Tanjung Lesung: A Natural Tourism Destination For The New Era Post-Covid-19

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Abstract: The United Nations World Tourism Organization (UNWTO) predicts that tourism visits which are estimated to be in the 20-30% range will decrease to 3% - 4% due to the COVID-19 pandemic (UNWTO: 2020). The COVID-19 pandemic has changed the acceleration in all aspects of life, especially changes in the lifestyle of the Indonesian people since the echo of the new normal era. Especially in the tourism sector, it needs fast recovery for innovations. The concept of natural tourism (open space) is an alternative to tourism in the new normal era. This condition encourages changes in tourist behavior to be able to adapt to the new normal. Natural Tourism Destinations are described in the attributes of attraction, accessibility, amenities, and ancillary. This study uses a descriptive qualitative method and the sampling technique used in this study was purposive sampling, with 100 respondents. Data analysis, perception consumer matrix mapping, and cartesian diagram. Based on the results in quadrant A, shows the sub-attributes of tourist attraction, Health Protocol Services, and Location. Sub-attributes in quadrant B are natural panorama, uniqueness of attractions, parking space, safety, tourist destination facilities, and promotions. In quadrant C there are varied attractions, track conditions, tourist information canters, and physical development. In quadrant D there are modes of transportation and cleanliness.

Keywords: New normal, Natural tourist of destination, Characteristic of tourist, Alternative travel, Perception Consumer Matrix Mapping.

Introduction

United Nations World Tourism Organization(UNWTO) predicts that tourism visits which are estimated to be in the range of 20%-30% will decrease to 3%-4% due to the Covid-19 pandemic (UNWTO: 2020). Indonesian tourism has also been affected by the Covid-19 pandemic, this is evidenced by the decrease in the number of foreign tourist visits to Indonesia. Recommendations from the Central Bureau of Statistics (BPS) provide data that the number of foreign tourists who traveled to Indonesia in the first semester of 2020 was 3,090,000 million tourists. The percentage decrease was 59.9% compared to last year in the same semester (BPS, 2020). This condition shows that the impact of COVID-19 on the tourism sector is extraordinary, as reflected in Figure 1.1 below.

This condition is indeed difficult for tourism industry players, but the government through the Ministry of Tourism and Creative Economy remains optimistic. This condition is supported by the statement made by the Head of BPS regarding the movement of activities taking place. This condition is allegedly due to the easing of community activities in the new normal era.

Figure 1.1Number of Foreign Tourist Visits to Indonesia for the 2018-2020 Period
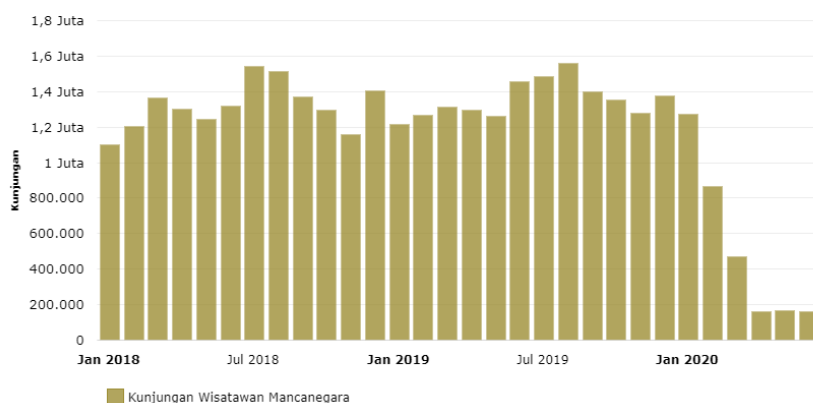
Source: BPS, 2020

The COVID-19 pandemic has accelerated changes in all aspects of life, especially changes in the lifestyle of Indonesian people since the introduction of the new normal era. Adaptation to new habits has changed several habits that were previously unusual (abnormal) to now become normal things to do. The new habits in question are awareness of a clean and healthy lifestyle, increasing the body's immunity, complying with queues to enter tourist attractions, and so on.

Specifically in the tourism sector, the Ministry of Tourism and Creative Economy has provided outreach regarding the new normal order for tourism actors. To support the accelerated recovery of tourism, innovations are needed. The concept of natural tourism (open space) is a tourism alternative in the new normal era. The open space tourism concept is considered safer for tourists to choose during the new normal period.

