



The Role of The Tourism Sector in Post Pandemi Covid-19 Economic Growth

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ABSTRACT

The purposes of this study are 1. To find out the Condition of the Tourism Sector in Lamongan Regency After the Covid-19 Pandemic, 2. To find out the Role of the Tourism Sector in Lamongan Regency's Economic Growth After the Covid-19 Pandemic. the research that will be used is analytical research with a qualitative approach. This research was conducted in Lamongan Regency. With an allocation of 3 months starting in mid-March, April, May 2022. Data collection techniques are through observation, documentation and interviews (Interview). In this study, the analytical method used is descriptive method with a qualitative approach. The results of the study are as follows: 1. The condition of the Tourism Sector in Lamongan Regency After the Covid-19 Pandemic has experienced an increase in the number of visitors and financial income from entrance tickets, parking and hotels/inns, restaurants/eateries and shopping for souvenirs typical of Lamongan. The Role of the Tourism Sector in the Economic Growth of Lamongan Regency After the Covid-19 Pandemic is by providing contributions to PAD.

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INTRODUCTION

The tourism sector has an important role as a source of foreign exchange earnings, and can encourage national economic growth, especially in reducing the number of unemployed and increasing the productivity of a country. (Jaffe & Pasternak, 2004). Tourism has an influence on economic growth through several channels. First, the tourism sector as a foreign exchange earner to obtain capital goods used in the production process. Second, tourism development stimulates investment in infrastructure. Third, the development of the tourism sector encourages the development

of other economic sectors through direct, indirect and induced effects. Fourth, tourism contributes to increasing employment opportunities and increasing income. Fifth, tourism causes positive economies of scale. Tourism is also an important factor in disseminating technical knowledge, encouraging research and development, and accumulating human capital (Anggita, 2019). 2020 was a pretty tough year for the tourism industry.

The COVID-19 pandemic has had a very significant impact on Indonesian tourism, especially in Lamongan Regency. Even though in 2016-2019 the number of tourist visits to Lamongan, both domestic and foreign, continued to increase, namely 2,769,558 people were recorded in 2019. Meanwhile in 2020 the number of tourists was still 1,028,889 people and had made a positive contribution to Regional Original Income (PAD). The Covid-19 pandemic has resulted in the economy of Lamongan Regency becoming sluggish, it is known that Lamongan's economic growth is at -2.65% at the end of 2020. To increase PAD in the tourism sector, the Regional Government of Lamongan Regency utilizes existing resources and collaborates with investors or other parties. third. Wisata Bahari Lamongan (WBL) which contributes quite a large amount of PAD. Before the pandemic, the PAD contributed by WBL was between IDR 10 billion and IDR 15 billion per year. These results are obtained from the utilization of existing regional assets and collaborating with investors, with a profit sharing system. At present Lamongan has 32 tourist attractions ranging from places to eat and drinks typical of Lamongan, beaches, caves and cultural sites.

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In connection with the above problems, the purpose of this study is

1. To find out the Condition of the Lamongan Regency Tourism Sector After the Covid-19 Pandemic
2. To find out the Role of the Tourism Sector in Economic Growth in Lamongan Regency After the Covid-19 PandemiC

RESEARCH METHODS

By paying attention to the research objectives associated with the topic under study, the type of research that will be used is analytical research with a qualitative approach.

This research was conducted in Lamongan Regency. With a time allocation of 3 months starting in mid-March, April, May 2022. Data collection techniques are through observation, documentation and interviews (Interview) with the proposed interview instruments as follows:

The Role of the Tourism Sector

1. foreign exchange earner,

2. Stimulate investment in infrastructure.
3. encourage the development of sectors through direct, indirect, and induced effects.
4. increased employment opportunities and increased income.
5. causing positive economies of scale.
6. Dissemination of technical knowledge

In this study, the analytical method used is descriptive method with a qualitative approach. By looking at the increasing number of tourist visits in Lamongan Regency from year to year, it is hoped that tourism will be even better and will have a positive impact on Economic Growth, especially the Economic Growth of Lamongan Regency. The following is an explanation from the Head of Finance Subdivision of the Department of Transportation and Tourism of Lamongan Regency: "To measure the economic growth of the tourism sector in Lamongan Regency, it can be seen from hotel taxes, restaurant taxes, and entertainment taxes, as well as from regional tourism sector levies, for example, levies for business services for recreation areas and levies for business permits in the tourism sector. In addition, it can be seen from the results of the management of separated regional natural wealth. (interview: Mrs. Rubaikah, Wednesday: 20 May 2022). So PAD from the tourism sector can be obtained from:

- 1) Local Tax, which consists of hotel tax, restaurant tax, and entertainment tax.
- 2) Local levies, especially from the tourism sector, namely levies for business services for recreation areas and levies for business permits in the tourism sector.
- 3) Results of separated regional natural wealth management, namely from PT. Lamongan Marine Tourism (WBL)

Head of Disparbud Lamongan Siti Rubikah explained, only two tourism objects managed by the Regency Government. As for the private sector, it goes directly to the Lamongan Regional Revenue Agency (Bapenda). If it's private, go directly to the relevant agencies," he explained. He confirmed, this year's realization has increased. Because tourism objects are starting to open normally this year. Especially there are no more restrictions on visits like the previous two years. In 2021, visits until early December have only been realized 65 percent. However, he continued, now entering the second quarter it has almost touched 50 percent. According to him, the realization is still low, but there is an increase compared to the previous year. Rubikah said that there is still enough time to reach the target set. There is a seven-month deadline that managers can use to achieve targets.

