



**STRATEGY OF POST DISASTER DEVELOPMENT IN
AUTONOMOUS REGION AND THE POTENTIAL AREAS FOR
TOURISM DEVELOPMENT**

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ABSTRACT

Pangandaran Regency is a New Autonomous Region which was formed based on Law No. 21 of 2012 concerning the Establishment of Pangandaran Regency in West Java Province. Pangandaran Regency is also a coastal area that borders to the south with the Indonesian Ocean. Pangandaran Regency is also known as an area that has tourism potential, both for domestic and foreign tourists. Related to tourism and disasters based on speakers, it is true that Pangandaran Regency is a disaster-prone area because it is located in the southern region on the seashore. The purpose of this study is to describe and analyze strategies in efforts to develop the tourism sector after the Tsunami Disaster. Based on the results of the study, it is known that Pangandaran district has a strategy to develop tourism potential. In determining a tourism development strategy in Pangandaran Regency After the Tsunami Disaster, it pays attention to four basic factors. The four factors are strengths, weaknesses, opportunities and threats with several sectors involved in the tourism development process. The conclusion of this study is based on SWOT analysis which resulted in four strategies, namely the SO strategy, WO strategy, ST strategy, and WT strategy.

Keywords : Development, Tourism, Post-Tsunami Disaster



INTRODUCTION

Earthquakes, hurricanes, and other natural disasters, frequently with catastrophic repercussions, seem to have increased in frequency over the past few decades. Natural disasters are low-probability, high-effect events that can have a negative influence on the entire system, including the loss of lives, harm to one's reputation, and a protracted recovery phase (WTTC, 2019). As vital as it is to have a thorough framework for disaster management, it is also crucial for destinations to learn from those who have gone through big natural catastrophes and successfully recovered from them.

Given the ongoing occurrence of natural hazards over the past few decades and their detrimental consequences on tourism, modern locations are vulnerable to natural disasters (Faulkner, 2001). Natural catastrophes can harm physical infrastructure and facilities as well as create unfavorable perceptions of a place, which could have long-term detrimental effects on that location (World Tourism and Travel Council WTTC, 2019). On the one hand, some tourist destinations struggle to rebound and re-attract visitors even after they have finished the necessary reconstruction and restoration; on the other hand, some destinations are growing more appealing to dark tourists, a group of travelers drawn to locations with a strong emotional or disaster-related theme (Miller, 2008).

All parties involved in disaster management require disaster information to make effective and efficient decisions. According to Laksmiwati et al., (2013), in order to enable the appropriate disaster management actions in the disaster area, the disaster management program requires the availability of reliable and exact access to disaster information. Therefore, all stages of the disaster management cycle will greatly benefit from the development and deployment of disaster information management systems.

Therefore, research has been done to determine how large natural disasters affect destinations. As an illustration, Miller (2008) employed an auto-ethnographic technique to evaluate the post-Hurricane Katrina tourist development in New Orleans, stressing the branding strategy of presenting New Orleans as a "comeback city" to revive the local tourism business. It is also highlighted that occasionally new destination tributes emerge from the crisis, providing the destination with a special opportunity to recover. This goes beyond reinforcing an image of safe destinations (Biran, Liu, Li, and Eichhorn, 2014).

Resilience is one of the most crucial components of destination recovery, according to academics like Hall (2017), Lin et al. (2017), Tucker, Shelton, and Bae (2017). The



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development of post-disaster tourism, according to Sharpley (2009), should be based on an understanding of the phenomenon within its social, cultural, historical, and political settings, which is consistent with the underlying assumption of sustainability. One of the most popular livelihood strategies for community development is tourism development (Shen, Hughey, & Simons, 2008). However, the growth of tourism can affect local livelihoods in destinations in both positive and bad ways, which can sometimes make it challenging to achieve sustainable results. In order to develop tourism, Tao and Wall (2009) propose using a sustainable livelihood approach. Given the significance of sustainability in the growth of the tourism industry.