Natural tourist destinations are a manifestation of the open space tourism concept, where tourists can still vacation during the COVID-19 pandemic because there are no boundaries. This makes natural tourism an alternative tourism choice during the new normal period.

Adaptation to new normal tourism habits needs to be supported by implementing strict regulations and law enforcement, developing digital tourism, and introducing new tourism trends to accelerate the normalization of the Indonesian economy. New normal tourism is defined as an adaptation of travel habits by prioritizing safety and health aspects. UNWTO stated that now is the time to review tourism standards through global guidelines for reopening tourism facilities called Global Guidelines to restart tourism. The tourism industry will implement the same thing and prioritize health protocols and safety standards that are deemed adequate to maintain the comfort of tourists.

This condition encourages changes in tourist behavior to be able to adapt to the new normal order. The tendency to choose natural tourist destinations that are relatively safe and comfortable. Tourist behavior will change automatically during the new normal period with tourist activities

going more outdoors and the choice of cool air, self-driving, and private tours. Tanjung Lesung Special Economic Zone has an open space concept and has four tourism elements, namely Attractions, Accessibility, Amenities, and Ancillaries.

Based on the description above, the author recommends the title for research as follows "TANJUNG LESUNG NATURAL TOURISM DESTINATION AS AN ALTERNATIVE TOURISM IN THE NEW NORMAL ERA AFTER COVID-19 PANDEMIC".

Literature review

The concept of tourist behavior

The field that studies how individuals, groups, and organizations choose, buy, use, and utilize a product to satisfy the needs and desires of tourists is a field of science called the field of tourist behavior. In each field, you will find your challenges, for example, tourist destinations, especially marketing, are one of the biggest challenges faced. In the field of marketing, how to influence tourist behavior so that it can support the products (goods and services) offered to tourists is one of the challenges that must be resolved. In every promotion, the most important goal that must be achieved is to influence tourists to visit, but the act of purchasing is only one part of the overall process of consumer behavior.

Experts define tourist behavior, according to (Morrisan, 2007, p. 67) tourist behavior is the process and activities involved when people search for, select, use, evaluate, and dispose of products and services to satisfy their needs and wants.

According to (Buchari, 2008, p. 236), the definition of tourist behavior is, "Tourist behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants". Based on this definition, it can be explained that marketers or companies must understand that about what is the needs and wants of tourists whether it is in the form of knowledge, ideas, or experiences that can satisfy the wants and needs of tourists.

Some characteristics of tourist behavior are:

a.   Tourist Behaviour Dynamic.

In the first characteristic, tourist behavior can be said to be very dynamic because the process of thinking, feeling, and action of each tourist, group of tourists, and a large gathering of tourists is always changing constantly. This is a big challenge in determining the right marketing strategy decisions. The decision to make marketing innovations is the implementation of studying the nature of consumer behavior.

b.   Tourist Behaviour Involves Interactions.

Our behavior is an interaction between thoughts, feelings, actions, and the environment. The more the company understands these interactions, the better it will be for the company to provide satisfaction to tourists and provide added value to tourists.

c.   Tourist Behaviour Involves Exchange

The third tourist behavior involves the exchange between people. in other words, a person gives something to another person and receives something in return.

1.   Tourist Typology

Typology is a field of science that studies the classification of people based on type or type to explain the diversity of world structures. Typology is knowledge that seeks to classify humans into certain types based on certain factors, such as physical characteristics, physical characteristics, dominant influences, cultural values, and so on. Typology can be defined as the science of studying everything about types. According to Raphael Moneo, typology can simply be defined as a concept that describes a group of objects based on similarities in basic characteristics. It can also be said that typology means the act of thinking in terms of grouping (Nofiyanti, 2016, p.6).

There are several types of typologies travelers have developed such as

a.   Interaction (interactional type)

emphasis is on the nature of interactions between tourists and local communities.

b.   Cognitive-normative (cognitive-normative)

More emphasis on motivation which background journey.

In the cognitive-normative approach, the main motivation is travel. On this basis, the Plog Theory (Pitana, 2005, p.17) develops the following tourist typology:

a.   Allocentric

Tourists who want to visit places that are not yet known, are adventurous (adventure) and utilize the facilities provided by the local community.

b.   Psychocentric

Tourists who only want to visit the destination of tourism that already has facilities with the same standard as their own country. They travel with a definite program and utilize facilities with international standards.

c.   Mid-centric

It is located between allocentric and science-centric.

