

**How to Cite:**

Sunardi, S., Roedjinandari, N., & Estikowati, E. (2021). Sustainable tourism model in the new normal era. *Linguistics and Culture Review*, 5(S3), 1510-1517.  
<https://doi.org/10.21744/lingcure.v5nS3.1756>

# **Sustainable Tourism Model in the New Normal Era**

**Sunardi**

University of Merdeka Malang, Indonesia

**Nanny Roedjinandari**

University of Merdeka Malang, Indonesia

**Estikowati**

University of Merdeka Malang, Indonesia

**Abstract**--The Bromo Tengger Semeru area is a strategic area for national and world tours with natural and cultural potential. Sustainable tourism management is needed so that it area becomes a destination that has been beneficial to the community for a long time to make the area a sustainable tourist attraction; stakeholders and local communities need to be prepared. This study aims to examine the sustainable tourism management model with qualitative and quantitative research methods with descriptive analysis to identify and explore the socio-cultural aspects of society, the environment, economic growth, tourist satisfaction, and community welfare. This study resulted in findings in the form of a sustainable tourism management model in the new normal era as the primary goal of the National Tourism Development pattern based on natural and cultural beauty with the central pillars being environmental conservation, cultural preservation, tourist satisfaction, a healthy economy, and community welfare. Tourism must be able to coexist with other sectors to minimize the impact of the inherent vulnerability in tourism, tourism stakeholders need to change the tourist target market and type of tourism in order to adapt to the (post) pandemic situation.

**Keywords**--management, new normal era, pandemic, sustainable, tourism.

## Introduction

Tourism is one of the sectors most affected by the COVID-19 pandemic, considering that one of the instruments to suppress the increase in the number of cases is limiting human mobility. At that time, the boundaries between countries were tightened, even closed altogether, and only 'essential' mobility was allowed to pass through. Tourism, of course, does not fall into this 'essential' category. Globally, the tourism sector is predicted to suffer a loss of 320 billion US dollars (around 4,700 trillion rupiahs) as per June 2020 data. The number of unemployed worldwide generated by this industrial sector is estimated at 100.8 million people, of which 63.4 million people come from the Asia-Pacific region. In addition, the number of tourist visits in the first half of 2020 is estimated to drop dramatically to 65% percent worldwide (Desa, 2016; Piartrini, 2018).

In addition, tourism is a strategy to reduce poverty. This is expressed by Scheyvens (2012), that tourism is a promising economic sector for poverty alleviation strategies; regarding poverty alleviation, Community-Based Tourism has an essential role because of its contribution to community development, thus supporting community sustainability. Community-Based Tourism is one of the great opportunities in sustainable tourism development because it is small in scale, managed by communities, and the negative impact is smaller. Community-Based Tourism is different from the top-down tourism planning approach because this approach emphasizes local input and control in terms of the type, scale, and intensity of tourism development (Othman et al., 2013).

The community or community of sustainable tourism models plays a significant role and must be used as a subject of development, because according to Muller (1994) in Cooper (2020), explains that sustainable tourism indicators include five aspects that cannot be separated from each other, namely: a sustainable economy. Health, community welfare, visitor satisfaction, environmental preservation, and cultural preservation. Thus, it can be stated that sustainable tourism management can only be implemented with the readiness and synergy of stakeholders, where the active role of local communities and tourists is to preserve nature and culture (Paunović & Jovanović, 2017; Kontogeorgopoulos et al., 2014). Sustainable tourism is also expected to maintain a balance between the needs of the tourism industry, support for the environment, and local communities. So, the principles of quality, continuity, and balance must be applied to develop sustainable tourism. In sustainable tourism management, it is necessary always to maintain that the developed tourism destination objects do not interfere with the existing environmental ecosystem. In addition, the local community is not only an object to fulfill the needs of a better life (Mahoney, 1995; McGill et al., 1992).

