Study on Flores Tourist Destinations Post New Normal: Opportunity and Challenge

Laurentius Dominicus Gadi Djou[1],
[1]Accounting Department Faculty of Economics
Flores University, Indonesia
(gadidjou67@gmail.com)

Mansyur Abdul Hamid[2]
[2]Management Department Faculty of Economics
Flores University, Indonesia
(mansyurabdulhamid1@gmail.com)

Abstract: **This study aimed at determining and examining the opportunities and expectations of the tourism sector after the New Normal policy treatment. The analytical method used in this study is a qualitative descriptive one. The opening of government policies after the lockdown, which lasted for a long time gave freedom for all people to carry out activities in various places such as tourist attractions and other entertainment places. Tourist attractions are the main choice for releasing the saturation of the Kelimutu National Park as a natural tourist destination, offering visits to all communities. Establish strict health protocol standards. However, this condition experienced overcapacity after the implementation of the new normal. It turned out that tourist visits had increased and there needed to be restrictions so as not to disturb natural conditions and their habitats.**

The results showed that the tourist destinations were ready to serve tourists in welcoming the new normal conditions. In the form of an appeal and tightening health protocols for visitors such as equipment for the availability of face shield that can be used by entrance ticket sales officers, parking attendants, tour guides, hands-on agents to maintain the cleanliness of every tourist who will visit the Kelimutu National Park and cloth masks which Tourism Awareness Group members use in providing services to tourists. The Covid-19 pandemic has led to new behavior in the community, which is much more concerned with hygiene, health, and safety factors, including tourist destinations.

Keywords: Tourist Destinations, New Normal, Opportunity, Challenge

I. INTRODUCTION

The spread of the corona virus pandemic has paralyzed all aspects of human life globally, one of which is the service industry sector engaged in tourism. Social distancing by the government has a huge impact on the tourism industry. Tourist destinations that are the mainstay of an area also experience the largest decline in tourists. The social distancing policy to the new Normal colors the changes implementation of regulations in the tourism sector, to always keep health protocols. Collaboration and integrated cooperation between industry and hotel players are the main capital for future tourism industry recovery. The government with its PSBB policy emphasizes the importance of international dialogue and cooperation that the COVID-19 challenge provides and opportunity how solidarity and synergy moving beyond international boundaries. The travel and tourism industry around the world needs to prepare to support the recovery. Efforts and action-based recommendations are broadly categorized into three core areas: managing crises and mitigating impacts, providing stimulus and accelerating recovery, and preparing for the future (https://www.un.org/en/). The pandemic crisis emphasizes sustainable healing and health for future prosperity. A transformed tourism systems approach has the potential to simultaneously embrace four interrelated dimensions into consideration: health, climate, economy, and ICT (Internet Communication Technology) [16]

Surviving pandemic conditions requires a different strategy from the previous period, creativity is needed to differentiate it from other destinations [17]. A crisis situation due to a pandemic has unpredictable impacts, ranging from economic recession, emergence of chaotic concepts such as the butterfly effect (*small causes can produce large-scale effects*), lock in state (situations where an incident can have long-term effects even after the catalyst stable),

edge-of-the-chaos (*critical point disequilibrium*) [1] fenomena dan perilaku mengatur diri sendiri (new normal behaviour)[13]. The global pandemic encourages countries to close borders (except for the distribution of logistical goods and medicines) large-scale social restrictions (PSBB), suspension of travel, social isolation measures and health protocols tightened so that the distribution of products, services and experiences of tourist destinations that have been normal. Has a terrible impact on destinations economically, socially, culturally, politically, and of course the environment [5, 6]

The motivation for tourist travel during the pandemic is mostly the emergence of boredom due to the long stay at home. However, the second wave of the COVID 19 pandemic places it as a "guilty pleasure" where the tension exists between the desire to indulge and beliefs about self-control [12]. The tourism industry faces a big challenge in a pandemic and requires collaboration from all tourism stakeholders to foster tourist trust [11]. Eliminating tourist boredom after being in lockdown for a long time, several travel agencies offer the beauty of the Flores destination to be a separate strength for visiting tourists. Therefore, the main objective of this study is to suggest a transformational tourism system model under the new normal conditions. Tourism players and the hospitality industry must begin to adjust their business to the conditions of tourists who later pay attention to hygiene and safety factors.