Natural tourism concept

In general, people who associate the word tourism with recreation, tourism is a trip, but not all trips can be considered a trip (Suyitno, 2001, p. 4). According to Law No. 10 of 2009 on Tourism, Chapter 1 Article 1 states that tourism is "Travel activities carried out by a person or group of people by visiting a certain place for recreation, personal development, or studying the uniqueness of tourist attractions visited in a temporary period". Thus, the definition of tourism contains four elements, namely travel activities; done voluntarily; temporary, the trip is wholly or partly aimed at enjoying objects and tourist attractions.

According to (Fandeli, 2001, p.6) tourism is a trip or a part of the activity that is done voluntarily and is temporary in nature to enjoy the objects and attractions of tourism. Tourism has characteristics including:

a.   Temporary, a trip made within a short period when the traveler will return to the place of origin.

b.   Involves tourism components, such as transportation facilities, accommodation, restaurants, tourism objects, souvenir shops, and others.

c.   Generally done by visiting tourist objects and tourist attractions.

d.   It has a specific purpose which is to get pleasure.

e.   Not to earn a living at the destination, but rather its existence can contribute to the income of the community, or the area visited.

The following are the 4A components of tourism based on the theory of Cooper et al (Setyanto & E, 2013, p.52).

a.   Attractions

Attractions are the most important product element because they are the core reason why visitors are willing to make sacrifices to visit a tourist destination.

b.   Amenities

Amenities are anything that can facilitate and serve destination visitors in carrying out their tourism activities. Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025 implicitly notes that destination product amenities consist of three categories, namely public infrastructure, public facilities, and tourism facilities.

c.   Accessibility

Accessibility is not only in the modes of transportation that can be used but also in terms of ease of access via public and private transportation, good road access, no significant traffic jams, availability of gas station services, tire repair, eating and drinking on the road, etc.

d.   *Ancillary Services*(additional service)

The additional services in question are services that must be provided by the local government, both for tourists and tourism actors. These additional services include marketing (tourism information service, pamphlets, tourist biographies, books, posters, maps, and tour guides), physical development (statues, city lights, public space), and statutory regulations.

Nature tourism is a travel activity or part of the activity that is done voluntarily and is temporary in nature to enjoy the unique symptoms and beauty of nature in nature tourism objects.

Landscapes, flora, and fauna are some of the attractions of tourism that are very interesting. In addition to enjoyment (to be seen, admired, grateful), many tourists want to "do" something in the open air, do something different than what they do every day, and have direct contact with tourism objects such as walking leisurely in the plantation, hunting, to climbing the cliff.

The potential of natural tourism attraction, in general, is prone to damage, therefore the utilization of this object must be done based on the preservation of tourism attraction, this means that the utilization of the object must be carried out based on sustainable environmental insights, preserving its authenticity as a natural resource about the entire ecosystem so that it remains an attractive tourist attraction.

Nature offers both active and passive types of tourism in addition to being an object of research/study or tourism. (Soekadijo, 2006, p.26) divides it into five categories, namely:

a. Do activities in the open air, for example sunbathing on the beach, diving, hunting, and climbing on cliffs.

b. Enjoying the natural atmosphere, such as enjoying the beauty of nature, and the freshness of the climate in the mountains, to enjoying the tranquility in the countryside.

c. Seeking tranquility, releasing oneself from the hustle and bustle of the daily routine, and resting.

d. Enjoying a "second home", enjoying a particular place, staying in a privately owned or rented guesthouse (bungalow, villa), setting up a temporary shelter in the form of a tent, or using a vehicle.

e. Doing a widia tour; nature becomes an object of study, studying certain flora or fauna.

Methodology

This research is a combination of research. Mixed methods research is a research method that combines or combines two methods, quantitative methods and qualitative methods to be used together in a research activity so that more comprehensive, valid, reliable, and objective data is obtained.

Researchers used a combination research method of quantitative and qualitative analysis discovery sequence models (Sequential Explanatory). This method combines quantitative and qualitative research methods sequentially, where in the first stage the research is carried out using quantitative methods to collect measurable quantitative data which can be descriptive, comparative, and associative, then in the second stage the research uses qualitative methods to prove, deepen, expanding, weakening and invalidating the quantitative data obtained in the first stage.