## Method

In practice, this research uses qualitative and quantitative research methods, emphasizing the search method by conducting interviews with several stakeholders related to the object of study. Another method of searching for data is by distributing questionnaires to 198 respondents. The primary data generated was obtained by conducting in-depth interviews with stakeholders who were

considered to have experience and knowledge about tourism development in the Bromo TenggerSemeru area. The in-depth interviews were conducted with six stakeholders, including the tourism office, tourism awareness groups, Regional Tourism Promotion Board, community leaders, Bromo TenggerSemeru Center, associations of travel companies. The quasi-questionary method is used to find data from tourists (Busetti et al., 2021; Uryu et al., 2021).

Purposive sampling and snowball sampling methods determined the sources. As for getting internal validity from the authorities, the results of the interviews were then transcribed according to the original and then shown back to the informants to confirm the validity of the answers and information that had been submitted (Schubert et al., 2011; Sharpley, 2000). The analytical method used in this research is Qualitative Content Analysis, which emphasizes emerging categories and recognizes the significance for understanding the meanings. The four steps that will be taken to analyze the data after the interview data are obtained are:

- Identifying initial themes and constructing an index.
- Labeling the data.
- Sorting the data
- Summarizing or synthesizing the data.

## **Discussion**

The Bromo-TenggerSemeru area is a national park designated by the Statement of the Minister of Agriculture No. 736/ Mentan/X/82 dated October 14, 1982. Bromo TenggerSemeru National Park (TNBTS) is located in East Java Province and lies in 4 districts namely Pasuruan, Probolinggo, Lumajang and Malang. TNBTS is managed by the Bromo TenggerSemeru National Park Center (BBTNBTS) and has an area of 50,276.3 Ha. Bromo-Tengger-Semeru National Park is visited by many domestic and international tourists (90% domestic tourists). The development of the Bromo TenggerSemeru area will increase East Java tourism assets and provide excellent opportunities for East Java Province so that joint steps and synergy are needed between government agencies, private parties, especially tourism industry entrepreneurs, community participation, and all stakeholders in supporting tourism development in Java. East. Breakthrough efforts need to be designed and formulate concrete and operational policy steps to achieve stable management of tourism destinations in the era of regional autonomy and globalization (Ibrecht, 2010; Artal-Tur et al., 2018).

In addition, the relevant government has also made several breakthroughs which include: First, to encourage and improve the standardization and certification of tourism businesses; Second, participation in capacity building and quality of facility functions and services to develop facilitation schemes to encourage the growth of micro, small and medium scale tourism businesses; Third, encourage the provision of incentives to use products and themes that are unique and local; Fourth, improvement of accessibility competitiveness which is manifested in the form of capacity development and quality of transportation services that support the ease of travel of tourists to tourism destinations (Setianto et al., 2019; Gunarekha & Binoy, 2017).

### **Culture and environmental sustainability**

Based on the conclusions of several informants in the TNBTS tourist attraction area, some information and data were obtained about the culture and environmental conditions in the area. The Tengger Tribe community in three villages in Malang, Pasuruan and Probolinggo regencies recognize the concept of anteng-seger (Tengger) which means peace and prosperity. In addition, some concepts underlie the three-way relationship, namely the human relationship with God, the human relationship with humans, and the human relationship with the natural environment (Sunuantari, 2017; Tamir, 2015).

### **Tourist satisfaction**

In general, the more frequent tourists visiting tourist attractions, the more opportunities for increasing the manager's income, so that tourist satisfaction is one of the essential factors that must be considered in tourist destinations because tourists are a source of income. The average tourist satisfaction in the Bromo TenggerSemeru area has a good level of satisfaction. The following is the perception of satisfaction during tourist visits, both foreign and domestic tourists in 2021, as shown in Table 1.