Moreover, the construction around the Tomb of Sunan Drajad has been completed. Thus, visitors are more flexible in pilgrimage, because their activities are not disturbed by work. "Gondang Reservoir Tourism is also undergoing gradual improvements according to needs," he said. Rubikah explained, the biggest visit was during the Eid holiday. He detailed that around 2 million tourists visited 16 tourist destinations in Lamongan.

Rubikah explained, the biggest visit was during the Eid holiday. He detailed that around 2 million tourists visited 16 tourist destinations in Lamongan. The details for Mozoola; 26 thousand, WBL 474 thousand; Gondang Reservoir 70 thousand; Sunan Drajat Religion; 418 thousand, Sendang Duwur Religion 80 thousand, Joko Tingkir Tomb Religion ; 43 thousand, Nyai Putri Andongsari Tomb 6 thousand, Kutang Beach 171 thousand, Brumbung Hot Spring Tourism 24 thousand; TPI Tourism & Van Der Wijk Monument 319 thousand

"This Lebaran tourist visit has increased by almost 100 percent. So he hopes that in the future the tourism industry will continue to recover and Lamongan's economy will return to stability," said Rubikah

Meanwhile, the tourism sector's PAD realization is managed by the private sector. Director of WBL Lamongan Hery Pranoto said, WBL and Maharani Zoo and Goa (Mazoogo) had a target of PAD that had to be deposited annually to the regions of around 8 billion and that was already exceeded in 2021 and in 2019 it had not been met because it only received 7 billion.

From the research findings above, it can be seen that tourist visits to tourist objects in Lamongan Regency have continued to increase even though it has not been one hundred percent from the year of the Covid-19 outbreak in 2019 to 2021 or it can be said that the condition of tourism in Lamongan Regency after the Covid-19 pandemic experiencing improved conditions. Because conditions continue to improve, automatically contribution income from the post-covid-19 tourism sector has also improved by donating Rp. 51,318,896,325 from Rp. 61,374,951,000 before Covid-19.

Today we are faced with the condition of the world community and the Indonesian people who are experiencing changes in dealing with an increasingly open and free relationship between nations. This encourages the need for changes in the order of life of the Indonesian people. The flow of cultural information coming from outside is increasing and cannot be prevented so that if you are not vigilant, it is feared that it will threaten the resilience of the nation's culture. therefore, efforts to strengthen cultural resilience are one of the important tasks in cultural and tourism development. The tourism sector is a potential sector and one of the mainstay sectors in an effort to increase economic growth and regional development. This is as said by Soekadijo (2000: 271), namely as follows:

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One of the important aspects of national economic policy is regional development through the tourism sector or activities, bearing in mind that developing countries and developing countries like Indonesia need a lot of capital for development, so that additional revenue from tourism is additional capital that can be utilized to increase production. At the regional and global levels, it is hoped that tourism development will

face tough challenges, especially when associated with increasingly sharp competencies. The era of globalization has brought important consequences and changes to the development of the national tourism industry, especially the use of technological advances and changes in the behavior patterns of international tourists. Competition between tourist destinations at the regional and international levels is a challenge in itself.

Based on Law Number 25 of 2000 concerning the National Development Program (PROPENAS), in particular Chapter VII concerning Cultural and Tourism Development is carried out through the Tourism Preservation and Development program. The aim of the Preservation and Development of Culture is to instill the nation's cultural values in order to foster people's understanding and appreciation of the nation's cultural heritage, cultural diversity and traditions, improve the cultured quality of society, foster a critical attitude towards cultural values and strengthen cultural resilience.

While the objectives of the Tourism Development Program according to Law Number 25 of 2000 concerning the National Development Program (PROPENAS), especially Chapter VII concerning Culture and Tourism Development are: Develop and expand product diversification and national tourism quality based on community empowerment, arts and culture as well as natural resources (charm) of the local nature while maintaining the preservation of traditional arts and culture as well as the preservation of the local environment; and develop and expand the tourism market, especially foreign (international) markets”

From the data that has been presented, it can be seen that Lamongan Regency has large Natural Resources and Human Resources as the basic capital for the development and development of tourism. These basic capitals if managed and planned properly and directed will have a major role in supporting the achievement of national goals, namely increasing the welfare and prosperity of the people, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist objects and attractions. as well as fostering a sense of love for the motherland and strengthening friendship between nations. With regard to tourism development at the regional level, namely in Lamongan Regency, the authorized party is the Department of Transportation and Tourism of Lamongan Regency.