This qualitative study offers a new tourism system based on innovation and creativity in the resilience of the Flores tourism industry. Discusses various theories relevant to the tourism life cycle model in the context of the new normal implementation time. Gather insights on new phenomena that a tourist destination may face. Based on the background of the problem, the research aims to find out how to increase the resilience of tourism destinations with creative service innovation in order to regain public trust.

II.   METHODOLOGY

This study uses qualitative methods with discussion of previous research (literature methods). This research was conducted in the tourism industry in Ende Regency by taking into account several elements, namely the creativity and innovation of each destination in the creation of tourism programs as well as the suitability of tourism activities with health protocols in order to build trust in tourism actors to travel.

III.   LITERATURE REVIEW

A.   Vroom's Expectation Theory

Enforcement of the new normal by the government changes the viewpoint of service to tourists. Travel destinations with strict health, protocol standards. Therefore, employees are motivated to work hard when they believe that hard work results in better performance; when good performance gives greater rewards; and when the reward received satisfies their need or desire to achieve their personal goals [10]. People are motivated to do something because they want an expected result. This theory became known as the Expectancy Theory. There are 3 concepts of Vroom's Theory of Expectancy, namely: Expectancy, which is a person's belief that an effort produces certain performance. Effort →Performance. Instrumentally, namely someone's belief that a performance gets certain results. Performance → Outcome (Results) Valence (Valence), which leads to positive and negative values referred to by people for a result [8, 10].

B.   Creativity

The COVID-19 pandemic has provided us with important opportunities to change our life habits, including efforts to consume tourism and explore natural resource destinations. Therefore sustainable tourism development is not only important to implement but also mandatory for future tourism development plans [15] In the recovery of domestic tourism after the pandemic period, tourist destinations must better link entrepreneurial strategies with regional and local public tourism strategies, by involving local residents as business stakeholders as well as potential consumers as co-creation partners in the design and consumption of their tourism products and experiences.

Creativity has become the watchword in contemporary times: being creative is the single most effective capital to survive during a pandemic. The concept of the creative industry will survive because it has intellectual-based capital, with its intellectual resources, the capacity to form social networks and exchange knowledge and foster the creation of an industry whose production is based on creativity and talent will be better [3] creates the concept of "creative environment", which is formed by four characteristics, namely: a). Information sent between individuals; b). knowledge c). competence in certain relevant activities; d). creativity (*the creation of something new as a result of three other activities*). Creativity can only flourish if public administration is imaginative, where there is social innovation, creativity is in fields such as health, social services, and even politics and government.[4, 9].

IV. RESULTS AND DISCUSSION

Tourist trust is one of the keys in restoring the tourism sector, especially after Covid-19. If there is a lack of trust of destination for foreign and domestic tourists, it is necessary to take integration steps by all parties to increase the trust of tourists. All business actors and support for the tourism sector and the creative economy on the Flores destination line must be able to collaborate and aggressively support each other in an effort to increase tourist confidence in tourism in Flores after the COVID-19 pandemic and the implementation of the New normal policy. Because restoring tourist confidence is the key to success in efforts to restore the tourism sector in Flores. To improve the trust of tourists and Flores tourism in general, the Ministry of Tourism and Creative Economy has developed a protocol for Cleanliness, Health, Safety and Environmental Sustainability (CHSE) among others, in the form of educational videos and handbooks aimed at parekraf business actors [16]

Then simulate and test the application of the protocol as well as document it as material for soft campaigns and tutorials. Also socialization / training as well as publications to actors and the domestic and international community through various channels. Indonesia's success in handling COVID-19 can be an assessment in the formation of nation branding. Therefore, it needs synergy from stakeholders to increase the trust of tourists [3]

Economy and life can not stop waiting for the arrival of a vaccine which takes a long time. At the same time, the economy in this industry must be able to get back on its feet by implementing sound health protocols. The implementation of the new normal is something that must be carried out, so that the economy can continue to run. Because the trust of travelers at this time is still very weak. Not only because of safety and health factors, but also their purchasing power is still low [11, 13]. Tourists (tourists) become risk takers when traveling and choosing tourist destinations, restaurants or hotels to visit, tourists turn to risk averse because they choose the safest and most comfortable destination. With this phenomenon, tourist destinations and tourism side industries must be able to make adjustments and prepare new management with new normal adjustments so that they can provide a high sense of public trust. This adjustment is not only for the new normal period because this period is only a transition period to the actual normal situation when the vaccine was discovered.