Pangandaran Regency is a New Autonomous Region which was formed based on Law No. 21 of 2012 concerning the Establishment of Pangandaran Regency in West Java Province. Pangandaran Regency was originally part of the Ciamis Regency area. The establishment of the New Autonomous Region in Pangandaran started from the desire of 10 sub-districts in the southern part of Ciamis to secede. The position of Pangandaran Regency at the southeastern end of West Java Province is bordered by Cilacap Regency in Central Java Province. Pangandaran Regency is also a coastal area that borders to the south with the Indonesian Ocean. Pangandaran Regency is also known as an area that has tourism potential, both for domestic and foreign tourists. Some of these potentials include beach tourism, nature reserve tourism, and river tourism. The focus of the Pangandaran district government in the tourism sector also has implications for the development of other sectors. When reviewing the distribution of tourist attraction points in the Pangandaran regency area, there are many types of tourism spread throughout the sub-districts in Pangandaran regency. Based on the 2020 Accountability Statement Report (LKPD) of Pangandaran district, there are three types of tourist attractions owned by Pangandaran district, namely objects and attractions of cultural tourism, natural tourism, and special interest tourism.

Related to tourism and disasters based on speakers, it is true that Pangandaran Regency is a disaster-prone area because it is located in the southern region on the seashore. Some of the disasters that have occurred, one of which is the Tsunami and earthquake in 2006 in June which greatly affected the economy and tourism. From 2006 to 2021 some of the disasters that have existed in Pangandaran Regency are floods and high tides which cause roads to be submerged but do not have much effect because in a matter of hours the water will recede.



Efforts to develop the tourism sector after the Tsunami Disaster are not necessarily things that can be done but require systematically planned development strategy steps. Strategy is urgently needed by relevant stakeholders in Pangandaran Regency. SWOT analysis is something that needs to be considered in efforts to manage the tourism sector which is seen from two sides, namely internal factors: strengths, weaknesses and external factors: opportunities and threats. Through this analysis, accurate information will be obtained about the strengths and weaknesses as well as opportunities and threats in the development of the Post-Tsunami tourism sector in Pangandaran Regency.

LITERATURE REVIEW

The Nexus Post Disaster Development and Potential Areas for Tourism Development: A Literature Review

In general, two manifestations of global climate change are anticipated. On the one hand, climate change will make it more likely for dangers with a quick onset, such as cyclones, floods, and tropical storms. However, it will exacerbate dangers with a sluggish start, such as drought, sea level rise, and variations in rainfall patterns and temperature (Adger, 2015). Additionally, post-disaster restoration efforts must be culturally acceptable while appropriately taking into account local institutions, customs, social systems, and historical injustices. This is known as traditional ecological knowledge systems (Folke et al., 2000; Tang, 2010; Lin, 2016).

One of the most popular livelihood strategies for community development is tourism development. However, the growth of tourism can affect local livelihoods in destinations in both positive and bad ways, which can sometimes make it challenging to achieve sustainable results (Shen, Hughey, & Simons, 2008). Indigenous tourism and communities' susceptibility to climate-related dangers, extremes, and potential climate displacement are still hotly debated topics. In the aftermath of a tragedy, the tourism sector's response varies greatly as well. On the one hand, some tourist destinations struggle to rebound and re-attract visitors even after they have finished the necessary reconstruction and restoration; on the other hand, some destinations are growing more appealing to dark tourists, a group of travelers drawn to locations with a strong emotional or disaster-related theme (Miller, 2008).

Tourist hotspots are susceptible to disruptions brought on by natural disasters. Locations that are seen as having attractive amenity qualities are frequently those that are exposed to



disasters that strike suddenly, such as coastal or mountainous regions (Becken et al., 2014; Hall et al., 2019; Ritchie, 2008). Although each tragedy and each destination are distinct (Mair et al., 2016; Ritchie, 2004), a growing body of study is attempting to understand how the tourism system is prepared for, reacts to, and recovers from catastrophic occurrences. Recovery from a disaster in the tourism industry is frequently described implicitly in terms of resilience: "the creation and application of plans and measures to return the destination to a normal (pre-event) condition or an improved state (Mair et al., 2016). A post-disaster environment offers a backdrop for reevaluating the efficacy of emergency preparedness and response plans for businesses and the visitors they host, as well as for incorporating lessons learned into future planning and preparation (Becken & Hughey, 2013; Calgaro, Lloyd, & Dominey-Howes, 2014; Lew, 2014; Orchiston & Higham, 2016; Scott, Laws, & Prideaux, 2008).

