

# The Impact of Promoting Tourist Destinations after Earthquake in Lombok

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Lombok Island has been rocked by multiple powerful earthquakes since July 2018 and it remained hundreds of aftershocks. Statistically by August 2018 more than 400 people have lost their lives. This tremendous disaster not only affected to damage infrastructures and trauma, but also affected tourism market of Lombok as one of the priority areas for the development of tourism market in Indonesia. It is reported that tourism market in Lombok has decreased dramatically after the earthquake from 1.3 million to 250 thousands tourists. The reduction of tourists visiting Lombok was not only in the affected destinations but also in unaffected destinations. To improve the number of tourists visiting Lombok, promoting several unaffected tourist destinations was carried out after 4 months of earthquake through sales missions and fam trip. Sales missions were conducted in Philippine, Singapore, UK, Thailand, and several main cities in Indonesia, while fam trips were conducted in several affected destinations in Lombok. The results showed that the buyer from sales missions reached 475 pax and potential transaction for fam trip reached up to 108 billion rupiah within a month after the program. Promotion of tourist destinations in Lombok after disaster is then continued with promoting affected destination in 2019, such as Gili islands and Senggigi and Mataram. This resulted in improvement of numbers of hotel occupation for around 10% within six months. Promotion of tourist destinations was not only proposed to improve the number of tourists visiting Lombok but also to improve and promote safety procedures during visiting affected destinations. It was proved by existence of resemble points, safety briefing during event in all hotels and convention halls in Lombok, as well as insurance cover in several tour package on the travel agencies. However, in order to optimize tourism market, government should also contribute to providing better infrastructures and workshop for appropriate safety procedures to people involving in tourism industries.

*Keywords:* earthquake, Lombok, destinations, promotion, safety

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## Introduction

Tourism is a worldwide attraction that should to be developed (Jafari & Scott, 2014; J. Li, Xu, Tang, Wang, & L. Li, 2018; Ndou, Mele, & Del Vecchio, 2018; Richards, 2018; Shao, Zhang, & Li, 2017; Wang, Li, Zhen, & Zhang, 2016). This is one indicator of a country's competitiveness because by developing tourism, the economy of each region, especially original local government revenue (PAD) has increased significantly (Borseková, Vaňová, & Vitálišová, 2017; Cîrstea, 2014; Domínguez Vila, Darcy, & Alén González, 2015; Gabor & Oltean, 2019; Goffi, Cucculelli, & Masiero, 2018; Lopes, Muñoz, & Alarcón-Urbistondo, 2018; Pulido-Fernández & Rodríguez-Díaz, 2016). According to Indonesian Agency for Creative Economy (2017), tourism sector provides a contribution to compete in the financial services sector, manufacturing business, and even start-ups (star-up). As a study conducted by the World Travel and Tourism Council, quoted by Bloomberg, it was revealed that the tourism sector has contributed transactions worth \$7.6 trillion for the last seven years (Hall, 2009).

One part of Indonesia that has currently become a favorite tourist attraction and a priority to be developed is Lombok Island in West Nusa Tenggara province. Several tourist attractions in Lombok have been known worldwide, which has been mostly visited by both domestic and foreign tourists. The provincial government of West Nusa Tenggara has successfully increased the number of tourist arrivals in 2017 for about 3.5 million tourists. This number was consisting 2,078,654 domestic and 1,430,249 foreign tourists, who were mostly visiting Lombok (Nursyamsi & Putra, 2017).

In July 2018, there was an earthquake that hit West Nusa Tenggara and caused detrimental impact of Lombok. The earthquake was followed by multiple aftershocks which affected the infrastructures, facilities, attractiveness of tourist destinations, and trauma for several tourists who have not experienced the earthquake. This affected the economy especially in tourism sector due to a dramatic reduction of the tourists visiting Lombok. Referring to the economic impact of tourism sector caused by the earthquake, it is necessary to identify and formulate strategic policies in restoring the image of tourists visiting Lombok.

Since February 2019, only few tourists have revisited Lombok. The data obtained from Lombok International Lombok show that between January and February 2019, there were 5,713 foreign tourists visiting Lombok compared to the same period last year (January-February 2018) that reached 11,786 people. This number showed 38.14% of reduction in the number of tourists visiting Lombok (This is New Indonesia, 2019). Therefore, to overcome this issue, the Regional Tourism Promotion Agency of West Nusa Tenggara undertook recovery efforts covering three sectors: branding, advertising, and selling (Nursyamsi & Aminah, 2018). In addition, the Ministry of Tourism has allocated a promotion or marketing budget for around 20 billion rupiahs. However, the promotions undertaken were still not optimal due to other disasters occurring in other parts of Indonesia and also several aftershocks in Lombok.