Tourism development is not only the responsibility of the government (Lamongan Regency Transportation and Tourism Office) but also involves many sectors, so that tourism can be said to be a multi-sectoral field, which means not only the government but also other agencies or institutions. The public or the private sector will also determine the success of tourism development. The aim of tourism development in Lamongan Regency is to increase the country's foreign exchange in general and increase the Economic Growth of Lamongan Regency in particular. This is as stated by Yoeti (1996: 23) that: Basically the aim of most countries to develop the tourism industry in their country is to increase the country's foreign exchange. Besides that, the further goal is to obtain positive economic values where tourism is expected to function as a catalyst in development in several sectors.

Another statement that supports the above is as stated by Hari Hartono in Spillane (1993: 54) that: The role of tourism in the country's development is basically based on three aspects, namely from an economic perspective (sources of foreign exchange, taxes),

a social aspect (creating employment), and cultural aspects (introducing our culture to foreign tourists). These three aspects do not only apply to foreign tourists, but also to domestic tourists whose role is increasing. Such is the magnitude of the role of tourism in development and increasing economic growth, so that serious management is needed from various parties, while the efforts made by the Lamongan District Department of Transportation and Tourism are:

- a. Socio-Cultural Development
- b. Development of Tourism Facilities and Infrastructure
- c. Tourism Promotion Activities
- d. Increasing Public and Private Participation

Based on the results of observations, it is known that the efforts made by the Lamongan district government, especially the Lamongan Regency Transportation and Tourism Office in developing tourism to increase economic growth did not go smoothly but faced many obstacles, including:

a. Internal Constraints

1. Funding problems.

There are limited funds, both for maintaining, managing, building and developing existing tourism objects as well as limited funds for promotional activities and other tourism activities. promotional activities and other tourism activities

Human Resources Issues

Weak human resources are also a serious obstacle in developing Tourism Objects in Lamongan Regency, for example:

- 1) Lack of adequate technical personnel from the Lamongan Regency Department of Transportation and Tourism.
- 2) There is a lack of uniform vision or views from the personnel of the Lamongan Regency Transportation and Tourism Office regarding tourism due to the varying quality of human resources.
- 3) Human Resource skills, especially in the tourism sector, are still relatively low. They generally have not been able to take advantage of tourism opportunities as an economic land.
- 4). Difficulties in carrying out coordination with related vertical offices or agencies in terms of participation to carry out tourism development.

The problem is the lack of facilities owned by the Lamongan District Department of Transportation and Tourism

The things that are done to overcome the internal obstacles above are:

- 1) To overcome the problem of funds, we are seeking to enlarge the 2021 budget so that funds are fulfilled and seek new sources of funds from investors who are interested in investing in the tourism sector.
- 2) To overcome the problem of weak human resources, training is held on tourism and creating professionalism in the tourism apparatus which is manifested by making a work program time schedule and evaluating the work of the Lamongan Regency Transportation and Tourism Office every year.
- 3) To overcome the problem of lack of coordination, more often hold coordination meetings with related agencies which are continuous and uniform the vision or views of the personnel of the Lamongan Regency Transportation and Tourism Office.

4) For the problem of lack of facilities, additional facilities are carried out in accordance with science and technology in order to optimize the performance of the Department of Transportation and Tourism of Lamongan Regency.

b. External Constraints

1. There are similar tourism objects in other areas
2. The problem of community participation The lack of participation of the community around the location of tourism objects in particular and the people of other Lamongan Regency in general either directly or indirectly, for example: a. Lack of public interest, especially the younger generation, to preserve, develop and revive various types of arts and culture of the local community. b. The treatment of some people who are not polite to tourists that can harm tourists, for example: extortion, pickpocketing at tourist attractions and unsatisfactory or unfriendly treatment from souvenir traders.

The things that are done to overcome the external obstacles above are:

1. In order not to be left behind with similar tourism objects in other areas, what is being done is to increase tourist attractiveness by restoring existing tourist objects according to needs and completing basic and supporting facilities and infrastructure for tourism and building a tourism image that is characteristic of the Regency Lamongan.
2. To increase community participation, what is being done is to provide guidance to the entire community regarding the importance of tourism, to provide guidance, direction and counseling on tourism, especially Sapta Pesona Wisata to the entire community. Meanwhile, to increase the participation of the private sector is carried out by opening the widest possible business opportunities to private parties or investors who are interested in investing in the tourism sector in the form of providing ease of business permits.

CONCLUSSION

Based on the problems and statements above or on the research results that have been described, the following conclusions can be drawn:

1. Post-Covid-19 Pandemic Lamongan Regency Tourism Sector Conditions experienced an increase in the number of visitors and financial income from entrance tickets, parking and hotels/inns, restaurants/eateries and shopping for Lamongan-style souvenirs.
2. The Role of the Tourism Sector in Economic Growth in Lamongan Regency After the Covid-19 Pandemic is by providing contributions to PAD.

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