METHOD

The type of research used in this study is descriptive using qualitative research methods. The focus of this research is the post-disaster development strategy in autonomous regions and potential areas for tourism development carried out by the Regional Disaster Management Agency (BPBD) using the SWOT analysis theory. Meanwhile, the types and sources of research data consist of primary and secondary data, where primary data are obtained from interviews with informants and observations directly from the field. Meanwhile, secondary data is obtained from other sources such as journals, books related to research purposes. The SWOT analysis consists of four categories which can be seen in table 1 below:

Table 1. SWOT Analysis

| | Strength- S | Weakness- W |
|------------------|-------------|-------------|
| Opportunities- O | SO Strategy | WO Strategy |
| Threats- T | ST Strategy | WT Strategy |

Under SWOT analysis, we defined four indicators based on Performance Report of Pangandaran District Government Agencies: (1) Strength, based on the analysis of the internal environment, the existing strength is related to the legality of the establishment of the



Pangandaran Regency DPKPB in the form of PERBUP Pangandaran Regency Number 67 of 2016; human resources and disaster management infrastructure and equipment, as well as a Rapid Reaction Team (TRC) and Disaster Management Volunteers who are ready to act at any time in the event of a disaster. (2) weakness, lack of TRC personnel in the field of disaster management; lack of certain equipment for disaster relief; as well as a lack of technical skills for the TRC team.

Meanwhile, based on the analysis of the external environment, namely (3) Opportunity is related to the number of organizations / institutions, both government and private, that have links in the implementation of disaster management; then BNPB has a large enough disaster management fund and has equipment and logistics assistance; and the condition of Pangandaran Regency which has tourist attractions. (4) Threats are related to the lack of public knowledge and awareness of existing laws and regulations and to daily behaviors that are at risk of causing disasters; then the condition of the topography and buildings in Pangandaran Regency is also a threat that must be watched out for; and the condition of buildings in Pangandaran Regency, especially old buildings (from wooden construction) located in dense coastal areas and trade areas are tsunami-prone areas.

RESULT AND DISCUSSION

1. Problem Identified

The existence of disasters that have occurred has existed and is recapitulated in the data document of the Regional Disaster Management Agency (BPBD) of Pangandaran district which shows that since 2017-2020 the incidence of natural disasters that occur in the area has fluctuated. Throughout the seven years there have been successive disasters in Pangandaran Regency such as floods, landslides, tornadoes/typhoons, and earthquakes that occur. The most disasters hit Pangandaran district in 2017, reaching thousands of disasters. Of the thousands of natural disasters that occurred throughout 2017, more than half were earthquakes and floods that almost hit all sub-districts in Pangandaran Regency. Other average disasters that occurred in the period 2017-2020 were Earthquakes, Floods, and Typhoons.

Table 1 Disaster Distribution for 2017-2020 in Pangandaran Regency

| NO | DISTRICT | TYPES OF DISASTERS | | | | | |
|----|----------|--------------------|---------|-------|-----------|------|------|
| | | Earthquake | Tsunami | Flood | Hurricane | Land | Fire |



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|---------------|---------------|-------------|----------|-------------|------------|------------|------------|
| 1 | Parigi | 253 | - | 11 | 69 | 8 | 42 |
| 2 | Cijulang | 100 | - | 7 | 18 | 9 | 11 |
| 3 | Cimerak | 385 | - | 1 | 17 | - | 11 |
| 4 | Cigugur | 194 | - | 40 | 83 | 10 | 6 |
| 5 | Langkaplancar | 766 | - | 2 | 22 | 26 | 17 |
| 6 | Mangunjaya | 119 | - | - | 5 | - | 2 |
| 7 | Padaherang | 467 | - | 54 | 12 | 12 | 13 |
| 8 | Kalipucang | 258 | 1 | 541 | 64 | 48 | 8 |
| 9 | Pangandaran | 651 | - | 940 | 23 | 1 | 32 |
| 10 | Sidamulih | 435 | - | 196 | 22 | 25 | 6 |
| Jumlah | | 3628 | 1 | 1792 | 335 | 139 | 148 |

Source: BPBD Pangandaran Regency, 2021

After interviews with several sources who have authority related to disasters and the consequences of disasters in Pangandaran Regency, namely the Regional Disaster Management Agency (BPBD), the Tourism & Culture Office, the Regional Development Planning Agency, and the Pangandaran Tourism Mobilization Group, some information was obtained. The Regional Disaster Management Agency (BPBD), which has a vision to realize "Pangandaran Communities and Tourists Are Resilient to Face Disasters", said that indeed 7 years after Pangandaran Regency was established, the disasters that occurred were floods, landslides, tornadoes/typhoons, and earthquakes. These disasters are relatively common every year but several antiseptics have been carried out by BPBD by implementing BPBD's missions, namely strengthening disaster risk reduction systems, improving disaster emergency services and coverage, and accelerating post-disaster recovery services.