Lombok is not only an area of Indonesia which experienced the earthquake or other disaster. There were previously some countries that have experienced the earthquake and have succeeded in promoting their regions. The countries that have successfully carried out post-earthquake promotions, included, for example: (1) Japan has successfully promoted Hokkaido and Fukushima even though the destinations were hit by earthquake in 2011, (2) natural disasters in Nepal, (3) major flood disasters that occurred in the Netherlands in 1953, (4) the event of the World Trade Center (WTC) in New York in 2001. The efforts made were of course not only to improve the existing infrastructure but also to do intensive promotion throughout the world.

Learning from previous other countries, the government of West Nusa Tenggara attempted to apply emergency programs to not only improve the number of tourists visiting Lombok but also improve and promote safety procedures during visiting affected destinations. Therefore, tourists feel safe during their stays in Lombok. Those actions were immediate response, promotion, and restoring industry trust (Tourism Crisis Centre (TCC) NTB Bangkit, 2018). Referring to the government strategy, this study then seeks the result of those government actions in increasing the number of tourists visiting Lombok and how big the impact is after a few months of the disaster.

### **Research Methods**

This study uses a qualitative descriptive approach that is supported by quantitative data (Creswell & Clark, 2017; J. W. Creswell & J. D. Creswell, 2017). This was undertaken on the programs to support tourism promotion data after the earthquake in Lombok. Respondents are tourism industry players whereas secondary data were obtained from: NTB Central Statistics Agency, Agency for Regional Development of West Nusa Tenggara (Bappeda NTB), Tourism Office of West Nusa Tenggara, Tourism Association, NTB SCC Secretariat Bangkit, 7 Regencies/City Tourism Offices (6 districts, 1 city), BPBD, and The National Search and Rescue Agency (Basarnas).

The research sites were taken in several tourism destinations in West Nusa Tenggara province. The data collection techniques include: interview (interview) method, observation, and focus group discussion (FGD). The data analysis technique uses the interactive model of Miles, Huberman, and Saldaña (2014) who reveal that there are four stages performed in analyzing data, namely: (1) data condensation (data condensation), (2) presenting data (data display), (3) collecting data, and (4) draw conclusions or verification (conclusion drawing and verification).

### **Results and Discussion**

#### **Lombok Island Conditions Pre- and Post-Earthquake**

In general, catastrophic earthquakes with large power shocks that occurred in a row since 29 July 2018, 5 August 2018, and 19 August 2018 in West Nusa Tenggara Province, brought casualties and material losses in several districts/cities in NTB Province especially on Lombok Island. In addition to the large number of fatalities and material losses, the earthquake disaster had an impact on the deteriorating social conditions of the people and the economic wheels of West Nusa Tenggara Province.

The most detrimental impact of the earthquake in tourism sector was the decline of tourist visiting West Nusa Tenggara province between July and August 2018 if the number of passenger movements at Lombok International Airport (BIL) can be used as an objective indicator to represent the rough number or brief description of tourists visiting West Nusa Tenggara especially Lombok.

The data found were contradictive with the prediction. It was shown that the number of domestic tourist arrivals (January-September 2018) increased and even was higher than the previous period (January-September 2017). The number of domestic tourists visiting West Nusa Tenggara Province from January to September 2017 was 2,464,866 and increased to 2,706,107 from January to September 2018. The foreign tourist arrivals, however, experienced a decline in the same period compared to domestic arrivals, in which the number of foreign tourists visiting West Nusa Tenggara Province reduced from 246,721 tourists (January-September 2017) to 236,827 tourists (January-September 2018). Visually, the number of tourist visiting the West Nusa Tenggara

Province based on the number of passenger movements at Lombok International Airport can be seen in Figures 1 and 2.