Table 1  
Tourist satisfaction

Statement Attraction and Image	Mean	
Interest in the beauty of Nature	4,34	4,56
Interest in Festival activities or traditional ceremonies	4,26	4,27
Cleanliness of tourist attractions	3,21	4,30
The friendliness of the tourist attraction	3,83	3,82
Affordability of prices / costs at tourist attractions compared to other tourist attractions	2,59	3,70
Convenience and Security	3,77	4,26
Average	3,67	4,15
Means		
Availability of roads to tourist objects	3,41	4,41
The condition of the road to the tourist attraction	3,41	4,17
Availability of public transportation as long as tourist attractions are available	2,97	3,97
Availability of Directions as long as tourist attractions are available	3,51	3,51
Average	3,26	4,01

Source: primary data processed, 2021

### **Economic growth**

Economic growth in the three areas of the Bromo TenggerSemeru area in the 2017 - 2020 period grew 5.30 percent, an increase of 0.03 percent compared to 2018 of 5.27 percent and an increase of 0.10 percent in 2017 by 5.20 percent, but in 2018 in 2020 the economic growth rate decreased by 2.63 percent. The

decline in economic growth in the three Bromo TenggerSemeru areas was due to the negative impact of Covid-19 that hit Indonesia and especially the Bromo TenggerSemeru area, which resulted in a decrease in tourists compared to 2020 in the area which reached 83.32 percent. This decline in tourists, of course, impacts the retribution received by the regional government and the income of the tourism sector stakeholders (Khan & Smith, 2020; Clase et al., 2020).

### **Public welfare**

Tourism is one of the people's economic efforts that need to be developed to improve the community's welfare and the development of an area so that there is a need for directed and sustainable development. The impact of tourism on the community can provide welfare, and the indicators can be seen from the aspects of education, housing, the environment, poverty, other social and employment (Ahad et al., 2020; Dincer, 2000).

### **Education**

The quality of reliable human resources is determined by education because education is a window of knowledge, so education is considered to have a strategic role which is the key to the progress of a nation. In the community around the Bromo-Tengger-Semeru tourist area, participation in formal or non-formal education in 2020 is 3.58 percent, and in 2021 it is 3.70. This indicates that community participation in taking the level up to high school level or the equivalent has increased by 3.20 percent; thus, it can be said that the community's desire to take higher education levels is getting better (Luthe & Wyss, 2014; Boniface, 1998).

### **Housing and environment**

Article 28 H paragraph 1 of the 1945 Constitution states that everyone has the right to live in physical and spiritual prosperity, live and have a good and healthy living environment, and have the right to health services. The quote of the 1945 Constitution confirms that every citizen in Indonesia has the right to live and live in prosperity. The quality of housing and the environment in tourist areas in 2020 is 2.09, and in 2021, it is 2.25, or an increase of 7.11 percent. An increase of 7.11 percent indicates an improvement in residential facilities and the environment from the community. Although there is an increase in housing and environmental facilities, it is necessary to pay attention to stakeholders to work harder to improve the community's welfare. Environmental conservation needs to be prioritized because community dependence on water sources is getting higher, increasing from 4.32 to 4.53 or 5% (Kasni & Budiarta, 2021; Wendri et al., 2019).

### **Poverty**

Poverty is a condition of people who are unable to fulfill their basic rights to maintain and develop a decent life. These basic rights include the needs of clothing, food, health, education, health, and employment. The poverty rate in 2020 is 3.20. In 2021 it is 3.22 or an increase of 0.7 percent. This indicates that the welfare of the people in the Bromo TenggerSemeru area during the Covid-19

pandemic has decreased. This decline is a result of the decline in the number of tourist visits, where most of the population in the Bromo TenggerSemeru area relies on income from the tourism sector (Sarnoto & Hayatina, 2021; Nesterchuk et al., 2021).

### **Conclusion**

Based on the results of the analysis described above, it can be concluded that the type of tourism based on culture and nature is a tourism product that can be a model for sustainable tourism management in the Bromo TenggerSemeru area. The model can be applied nationally to become a Sustainable Tourism Development Model in each region, based on several aspects which include: the Sustainable Tourism Management model as the main goal of the National Tourism Development pattern; development of Nature and Culture-based tourism as an Aspect of Tourism Products; pillars of environmental preservation, cultural preservation, Tourist Satisfaction, Economic Growth, Community Welfare, enrichment of attractions to tourists, increasing closeness between communities; fully supported by all stakeholders and shareholders, both the community, visitors, managers, universities, central government, local governments and tourism entrepreneurs as supporting elements (Tanwete & Kombinda, 2020; Suwija et al., 2019).