The anticipation carried out by BPBD is carried out regularly involving *stakeholders* and the form of anticipation includes Socialization, Mitigation and Education to the community. These activities are carried out because Pangandaran Regency is an area that has many tourist attractions so that community preparedness is needed to anticipate disasters. These activities aim to make the community have the ability to adapt and face any potential disaster threats, be able to recover immediately from the impacts of disasters in their area and be able to organize community resources to reduce vulnerability while increasing capacity and reducing disaster risk. The routine material presented in the activity was an introduction to the types of disasters in Pangandaran Regency and what steps must be taken to anticipate the threat of potential disasters, such as floods, landslides, earthquakes and fires.



2. Strategy of Post Disaster Development in the Potential Areas for Tourism Development

In the era of regional autonomy (decentralization) as it is today, it provides opportunities for regions to grow and develop according to their own potential, needs, capabilities and choices. Decentralization also brings the governance process closer to the people closest to the decentralized affairs or issues (Muluk, 2021). With regional autonomy, the community has its own authority to regulate and manage affairs in accordance with the potential and choices in accordance with the boundaries of their jurisdiction.

The development of the New Autonomous Region (DOB) of Pangandaran district began with the desire of ten sub-districts in the southern part of Ciamis to secede. There are many potentials in the Pangandaran area that have not been developed. Before becoming the New Autonomous Region, the Pangandaran area had been designated as one of the 88 National Tourism Strategic Areas (KSPN). This is stated in Government Regulation No. 50 of 2011 concerning RIPPARNAS 2010-2025. Regional Tourism Strategic Area (KSPD) is an area that has the main function of tourism and has potential in tourism development that has a significant effect on one or more aspects. These aspects are social, cultural, economic growth, environmental carrying capacity, defense, security, and natural resource empowerment. KSPD Pangandaran and its surroundings consist of Pangandaran, Cijulang, Sidamulih, Parigi districts. The details of tourist attractions in the sub-district are as follows. Pangandaran Sub District includes the tourist area of Pangandaran Beach, Curug Bojong tourist area, and its surroundings. Sidamulih Sub District covers the tourist area of Karang Tirta-Cikalong, and its surroundings. Parigi Sub District includes the tourist area of Batu Hiu-Citumang-Santirah Beach, and its surroundings. Cijulang Sub District includes Margacinta, Green *Canyon-Green* Coral-Pondok Patra, Cougharas Beach, and surrounding areas. The tourist area described above is a favorite of tourists visiting Pangandaran. The tourist area has good conditions in terms of facilities, accessibility, accommodation, and amenities. Given the importance of Pangandaran district as one of the economic growth areas. So pangandaran district after the earthquake and tsunami must recover immediately.

The strategic issue of Pangandaran district is a condition or thing that must be considered in regional device development planning because of its significant impact with important, basic, urgent, medium/long-term characteristics, and determining the achievement of the device's goals in the future in supporting regional development. Referring to the



research results that researchers get from observations in the field, interviews with informants and documents that researchers get as supporting data for this research through SWOT analysis are as follows:

Table 2. SWOT Analysis Matrix

| Strengths | Weakness |
|---|--|
| <ul style="list-style-type: none"> a. Pangandaran Regency has a variety of Tourist Destinations (DWT) b. The long coastline can see the rising and falling sun from the same place c. Tourism activities are evenly distributed throughout the sub-districts and can be a <i>leading sector</i> because they have large economic links back and in the future d. The tourism sector is believed to be <i>sustainable</i> because it can be accepted by community conditions and in accordance with environmental conditions | <ul style="list-style-type: none"> a. Development policies in the regions have not been perfectly accommodated b. The RTRW of Pangandaran district has not yet been passed, so various regulations related to the spatial planning process have not been implemented c. There is still a poor condition of basic infrastructure, especially roads, which makes accessibility to some areas difficult and hinders connectivity and development of inclusive development d. Human resources in Pangandaran district need to be improved in order to be able to create independent, qualified and competitive human beings so as to be able to encourage efficient and effective and sustainable development e. Partnership programs with local communities are still poorly implemented in the tourism industry |
| Opportunities | Treath |
| <ul style="list-style-type: none"> a. In West Java RTRW, Pangandaran district as a National Mainstay Area and agriculture, industry, plantations, tourism and fisheries, tourism as a leading sector b. Pangandaran Regency as a National Tourism Strategic Area and West Java Growth Center c. The implementation of the MEA provides high regional and international market opportunities for Pangandaran DTW d. The existence of the Ministry of Tourism and Creative Economy will encourage tourism and creative economy activities in Pangandaran Regency e. The Infrastructure Development Plan in the 2015-2019 RPJMN and Higher Education Cooperation opens up opportunities for change from DTW to a Tourism Center | <ul style="list-style-type: none"> a. Globalization makes imported products easy to enter, while people's economic activities are considered unable to compete b. Ease of access to information technology, communication and modernization can cause changes in socio-cultural values and local wisdom of the community in Pangandaran Regency c. The geographical condition of Pangandaran Regency is naturally in a disaster-prone area d. DTW whose tourism activities have developed correlates with a decrease in environmental quality in the DTW, which does not guarantee the sustainability of sustainable tourism development |



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| | |
|--|--|
| | e. World economic instability affects the arrival of foreign and domestic tourists in Pangandaran district |
|--|--|

Source: Processed Researcher, 2022.

SWOT analysis is one of the methods used to evaluate strengths, weaknesses, opportunities and threats in an organization, and is also a classic strategy planning instrument that provides a simple way to estimate the best way to determine a strategy (Sofyan, 2020). Strengths are abilities that are mastered or available so that they are able to provide benefits. In the SWOT matrix on strength in Pangandaran district, it is related to tourism potential, where there are three typologies of tourist attractions developed by the district. The typology is cultural tourism, natural tourism, and special interest tourism (LKPJ Pangandaran Regency, 2020). The following are the results of an interview with the Pangandaran District Tourism Office as follows:

“.....In Pangandaran Regency, it generally consists of natural tourism, cultural tourism and special interest tourism, in each district the three objects are the three objects. But what is more prominent is natural tourism, natural tourism today, yes, Curug is like so much today the most famous thing is the beach so even though there are areas that do have very good potential, maybe our shortcoming is for artificial tourism which is still limited....”

Meanwhile, weakness is one aspect that must be considered in formulating a strategy, where weaknesses can hinder the process of achieving the goals of an organization if the weakness is not overcome properly. As well as the condition of transportation availability in Pangandaran Regency, especially the link between tourism destinations. This is in line with the Pangandaran Regency Bappeda as follows:

“... If it is natural tourism, it is not positioned on the main road, so it needs a connecting road between roads that have status with the district, if the district road is almost 100% good, but it needs additional access. Now that is indeed most access to non-5 managed by the local government, on average there are still limitations in terms of access, from the other side it is indeed to be widened, for example, the road ee it needs land acquisition and so on which requires considerable costs. So among them, the average course outside the 5 managed by the local government still needs improvement...”



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Accessibility is a facility and infrastructure provided to provide convenience to tourists who want to travel. Facilities and infrastructure can support the travel of tourists from the area of origin to tourist attractions as well as tourist trips between tourist attractions in one area. *Accessibilities* are measured by how much convenience is provided to tourists. The convenience provided is an important point to motivate tourists to come to visit. As Mill (2000) argues, states *accessibilities* as something that can make it easier for tourists to visit a tourist destination. Important factors related to *accessibilities* include directions, airports, terminals, time needed, travel costs, and transportation frequency.