Based on the description above, the researcher will carry out data collection in the first stage using quantitative methods and then continue with the qualitative research process. The reason for following up this quantitative method with a qualitative method is to better understand and explain the quantitative results obtained previously.

1.   Data specification

(Hamidi, 2005, p. 75 - 76) states that the unit of analysis is the unit that was researched can be individuals, groups, objects, or background social events such as individual activities or group research subjects. The unit of analysis according to (Arikunto, 2010, p.187) is an uncertain thing that is counted as a research subject. In another meaning, unit analysis is defined as something related to the focus/components researched. Unit of analysis research natural tourism activities. Activity The natural tourism in question is focused as an alternative to tourism in the new era   post the COVID-19 pandemic.

Variable research is everything that has shaped whatever is specified by researchers to study some information obtained and   then conclusions are drawn. Variable   in this research are Natural Tourism Destinations. Explanations of variables sub-variables and measurements will be described in Table 3.1 below:

Table 3.1Variables, Sub Variables, and Measurement Scales

Variable	Sub variable	Indicator	Likert Scale measurement
Natural Tourism Destinations	Attractions	1) Natural Panorama 2) Natural Tourism Attractions (Beach, Water sports, Rafting, Climbing)	Ordinal
	Facility	1) Accommodation	Ordinal

		2) Restaurant	
		3) Souvenir Shop	
		4) Place of worship	
		5) Cleanliness	
		6) Tourist Information Center	
		7) Toilet	
		8) Internet Access	
		9) Security	
	Accessibility	1) Availability of Transportation Modes 2) Road Conditions 3) Parking lot	Ordinal
	Ancillaries	1) Marketing (Brochures, tourist profiles, posters, maps, tour guides) 2) Covid-19 health protocol 3) Physical development (public space)	Ordinal

Source: Author's Processed Data, 2021

First in collection and data analysis in research is determining the population. The population is the area of generalization which consists of objects/subjects which have quality and characteristics specified from the studied and then withdrawn from the conclusion. Meanwhile, the sample is a number of data selected from the population's research study material. According to Department data Pandeglang Regency Tourism In 2020 the population of tourist visits was 2,406,023 people.

Technique sampling used in research this is nonprobability sampling does not provide opportunities/opportunities the same for everyone population to make sample. Hence, unit sampling was selected based on certain considerations with purpose of obtaining a sample has those characteristics desired required to use type of purposive method sampling.

The wrongmone method for calculating a number of samples will be used to use Slovin's formula as follows:

$$n=N/(1+N.(e^2))$$

Information:

n = Number sample

N = Number The total population is 2,406,023 people

e = limit error tolerance 10% =0.1

Using the formula above, the following calculations are obtained:

$n=N/(1+N.(e^2))$

$n = 2,406,023/(1+2,406,023.(0.1^2))$

$n = 2,406,023/(1+2,406,023.(0.01))$

n = 2,406,023 / 24,061.23

n = 99.995844 (round off 100)

So the sample that will be used in this research is 100 respondents.

Technique data collection is most step in research, because the research aims to get data (Sugiyono, 2012). The study uses types of primary data and secondary data. Primary data is the data source collected research and processed directly from the subject or object research in the form of the opinion of the subject (individual) individual or group, observation results towards an object (physical), events or activities, and test results. Whereas secondary data is the data obtained not really directly, usually in the form of documentation data and important archives. The data collection stage in this research will be explained in table 3.3 as following.

Table 3.2 Data Collection Process Stages

No	Data Collection Stages	Explanation	Data Categories
1	Observation	Researchers carrying out these observations present a realistic picture of events to answer research questions in the hope that they can help researchers and then conclusions can be drawn.	Secondary Data
2	Interview	In this research, researchers will interview tourism managers and visitors to obtain data that can explain research problems.	Primary data
3	Questionnaire	In this research, researchers will provide a questionnaire in the form of questions regarding research problems to visitors.	Primary data
4	Documentation	The method used to provide documents uses accurate evidence from sources of specific information from essays, wills, books, and laws.	Primary Data/Secondary Data

Source: Author Processed Data 2021.