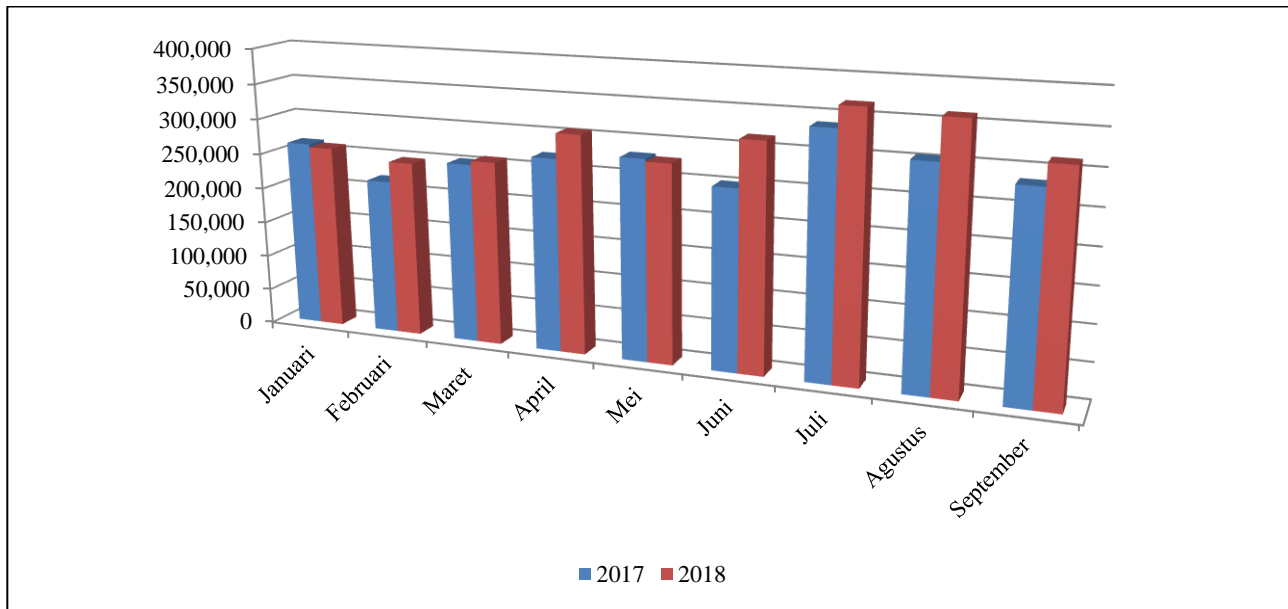


Figure 1. Number of domestic passenger movements at Lombok International Airport, January-September 2018. Source: Department of Transportation of West Nusa Tenggara province and Indonesian Academy of Aviation (API), 2018.

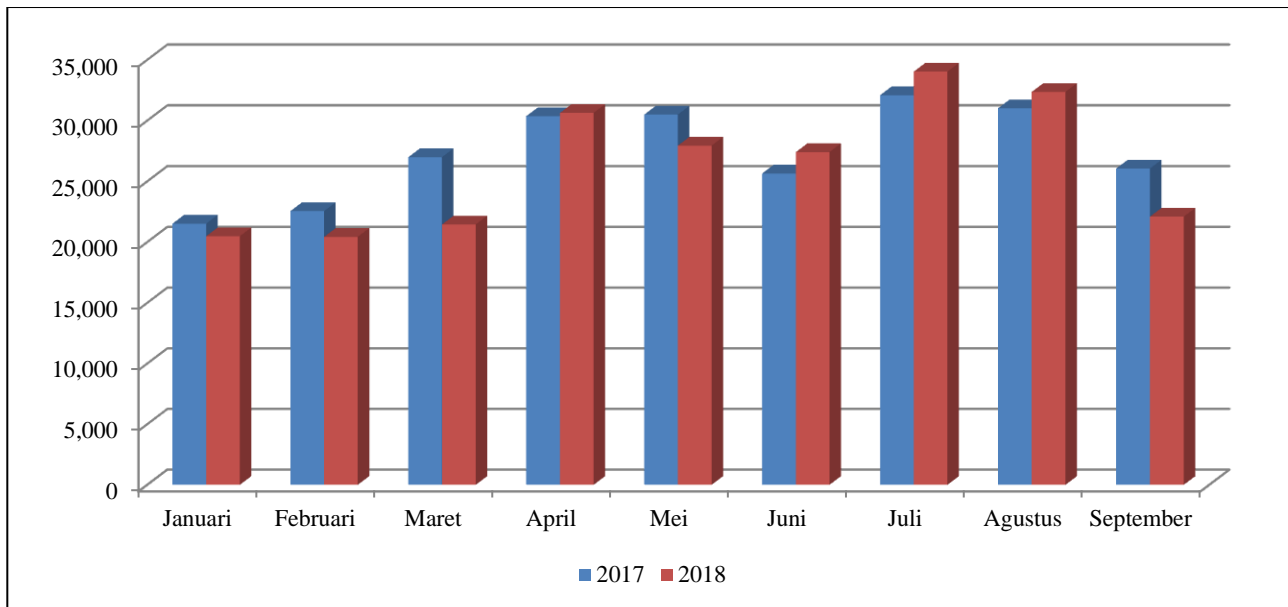


Figure 2. Number of international passenger movements at Lombok International Airport, January-September 2018. Source: Department of Transportation of West Nusa Tenggara province and Indonesian Academy of Aviation (API), 2018.