Each destination has management standards regarding health protocols. However, the management readiness of each destination is regulated according to the capabilities of the destination. This research found that one of the steps prepared by Flores tourist destinations, namely adjustment of facilities, readiness of Human Resources, and infrastructure meet CHS standards (clean, healthy, secure). So that employees who carry out work activities maintain their health and safety in the scope of their respective destinations. When starting work activities, all employees who want to enter the office area are required to wear masks, wash their hands, measure body temperature, provide hand sanitizers in each room, maintain cough etiquette and distance from fellow colleagues with a maximum quota of 3-4 people in 1 room.

One of the destinations of the Kelimutu National Park Office has also implemented a Unit / Resort Base Management which is supported by an integrated data and information management system with the SAORIA android application & web sitroom which has distributed employees and budgets to all units / resorts in the region and has also reduced a lot of usage. paper and physical interaction between employees in managing correspondence, data collection of field activities, publication, management of BMN and PNBP state revenues, some destinations limit the quota of tourist visits every day, in places that have a high enough chance of being visited. There are sanctions on visitors who do not use health protocols in the form of prohibiting entry to tourist destinations, anticipating an increase in visitors to tourist areas, so prospective visitors planning to visit must use online bookings via WhatsApp during working hours no later than the day before entering the area, so that the quota is monitored every day. If the quota is sufficient, prospective tourists are advised to move the next day. The daily quota amount is announced via social media so that all potential visitors can monitor the number of visits.

When an area or tourist destination integrates the concept of tourism services with the concept of "happy fun" with services to pamper tourists during a tour, during the new normal period, apart from having an impact on the economy and others, it also has a strong psychological impact on society, this is what must be anticipated by all parties, especially travel agents and tour providers. Virus surveillance fear is a new opportunity for SMEs and community crafts to be integrated into an attractive tour package. Souvenir outlets and leisure tours such as hot springs / sulfur water are integrated with natural and artificial tourism and end with shopping and culinary tours in a tour package. This system makes it easy for tourists to enjoy their trip and pamper themselves to relieve fatigue and fatigue so that they are ready to travel.

Kemenparekraf has prepared a handbook that refers to global standards as a technical guide for businesses in the tourism sector and the creative

economy. This handbook is a more detailed derivative of the protocol being drafted by the Ministry of Health (Kemenkes) based on input from the Ministry of Tourism and Creative Economy for the tourism sector and the creative economy. By implementing this protocol properly, it is hoped that it can increase the trust of tourists. This is very important because gaining trust is the key to recovery, so it must be considered and implemented [14]. Tourism is about image, when a negative image is formed in an area and a destination, tourists are unlikely to come to visit, if there are no tourists then no one will shop. One of the destinations of Flores in the new normality protocol is to increase market confidence. Creative industry and tourist destinations are two things that influence each other and work together, so that creative knowledge is needed in managing destinations with creative added value. The development of the tourism sector can be seen from the number of tourist destinations that are packaged in the form of tour packages, but the environment of these tourist destinations is still very limited and not thematic. The design of tourism detention marketing with thematic tour packages, and the development of destinations that identify and prioritize local wisdom as a reinforcing element are unique and not easily imitated by other destinations [15]

Developing creativity in tourist destinations, with creative knowledge, through managing things to see, things to do and things to buy. Creativity and innovation are essential for all industries to survive, including the tourism sector. Creativity in formulating and formulating tourist destinations and complementary tourism services is very important in increasing public confidence in returning to visit destinations [7]. Destination development with the concept of consumer engagement and interaction between distillation and past experiences (*experience co creation*)[2]; the concept of a staycation in a residence / hotel, the addition of an immune-enhancing herbal menu, and pivate services can increase the comfort and safety of visitors.