Result

In this research, the author took a natural tourist destination in Pandeglang Regency, namely Tanjung Lesung, this natural tourist destination was chosen with several special considerations, namely (1) access to the location is relatively easy to reach; (2) popular destinations among tourists; (3) relatively complete infrastructure; (4) beautiful natural panorama of the beach.

Source: Personal Documentation, 2021

Figure 4.1Tanjung Lesung Beach

The Tanjung Lesung Special Economic Zone is located in Tanjung Jaya Village, Panimbang District in Pandeglang Regency, Banten Province, covering an area of 1,500 ha with diverse tourism potential, including the natural beauty of beaches, the diversity of flora and fauna and exotic cultural riches, but it is not only the beaches that are known for their popularity. It has many attractions such as water sports, snorkeling, hang gliding, camping ground, golf course, and ATV, as well as performances of various regional dances and debusses every Saturday and Sunday. Derived from the word "lung", which is a traditional rice-pounding tool, Tanjung Lesung has the shape of a coastal land area that juts out into the sea and resembles a mortar.

To provide an answer to the formulation of this problem in the research the author used a Cartesian diagram. There are four attributes used to find influencing factors, namely (1) Attraction; (2) Accessibility; (3) Amenities, and (4) Ancillary. Each attribute has four statements and has two different perceptions. One example is the attraction attribute, namely the uniqueness of attractions in each natural tourist destination, the negative perception is that it is not attractive and the positive perception is that it is attractive. Then these two perceptions are assessed using two sides, namely the positive side and the negative side. If it is negative the rating is 1-3, 4 is neutral, and 5-7 is positive. The results of this assessment are accommodated into a Cartesian diagram, to find out which attributes tourists focus on. Figure 4.4 tries to provide a scheme as a flow of thought for this research.

The attributes that are statements in the questionnaire will be discussed in Table 4.1 as follows. The calculation results obtained from this two-sided assessment provide an average value for each attribute, which is then accommodated into a Cartesian diagram as reflected in Figure 4.5 below.

Table 4.1 Tabulation of Research Attribute Data

No	Attribute	$\bar{X}$	$\bar{Y}$
ATTRACTIONS			
A1	Natural panorama	2.13	6.35
A2	Natural tourist attractions (beaches, water sports, river tubing, snorkeling)	1.98	5.8
A3	Unique Attractions	2.1	5.91
A4	Varied attractions	2.06	5.8
ACCESSIBILITY			
B1	Location	2.18	6.03
B2	Road Conditions	2.12	5.49
B3	Public Transportation Modes	2.07	5.27
B4	Parking lot	2.1	6.03
AMENITIES			
C1	Security (lifeguards, danger signs, directional signs, etc)	2.05	5.9
C2	Cleanliness (Toilet, trash can)	2.06	5,6
C3	Tourist Information Center	2.09	5.62
C4	Tourist destination facilities (facilities of worship, restaurants, etc.)	2.18	5.86
ANCILLARY			
D1	Promotion/Marketing	2.15	5.94
D2	Covid-19 Health protocol services	2.08	5.85
D3	Officer service	1.98	5.84
D4	Physical development (statues, city lights, public space)	2.02	5.61

Source: Researcher Processed Data, 2021

Figure 4. 3 Cartesian Diagram of Research Attributes
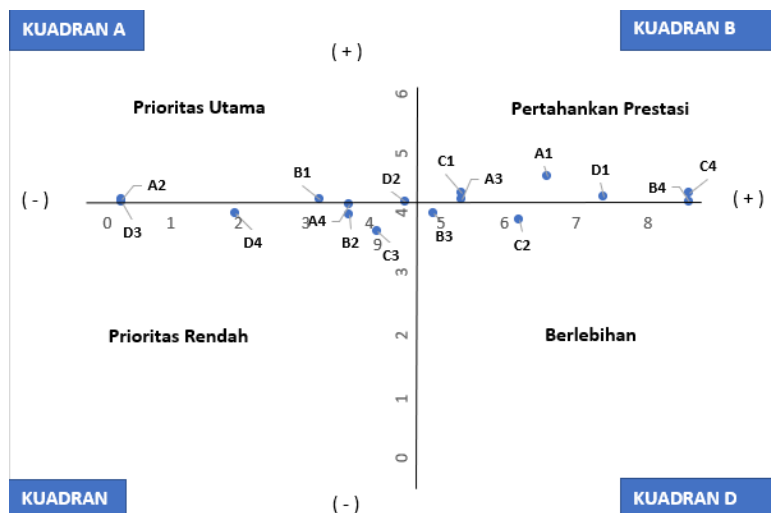
The distribution of attributes in Figure 4.3 explains the position of the attributes in quadrants A, B, C, and D. The distribution of attributes in quadrant A is points A2, B1, D2. These three points are considered to be the main priority for tourists when traveling during the new normal period, including natural tourist attractions, location, and COVID-19 health protocol services. Next in quadrant B are points A1, A3, B4, C1, C4, D1. These six points define the attributes that must be maintained, namely natural panorama, unique attraction, parking area, security, tourist destination facilities, and promotion. The distribution in quadrant C is points A4, B2, C3, D3, D4. This condition states that these five attributes are a low priority for tourists, including varied attractions, road conditions, tourist information centers, and physical development. Lastly in quadrant D is point B3 Public Transportation Modes, and Cleanliness of toilets and trash cans. According to tourists, these two attributes are considered excessive.