Meanwhile, opportunity is an external environmental condition that is favorable in nature and can even be a weapon to support the achievement of goals, where the Regional Tourism Strategic Area (KSPD) is an area that has the main function of tourism and has potential in tourism development that has a significant effect on one or more aspects. These aspects are social, cultural, economic growth, environmental carrying capacity, defense, security, and natural resource empowerment. KSPD Pangandaran and its surroundings consist of Pangandaran, Cijulang, Sidamulih, Parigi districts. The details of tourist attractions in the sub-district are as follows. Pangandaran Sub District includes the tourist area of Pangandaran Beach, Curug Bojong tourist area, and its surroundings. Sidamulih Sub District covers the tourist area of Karang Tirta-Cikalong, and its surroundings. Parigi Sub District includes the tourist area of Batu Hiu-Citumang-Santirah Beach, and its surroundings. Cijulang Sub District includes Margacinta, Green *Canyon-Green* Coral-Pondok Patra, Cougharas Beach, and surrounding areas. The tourist area described above is a favorite of tourists visiting Pangandaran. The tourist area has good conditions in terms of facilities, accessibility, accommodation, and amenities.

Meanwhile, threats are external conditions that can hinder the achievement of the desired goal. If the threat is not immediately addressed properly, it can result in hindering the achievement of the desired goal. Based on the results of mapping and research results, things that pose a threat in an effort to develop tourism in Pangandaran district after the tsunami occurs, namely, the potential for tsunami natural disasters that can occur at any time. This is not only a very dangerous threat to the sustainability of the tourism sector but also to the survival of the people there. This effort is also important to be carried out by tourism destination managers in Pangandaran Regency.



According to Sofyan (2020), the best way to achieve goals or actions in the long term, which in its implementation starts from planning, in achieving a goal to be achieved there must be a plan to have the best strategy from various existing strategies, as well as utilizing and allocating all resources that are important to achieve these goals. A good understanding of the concept of strategy and the concept of strategy and other related concepts determines the success of a strategy that is compiled. The following is a strategy aimed at utilizing the internal strengths of the regions in order to attract profits from external opportunities that the regions are able to take.

Table 3. Matrik Analisis SWOT

| Strengths Opportunities (SO) | Weakness Opportunities (WO) |
|---|---|
| <ul style="list-style-type: none"> a. The local government of Pangandaran Regency is able to realize a better level of service related to the development of sectors that are the largest community activities, namely the agricultural, industrial, plantation, tourism and fisheries sectors. b. The existing DTW conditions are able to make Pangandaran Regency an international tourist destination on an international scale in line with other international tourist destinations in Indonesia. c. Encouraging greater economic maturity and creativity, which can be used as a basis for the growth and development of the district economy in a sustainable manner in the future, because it has a close relationship between forward and backward linkages. d. The development of sustainable tourism in Pangandaran Regency will be created with better support and cooperation not only with the pangandaran community but with regional and national governments, as well as cooperation with ministries and universities and even cooperation with foreign countries. | <ul style="list-style-type: none"> a. In order to seize opportunities as a national tourism strategic area and also as an international tourism destination, the Pangandaran Regency Government must be able to realize accountable, clean and serving governance. b. The progress of sustainable tourism development requires the certainty of good spatial and environmental management regulations to a more detailed level (zoning). Therefore, the Regional Government of Pangandaran district must immediately make a spatial plan to the level of detail, in order to be able to realize harmonious spatial planning and control of environmentally sound space use c. The implementation of the MEA can increase the chances of Pangandaran Regency as a world-class tourist destination. This condition will only be able to be realized with the support of the development of adequate tourism supporting facilities and infrastructure and also the development of human resources in accordance with the requirements of world-class tourist destinations. d. Improving an inclusive regional economy through the development of the agricultural, fishery, plantation and industrial sectors to encourage tourism activities is carried out by increasing |