### **Other social**

Individual comfort is one indicator of society's welfare, which is manifested in comfortable and safe living conditions. From other social indicators, it is 3.66 in 2020 to 3.46 in 2021, or down 5.78 percent. The decline in other social levels occurred in the decrease in people's opportunities to obtain loans from financial institutions; if in 2021 it was 3.48, it fell to 3.01 or 15 percent.

### **Employment**

One of the indicators of public welfare that is commonly used is life expectancy, an increase in labor force participation will cause labor productivity to increase, and then the income per capita of the community will increase. In addition, changes in the structure of labor absorption can affect the welfare of the community.

### **Grant information**

This research is the result of research funded by the Ministry of Education and Culture of the Republic of Indonesia through the "Higher University Applied Research" scheme.

### **References**

Ahad, M. A., Paiva, S., Tripathi, G., & Feroz, N. (2020). Enabling technologies and sustainable smart cities. *Sustainable cities and society*, 61, 102301. <https://doi.org/10.1016/j.scs.2020.102301>

- Albrecht, J. N. (2010). Challenges in tourism strategy implementation in peripheral destinations—The case of Stewart Island, New Zealand. *Tourism and Hospitality Planning & Development*, 7(2), 91-110.
- Artal-Tur, A., Briones-Peñalver, A. J., & Villena-Navarro, M. (2018). Tourism, cultural activities and sustainability in the Spanish Mediterranean regions: A probit approach. *Tourism & Management Studies*, 14(1), 7-18.
- Boniface, P. (1998). Tourism culture. *Annals of Tourism Research*, 25(3), 748-750. [https://doi.org/10.1016/S0160-7383\(98\)00029-2](https://doi.org/10.1016/S0160-7383(98)00029-2)
- Busetti, F., Neri, S., Notarpietro, A., & Pisani, M. (2021). Monetary policy strategies in the New Normal: a model-based analysis for the euro area. *Journal of Macroeconomics*, 70, 103366. <https://doi.org/10.1016/j.jmacro.2021.103366>
- Clase, C. M., Fu, E. L., Ashur, A., Beale, R. C., Clase, I. A., Dolovich, M. B., ... & Carrero, J. J. (2020, July). Forgotten technology in the COVID-19 pandemic. Filtration properties of cloth and cloth masks: a narrative review. In *Mayo Clinic Proceedings*. Elsevier. <https://doi.org/10.1016/j.mayocp.2020.07.020>
- Cooper, C. (2020). *Essentials of tourism*. SAGE.
- Desa, U. N. (2016). Transforming our world: The 2030 agenda for sustainable development.
- Dincer, I. (2000). Renewable energy and sustainable development: a crucial review. *Renewable and sustainable energy reviews*, 4(2), 157-175. [https://doi.org/10.1016/S1364-0321\(99\)00011-8](https://doi.org/10.1016/S1364-0321(99)00011-8)
- Gunarekha, B. S., & Binoy, T. A. (2017). Community based sustainable tourism development in Karnataka: A study on Mysuru district. *Asia Pacific Journal of Research*, 1(50), 121-126.
- Kasni, N. W., & Budiarta, I. W. (2021). The multimodal forms of tourism promotional discourse in the age COVID-19. *International Journal of Linguistics, Literature and Culture*, 7(6), 422-440. <https://doi.org/10.21744/ijllc.v7n6.1945>.
- Khan, M. A., & Smith, J. E. M. (2020). "Covibesity," a new pandemic. *Obesity medicine*, 19, 100282. <https://doi.org/10.1016/j.obmed.2020.100282>
- Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2014). Success factors in community-based tourism in Thailand: The role of luck, external support, and local leadership. *Tourism planning & development*, 11(1), 106-124.
- Luthe, T., & Wyss, R. (2014). Assessing and planning resilience in tourism. *Tourism Management*, 44, 161-163. <https://doi.org/10.1016/j.tourman.2014.03.011>
- Mahoney, J. T. (1995). The management of resources and the resource of management. *Journal of business research*, 33(2), 91-101. [https://doi.org/10.1016/0148-2963\(94\)00060-R](https://doi.org/10.1016/0148-2963(94)00060-R)
- McGill, M. E., Slocum Jr, J. W., & Lei, D. (1992). Management practices in learning organizations. *Organizational dynamics*, 21(1), 5-17. [https://doi.org/10.1016/0090-2616\(92\)90082-X](https://doi.org/10.1016/0090-2616(92)90082-X)
- Müller, M. E. (1996). Prenatal and postnatal attachment: A modest correlation. *Journal of Obstetric, Gynecologic, & Neonatal Nursing*, 25(2), 161-166.
- Nesterchuk, I., Balabanyts, A., Pivnova, L., Matsuka, V., Skarha, O., & Kondratenko, I. (2021). Gastronomic tourism: Features and development tools. *Linguistics and Culture Review*, 5(S4), 1871-1885. <https://doi.org/10.21744/lingcure.v5nS4.1877>