In the aviation industry, there were ground handling costs (cost that must be incurred by airlines to get aircraft service on land) and the amount of value that must be paid in guiding navigation by air navigation (airnav). The average ground handling value between the domestic and international is immediately calculated

from \$2.86 to \$3.22 per ton aircraft. At Lombok International Airport (BIL) the average weight of aircraft requiring handling is 60-75 tons, while airplane handlers (airnav) will cost approximately \$24.4 in every time handling to take off until cruising at the desired or required cruising altitude.

Simple loss calculation analysis due to the Lombok earthquake, the value of losses due to decreased service at the airport either due to decreased demand or due to a psychological decline in service from the airline, then calculated the value of the loss of Lombok disaster due to the air transportation network system were Rp. 314,940,643,200.00 (three hundred fourteen billion nine hundred forty million six hundred forty-three thousand rupiah).

The impact of other disasters as a follow-up impact can also be seen in the number of tourist arrivals to the NTB Province, which were declined quite sharply in Quarter III 2018, compared to the same period in the previous year. The period of June-August becomes a high season period for tourism businesses along with the commencement of the academic year holiday for domestic tourists, as well as the summer holiday period for foreign tourists. However, along with the earthquake's impact on the damage to various hospitality facilities and restaurants in several tourist destinations such as the Senggigi, 3 Gili islands, and Sembalun village, the numbers was significantly decreased and even became a low season.

Creating synergy between the central and regional/local government will help tourism sector in increasing the number of tourists visiting Lombok. In 2019, precisely in June, the numbers of tourists in West Nusa Tenggara increased dramatically. This can be seen in Table 1.

Table 1

*The Number of Foreign Tourists (Based on Origin) Visiting Tourist Destinations in West Nusa Tenggara After Promotion in 2019*

No.	Country	May	June	M to M (%)	Foreign tourists (January-June 2019)
1	Malaysia	724	867	19.75	7,406
2	China	366	518	41.53	2,986
3	Australia	91	1,478	1,524.18	1,948
4	United Kingdom	265	406	53.21	1,313
5	Germany	207	277	33.82	1,036
6	Singapore	194	256	31.96	1,016
7	France	98	239	143.88	755
8	USA	78	149	91.02	517
9	Japan	66	77	16.67	439
10	Others	752	1,888	151.06	6,047
Total		2,841	6,155	116.65	23,463

Based on Table 1 of the number of foreign tourists in West Nusa Tenggara, it experienced a significant increase. The most foreign tourists came from Malaysia, followed by China, Australia, United Kingdom, Germany, Singapore, France, USA, Japan, and other countries. The origin with the most significant numbers was Australia, in which the number reached up to 1,478 people (June) from only 91 people in May 2019.

### **The Accommodation Condition After Earthquake**

It cannot be denied that the earthquake caused tremendous disaster affecting trauma and damage infrastructures. In tourism sector, most accommodation such as hotels, villas, and homestay was damaged by the earthquake.