The characteristics of tourists before the COVID-19 pandemic traveling tended to be very "dependent" on information and technology, apart from that they also like simple activities and processes. The millennial generation's dependence on technology influences the way they travel, from the initiation process, information search, assessment, and final decision, during the trip, to after the trip. The dominant social media used to find holiday references is Instagram.(Wiweka, Sandi Wahyuni, Agus Rini, Adnyana, & Adnyana, 2019)

After the COVID-19 pandemic, seen from a tourist's perspective, according to the results of the first problem formulation, the factor that is the main priority in traveling is the health protocol that has been implemented properly and correctly according to government recommendations. The COVID-19 pandemic has become a reference for tourists to prioritize health, safety, and cleanliness aspects for holidays in the new normal period. Attribute D2 is the results of the questionnaire obtained by the researcher.

The changes in travel behavior felt by tourists during the new normal period to reduce the spread of COVID-19 are stricter towards supervision with the 3 M health protocol (wearing a mask, washing hands, and maintaining distance), and limited movement space. During this time, tourists can adjust to the new rules that have been implemented.

An interesting change in tourist behavior is placing greater emphasis on primary needs, namely food and health care, because tourists need hand washing soap, and masks. Expenditures have changed from secondary needs to primary needs, especially health. This period is based on the needs of consumers demanding higher health standard guarantees, body temperature checks, and applicable COVID-19-free certificates or rapid tests.

Apart from that, the cleanliness and safety aspects contained in the Amenity attributes are important values for tourists, namely how environmental preservation works, cleanliness in various existing facilities, and security for these natural tourist destinations.

Based on analysis of the Cartesian diagram, tourists prioritize attractive attractions, location, and health protocol services.

Some interesting attractions, such as in Tanjung Lesung, include hang gliding which can be enjoyed by tourists to see the Tanjung Lesung beach viewpoint, water sports, regional art performances, snorkeling, diving, coral reef conservation, there are photo spots about Mongolian culture, camping ground, golf course and other. Tanjung Lesung has a natural beauty that attracts tourists to refresh and vacation during the new normal period.

Many tourist factors make this natural tourist attraction a vacation choice because the place is still beautiful, pay attention to the small capacity of tourists, there are no crowds and of course, it is suitable for tourists who don't want to gather too much and still have to keep their distance.

The health protocols that must be implemented are by the government's 3 M advice and restrictions, which makes the majority of people bored with this condition. Alternatives for safe travel are open places, and this place is suitable for natural tourist destinations such as this research, namely, Tanjung Lesung.

Conclusion

The conclusion is a final summary of the research. Based on the results of the discussion described in the previous chapter, several conclusions can be drawn as follows:

1. Changes in behavior experienced by tourists during the new normal period to reduce the spread of COVID-19 prioritize the 3 M health protocol (wearing a mask, washing hands, maintaining distance), and limited movement space. More concerned with health, safety, and cleanliness.

2. According to research results, natural tourism factors have become a tourism trend during the pandemic, worthy of being an alternative travel destination. Nature tourism has unlimited space, and cool air, and is suitable for tourists for self-healing.

According to the research results on the D2 attribute, the main priority is the existence of health protocol services that provide a sense of security for tourists. Therefore, people prefer to travel to natural tourism during this new normal period.

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