- Othman, M., Madani, S. A., & Khan, S. U. (2013). A survey of mobile cloud computing application models. *IEEE communications surveys & tutorials*, 16(1), 393-413.
- Paunović, I., & Jovanović, V. (2017). Implementation of sustainable tourism in the German Alps: A case study. *Sustainability*, 9(2), 226.
- Piartrini, P. S. (2018). The Relationship Among Community Based Tourism Application, Community Attitude, Community Empowerment, and Community Life Satisfaction. *E-Journal of Tourism*, 5(2), 130-143.
- Sarnoto, A. Z., & Hayatina, L. (2021). Polarization of the Muslim community towards government policies in overcoming the COVID-19 pandemic in Indonesia. *Linguistics and Culture Review*, 5(S1), 642-652. <https://doi.org/10.21744/lingcure.v5nS1.1449>
- Scheyvens, R. (2012). *Tourism and poverty* (Vol. 23). Routledge.
- Schubert, S. F., Brida, J. G., & Risso, W. A. (2011). The impacts of international tourism demand on economic growth of small economies dependent on tourism. *Tourism Management*, 32(2), 377-385.
- Setianto, E., Syarifuddin, H., & Iskandar, D. (2019). Analisis Potensi Ekowisata Dalam Negelolaan Sumberdaya Alam Berkelanjutan Pada Kawasan HI Bukit Panjang Rantau Bayur (Studi: Dusun Lubuk Beringin Kecamatan Bathin III Ulu Kabupaten Bungo). *Jurnal Pembangunan Berkelanjutan*, 2(1), 135-151.
- Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable tourism*, 8(1), 1-19.
- Sunuantari, M. (2017). Tourism Communication in Community Based Tourism in Dieng Community, Central Java, Indonesia. *Binus Business Review*, 8(2), 149-156.
- Suwija, N., Suarta, M., Suparsa, N., Alit Geria, A.A.G., Suryasa, W. (2019). Balinese speech system towards speaker social behavior. *Humanities & Social Sciences Reviews*, 7(5), 32-40. <https://doi.org/10.18510/hssr.2019.754>
- Tamir, M. (2015). Challenges and opportunities of community based tourism development in awi zone: A case study in Guagusa and Banja Woredas, Ethiopia. *Journal of Tourism, Hospitality and Sports*, 11, 50-78.
- Tanwete, C. S., & Kombinda, N. (2020). Object of study and linguistic subdisciplinary. *Macrolinguistics and Microlinguistics*, 1(1), 23-36. Retrieved from <https://mami.nyc/index.php/journal/article/view/3>
- Uryu, S., Tanoue, Y., Nomura, S., Matsuura, K., Makiyama, K., Kawashima, T., ... & Hashizume, M. (2021). Trends in emergency transportation due to heat illness under the new normal lifestyle in the COVID-19 era, in Japan and 47 prefectures. *Science of the Total Environment*, 768, 144723. <https://doi.org/10.1016/j.scitotenv.2020.144723>
- Wendri, I. G. M., Bakta, I. M., Suprpti, N. W. S., & Ardika, I. W. (2019). Various factors contributive toward tourist intention in enjoying wellness tourism. *International Journal of Linguistics, Literature and Culture*, 5(3), 61-70. <https://doi.org/10.21744/ijllc.v5n3.646>