V.   CONCLUSION

The Flores tourism industry must think about how to organize travel experiences with creativity and innovation in a sustainable manner. The rapid development of technology requires tourism industry players to innovate with high creativity to create the most appropriate business models. The tourism industry has the nature of people gathering and human interaction. Without interaction with local residents, the experience of traveling, which has been a trend for some time, can certainly reduce the quality of traveling. The concept of innovation and creativity is considered to be one of the steps that can

be prepared by the Flores destination, namely the area or tourist destination area integrating the concept of tourism services with the concept of "happy fun" and creating unforgettable experiences on travel.

This study uses a qualitative approach with supporting literature sources. However, there is no empirical evidence in the field. An integrated approach is needed to examine whether certain risks are more pronounced for selected tourist destinations and how differences in implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) affect destination selection. This study contributes to knowledge in the literature on tourist behavior and tourism development in the new normal.

REFERENCES

[1]   A. Belhadi, S. Kamble, C.J.C. Jabbour, A. Gunasekaran, N.O. Ndubisi, M. Venkatesh, Manufacturing and service supply chain resilience to the COVID-19 outbreak: Lessons learned from the automobile and airline industries, Technological Forecasting and Social Change (2020) 120447.

[2]   D. Buhalis, Y. Sinarta, Real-time co-creation and nowness service: lessons from tourism and hospitality, Journal of Travel & Tourism Marketing 36 (2019) 563-582.

[3]   I. Chowdhury, D. Chhikara, Recovery strategy for tourism industry post-pandemic, (2020).

[4]   R. Korez-Vide, Promoting sustainability of tourism by creative tourism development: how far is Slovenia?, Innovative issues and approaches in social sciences 6 (2013) 77-102.

[5]   N.C. Kreiner, Y. Ram, National tourism strategies during the Covid-19 pandemic, Ann Tour Res (2020) 103076.

[6]   Z. Li, S. Zhang, X. Liu, M. Kozak, J. Wen, Seeing the invisible hand: Underlying effects of COVID-19 on tourists' behavioral patterns, Journal of Destination Marketing & Management 18 (2020) 100502.

[7]   L. Lu, C.G. Chi, Y. Liu, Authenticity, involvement, and image: Evaluating tourist experiences at historic districts, Tourism management 50 (2015) 85-96.

[8]   L. Nilawati, Kontribusi Teori Harapan "Vroom" Dalam Penelitian Keperilakuan, (2018).

[9]   R.V. Ohridska-Olson, S.H. Ivanov, Creative tourism business model and its application in Bulgaria, Proceedings of the Black Sea Tourism Forum'Cultural Tourism–The Future of Bulgaria, 2010.

[10]   W. Prihartanta, Teori-teori motivasi, Jurnal Adabiya 1 (2015) 1-14.

[11]   R.T.R. Qiu, J. Park, S. Li, H. Song, Social costs of tourism during the COVID-19 pandemic, Ann Tour Res 84 (2020) 102994.

[12]   J. Romao, Tourism, smart specialisation, growth, and resilience, Ann Tour Res 84 (2020) 102995.

[13]   M. Škare, D.R. Soriano, M. Porada-Rochoń, Impact of COVID-19 on the travel and tourism industry, Technological Forecasting and Social Change (2020) 120469.

[14]   P.R.S. Smrutirekha, J.K. Mangaraj, Trust & assurance revival by the leading hotels in Odisha during the Covid-19 pandemic, (2020).

[15]   W.N. Wardani, Religious Cultural Reputation Effects on Sustainable Tourism Destinations, Journal of Southwest Jiaotong University 55 (2020).

[16]   S.-S. Yeh, Tourism recovery strategy against COVID-19 pandemic, Tourism Recreation Research (2020) 1-7.

[17]   S. Zenker, F. Kock, The coronavirus pandemic - A critical discussion of a tourism research agenda, Tour Manag 81 (2020) 104164.