination management is still low
3. Security and comfort are still lacking to maintain the presence of tourists in the area
4. Lack of public awareness to maintain the tourism environment both in terms of security, cleanliness and comfort in the management of the tourism environment
- 5, The condition of COVID -19 which is still spreading in several parts of Indonesia at this time Java and Bali islands. while the island of Lombok is in the safe zone.

### **Strategies applied during the COVID-19 Pandemic**

To restore tourist visits and tourism development after the Lombok earthquake in July 2018 and enter the COVID-19 pandemic, the local government implemented the "Lombok Bangkit Strategy 2020", namely:

1. Destination recovery strategies, especially earthquake-impacted destinations, are divided into 4 (four) clusters, namely:
  - a. Three Gilis (Gili Trawangan, Gili Meno and Gili Air)
  - b. Kerandangan Beach in the Senggigi area
  - c. Medane and

- d. Rinjani area
- 2. Promotional strategies are focused on tourist destinations that are not affected by the earthquake, namely:
  - a. Sekotong beach area, West Lombok
  - b. Mandalike Kute area in Central Lombok
  - c. Metro City Mataram

The regional tourism recovery strategy on the island of Lombok after the July 2018 earthquake and the COVID-19 period is expected to be able to restore tourism conditions in the NTB area, especially on the island of Lombok by offering attractive tourist attractions such as:

- 1. Nature tourism
- 2. Special interest tours
- 3. Marine tourism
- 4. Sharia tourism
- 5. Family trip
- 6. Geotourism
- 7. Tourist village
- 8. Agro culture
- 9. Beach tour
- d. Safety and comfort are still not guaranteed

The strategy for developing tourism potential on the island of Lombok with a SWOT analysis, namely:

- 1. Strength
  - a. Supported by the beauty of the natural charm of the island of Lombok, geographically, it is very strategic and easy to reach.
  - b. The uniqueness of the traditions and culture of the Lombok people and a high tolerance attitude.
  - c. There are sufficient facilities for transportation and lodging for five-star hotels
  - d. has natural beach tourism such as three dyke (trawangan, meno and gili air),
- 2. Weaknesses (weaknesses)
  - a. Human resources in tourism are still low
  - b. tourism destination management is still low in tourism management.
  - c. cultural centers have not been managed properly,
  - d. and safety and comfort are still not guaranteed.
- 3. Opportunities
  - a. Supported by advances in communication and information technology, it can reach foreign countries
  - b. The distance of tourist locations from the city of Mataram is still easy to reach
  - c. Lombok International Airport is easy to access both from Mataram city and to tourist attractions.
- 4. Weaknesses
  - a. Public awareness is still low to protect the tourist environment
  - b. Political issues and global influence
  - c. The condition of the area after the Lombok earthquake in July 2018
- 4.5, General strategies that can be developed include:
  - 1. Market penetration strategy to restore the international community's confidence in Lombok tourism is safe to visit
  - 2. Market penetration strategy, namely a strategy to expand the market (market share) of a tourism product through promotion with print and electronic media media

3. Carry out annual international events to invite event participants to come to Lombok
4. Carry out local cultural events
5. Development of local products that can attract tourists

### CONCLUSIONS

From the various reviews and discussions in this study, it can be concluded that:

The potential for tourism after the earthquake and the COVID-19 pandemic on the island of Lombok is to open a national-scale tourist area while still prioritizing health protocols, maintaining distance and wearing masks, and avoiding crowds. Destination recovery strategies, especially tourist destinations facing COVID-19, are divided into 4 (four) clusters, namely: Three Gilis (Gili Trawangan, Gili Meno and Gili Air) Kerandangan Beach in the Senggigi area of Medane and Rinjani Region. The government through the West Nusa Tenggara Tourism Office immediately conducts socialization with tourism actors to increase tourist visits to Lombok island by referring to the health protocol recommended by the government. Tourist areas that can be visited by tourists are open public places such as pantes and rural tourist destinations in order to grow the community's economy due to the impact of Covid-19.

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