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| Strength Treat (ST) | Weakness Threat (WT) |
|---|--|
| <p>a. The spirit to serve the community will be able to realize Pangandaran district as a tourism place that is responsive to potential disasters that may occur and is able to protect the environment in order to realize sustainable tourism.</p> <p>b. The speciality of DTW Pangandaran Regency, both from the variety of location distribution, as well as the support of its community, can be used as a basis to attract tourists - both foreign and domestic - to come to this area despite the unstable world economic conditions.</p> <p>c. The sustainable tourism sector in Pangandaran Regency is supported not only by natural beauty but also by the cultural privileges of its people and is believed to be able to prevent the degradation of cultural values and local wisdom of the community.</p> <p>d. The large relationship between tourism activities and other economic sectors in Pangandaran Regency is a characteristic of the economy of Pangandaran Regency which is able to compete with imported products that enter due to the increasing economic globalization in the ASEAN region.</p> | <p>partnerships between the tourism industry and local communities</p> <p>a. The thing that needs to be avoided by the Pangandaran Regency Government is the obstruction of efforts to carry out the government bureaucratic reform process. This condition will have an impact on regional mainstay activities, namely tourism – in the form of slow handling of potential disasters so as to minimize the realization of sustainable tourism, loss of community support for the government, and erosion of local culture and wisdom. If this happens, tourism in Pangandaran Regency will be abandoned by tourists both from domestic and foreign tourists.</p> <p>b. Sustainable tourism will only be able to materialize if the Regional Government of Pangandaran Regency is able to increase law enforcement in the field of spatial planning.</p> <p>c. Improving infrastructure in general and tourism infrastructure in particular and also increasing human resources will increase the competitiveness of tourism in Pangandaran Regency, so that it becomes an attraction for both domestic and foreign tourists.</p> <p>d. Social acceptability of tourism activities is a prerequisite for the realization that sustainable tourism will be created if there is a partnership between the community and players in the tourism industry.</p> |

Source: Processed Researcher, 2022.

The SO strategy is aimed at leveraging the internal strengths of the regions in order to be able to benefit from external opportunities that the regions are capable of seizing. The WO strategy aims to correct internal weaknesses by taking advantage of the external opportunities it can achieve. The ST strategy aims to use existing forces in the region to avoid or mitigate the impact of external threats it will face. Meanwhile, the WT strategy is a form of defensive



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strategy directed at reducing internal weaknesses and avoiding external threats that exist and will be faced by the regions.

Tourism development, especially the development of tourism destinations is part of a plan in an effort to advance, improve and improve the real conditions of the local area so that it can provide added value and can benefit local communities around tourist areas, tourists and areas. According to Cooper (2016), there are 4 components (usually known as 4A's) to assess tourist destinations, namely *attractions*, *amenities*, *access*, and *ancillary services*. *Attraction* is the act of attracting visitors to enjoy certain tourist destinations. This action can be a natural attraction, or man-made (including *events*) so that tourists want to come to it. *Amenities* include accommodation, restaurants or food and beverages, entertainment and so on as a complement to tourist destinations. *Access* is a transportation facility that makes it easier for tourists to come to visit tourist destinations. Roads, public transportation, land and air transportation terminals, ports and railway stations are part of this component. *Ancillary services* is a local community organization that supports the management of tourist destinations. These organizations can be independent or connected to broader institutions, such as governments or international organizations. This organization can also support the management of tourist destinations in terms of planning, operating, coordinating various activities, and so on.

CONCLUSION

Pangandaran Regency in developing tourism after the Tsunami Disaster is by restoring the psychology of the community with trauma healing in human resources tourism affected by the disaster. Financial relaxation, restoration of attractions, amenities, accessibilities and ancillary services, as well as branding, advertising and selling strategies that are interrelated and mutually supportive. The Ministry of Tourism as the ministry that deals with tourism affairs has done its job to restore the tourism sector in Pangandaran district, with the selection of an effective strategy, covering all aspects of tourism affected by the earthquake disaster in Pangandaran district.

In the implementation process, an analysis of internal and external conditions is carried out, namely (1) Strength, Pangandaran district has the power to maximize in the development of tourism objects after the tsunami disaster, some of the strengths possessed are very strategic, which can support the economic growth of local communities in the region; (2)



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Weaknesses, Pangandaran district has not been able to adequately provide supporting facilities to complement the development of the tourism sector or coordinate, lack of human resources knowledge in managing tourism objects, have not maximized the use of information technology and optimal coordination between stakeholders; (3) Opportunities, the existence of educational institutions in the field of tourism, making innovations in the tourism sector display the characteristics of tourist attractions in an effort to attract tourists, the rapid development of information technology as a means of supporting tourism development, can increase the economic growth of local and regional communities; and (4) Threats, in the development of the tourism sector, Pangandaran district is faced with threats that at any time there is a tsunami disaster again, the rapid competition between regional, national and international local tourism destinations, the weak use of information technology as a means of supporting tourism development, the decrease in tourist visits is feared to reduce income.



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