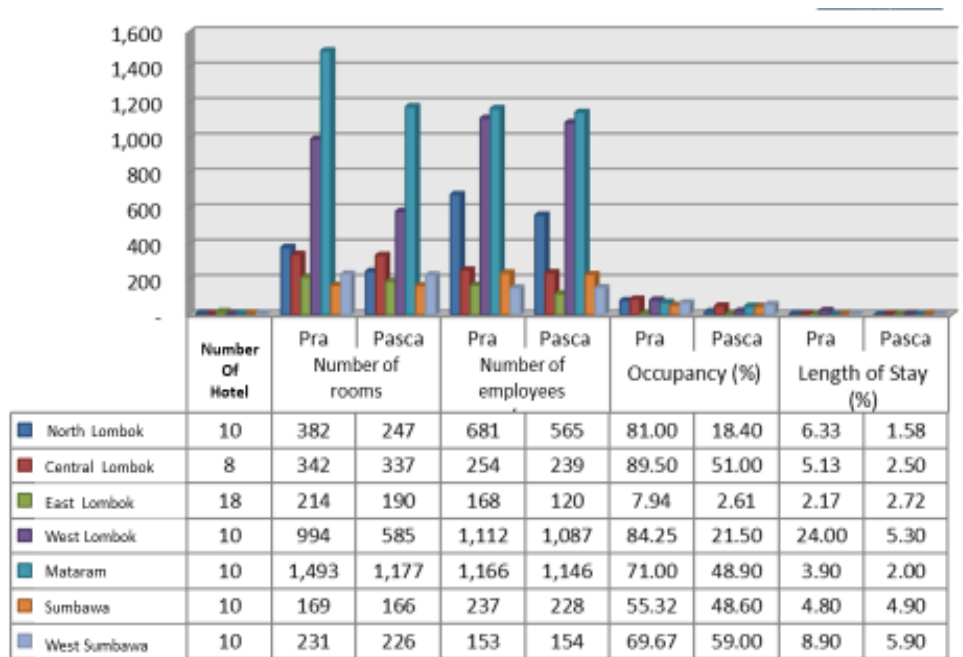


Figure 3. Condition of accommodation in seven regencies of West Nusa Tenggara after earthquake.

### Tourism Promotion

Tourism promotion was undertaken by the Indonesian Ministry of Tourism for three main aspects, namely: branding, advertising, and selling. For more details, they will be presented as follows:

**Branding.** Branding cannot be separated from selling because it is a trademark itself. In this current digital business era, tourism must sell brand as a trait and become an attraction for tourists who will visit. Tourism brand in Lombok is Halal Tourism. This can be seen from the existence of a thousand mosques as the best halal tourism destination in the world. In 2019, Lombok has been awarded the Best Halal Destinations label with a score of 70, the top of the top 10 halal tourist destinations in Indonesia. Lombok outperformed several other halal destinations, such as Aceh, West Sumatra, and Jakarta. With halal tourism branding that is owned by Lombok, it will improve the image of tourism in Indonesia, especially in Lombok.

**Advertising.** Advertising is a form of communication in order to invite people to read, see, hear about the product being delivered. Advertising has begun at the national, regional, and local levels. The tourism promotion embedded by the post-earthquake tourism ministry in Lombok is NTB Bangkit. In addition, the implementation of the promotion strategy through advertising the NTB Provincial Tourism Office uses printed, electronic, and online media. Printed media were brochures, magazines, guide books, calendar events, pamphlets, and newspapers. Those media have a function in conveying information to the public or the public and tourists. Those media were distributed to many areas not only around Indonesia but also several countries that contributed most to Lombok Tourism business.

Printed media is very useful for tourists who visit. A guide book is a book that conveys information about interesting tourist destinations in NTB or in Lombok. Furthermore, promotion strategies use electronic media such as: radio, television, social media (Facebook, Twitter, Instagram, WhatsApp, and other social media), websites. Likewise, the Office of Tourism of the Republic of Indonesia promoted tourism in every region throughout Indonesia and abroad with the NTB Bangkit program so that tourists are interested again in visiting Lombok and are not afraid anymore of the issue of the earthquake disaster.

**Selling.** Selling is one of the marketing strategies in order to deliver superior products owned to consumers. The NTB Provincial Tourism Office held direct coordination with tourism business operators in the form of joint exhibitions in promoting tourist destinations for consumers who are interested may buy the products. The events held after the Lombok earthquake in August 2018 were the Senggigi Enchantment Festival, the Lombok Sumbawa Enchantment Month, Sail Moyo Tambora, Sembalun Holtikultura, and others. In addition, other activities undertaken by the NTB Province Tourism Office after the earthquake in Lombok Island in 2018 were jointly with tourism business operators and the NTB provincial government to launch the 2019 calendar event at Sukarno Hatta Airport on 29 December 2018 and in Makassar City Makassar in 2019.

The interesting thing is that there are four best events in NTB Province which are included in the 100 Calendar of Events of the Wonderful 2019 Ministry of Tourism. The four events are the Khazanah Enchantment of the Ramadhan, Tambora Enchantment Festival, the Bau Nyale Enchantment Festival, and the Moyo Enchantment Festival. The four selected events were divided into two events that took place on Sumbawa Island such as the Tambora Enchantment Festival and the Moyo Enchantment Festival and two other events took place on Lombok Island namely the Khazanah Ramadan Enchantment Festival and the BauNyale Festival (Genpi, 2019).

### Conclusion

The Lombok earthquake has caused detrimental impacts in Tourism Industry showing a dramatic reduction in the number of tourists visiting Lombok and other parts of West Nusa Tenggara. To recover and overcome this issue, many programs from many stakeholders and tourism players were undertaken. Promotion of tourist destinations was not only proposed to improve the number of tourists visiting Lombok but also to improve and promote safety procedures during visiting affected destinations. However, in order to optimize tourism market, government should also contribute to providing better infrastructures and workshop for appropriate safety procedures to people involving in tourism industries and even promotion of the affected tourist destinations.

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