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# Identification of Factors Forming Resilience in the Tourism Industry in Indonesia

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**Abstract.** The tourism industry has an important role in the Indonesian economy, especially in super-priority destinations. However, this industry is vulnerable to various risks and challenges, including natural disasters, climate change, and global crises such as the COVID-19 pandemic. Therefore, this research aims to identify the factors that shape the resilience of the tourism industry in Indonesia's super-priority destinations. This research method uses a qualitative approach with in-depth interviews and content analysis of secondary data. The research results show that several factors significantly influence the resilience of the tourism industry, including environmental sustainability, cooperation between stakeholders, product and market diversification, and risk management strategies. The implication of these findings is the importance of developing policies and strategies that strengthen the resilience of the tourism industry in Indonesia's super-priority destinations.

**Keywords:** Tourism Industry, Resilience, Shaping Factors, Super-Priority Destinations, Indonesia

## 1 Introduction

The tourism industry has become one of the main sectors in the Indonesian economy, making a significant contribution to the country's GDP and job creation. Among the various tourism destinations in Indonesia, super-priority destinations stand out as the main focus of development, receiving special attention from the government to improve tourism infrastructure, promotion, and facilities. However, despite its great potential, the tourism industry is vulnerable to various risks and challenges, including natural disasters, climate change, economic crises, and health crises such as the COVID-19 pandemic.

In facing these challenges, the concept of resilience is becoming increasingly important for the tourism industry in Indonesia's super-priority destinations. Resilience refers to the ability of a system or organization to survive and recover from disruptions or disruptive external events. Identifying the factors that shape the resilience of the tourism industry is key to developing effective strategies for facing risks and crises that may occur in the future.

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The tourism industry has become one of the main sectors in the Indonesian economy, making a significant contribution to the country's GDP and creating jobs for millions of people. As an archipelagic country with abundant natural and cultural riches, Indonesia has great potential to become an attractive tourist destination for domestic and international tourists. However, like other industries, the tourism industry also faces various risks and challenges that can disrupt its growth. Therefore, it is important to identify the factors that shape the resilience of the tourism industry in Indonesia's super-priority destinations.

In this research, we will discuss the background of the tourism industry in Indonesia's super-priority destinations, as well as introduce a conceptual framework for identifying factors that form resilience in the tourism industry.

### **1.1 Tourism Industry in Indonesia in 2023**

According in 2023, the tourism industry in Indonesia faces various dynamics that affect its growth. Before the COVID-19 pandemic hit, the tourism industry had shown impressive growth. However, the impact of the pandemic has greatly damaged the tourism industry, with a decrease in the number of domestic and international tourists visiting Indonesia, as well as a significant decrease in income for tourism businesses.

Apart from the COVID-19 pandemic, the Indonesian tourism industry is also faced with various other challenges, including natural disasters such as earthquakes and volcanic eruptions, as well as environmental problems such as natural degradation and pollution. With super-priority destinations becoming the main focus of tourism development, greater efforts are needed to ensure the sustainability and resilience of the tourism industry in these destinations.

Several studies have been conducted to identify the factors that shape the resilience of the tourism industry in various countries, including Indonesia. One relevant research is that conducted by [1] who examined the influence of environmental sustainability practices on the resilience of the tourism industry in Bali, Indonesia. The results of this research show that environmental sustainability practices such as waste management and nature conservation have a positive impact on the ability of tourism destinations to survive and recover from external disturbances.

Additionally, a study by [2] reveals that cooperation between stakeholders, including collaboration between government, the private sector, and local communities, has an important role in increasing the resilience of the tourism industry. Through this collaboration, joint efforts can be made to identify risks and develop effective mitigation strategies in facing various challenges faced by the tourism industry.

In the context of product and market diversification, research by [3] shows that developing a variety of attractive tourism products and targeting diverse markets can help tourism destinations reduce dependence on certain market segments and increase flexibility in dealing with external changes.

Research on identifying factors that shape the resilience of the tourism industry in Indonesia's super-priority destinations has great significance in the context of developing the sustainability of the tourism industry. By understanding the factors that influence resilience, governments, tourism businesses, and other stakeholders can

develop more effective strategies for dealing with the risks and challenges faced by the tourism industry.

Apart from that, this research can also provide valuable insight for policymakers in developing tourism destinations in Indonesia. By strengthening the resilience of the tourism industry, super-priority destinations can become more resilient in facing various risks and crises that may occur in the future, so that they can maintain their tourist attraction and economic contribution.

## **2 Literature Review**

The tourism industry is an important economic sector for many countries, including Indonesia, which has rich natural and cultural potential. However, this industry is also vulnerable to various risks and challenges, such as natural disasters, climate change, and global crises. To maintain the continuity and growth of the tourism industry, it is important to understand the factors that shape resilience in the face of external disturbances. In this literature review, researchers will explore four main factors that influence the resilience of the tourism industry, namely environmental sustainability, cooperation between stakeholders, product and market diversification, and risk management strategies.

### **2.1 Environmental Sustainability**

Several studies have been conducted to understand the factors that influence the resilience of the tourism industry. One of the main factors that is often discussed is environmental sustainability. Various studies have highlighted the importance of sustainability practices in increasing the resilience of the tourism industry, including nature conservation efforts, waste management, and mitigating the environmental impacts of tourism activities [1].

One important aspect of environmental sustainability is the preservation of natural resources. Tourism destinations that have unique biodiversity and natural beauty tend to be more attractive to tourists. However, without adequate conservation efforts, these natural resources could be threatened by unsustainable tourism activities. Research by [1] shows that efforts to conserve natural resources, such as forests, beaches, and coral reefs, can increase the resilience of tourism destinations to environmental change and the threat of natural disasters.

Environmental sustainability practices also involve waste management and efforts to reduce pollution. Waste and pollution from tourism activities, such as plastic waste, organic waste, and air pollution, can damage the local environment and threaten the sustainability of tourism destinations. Research by [2] highlights the importance of effective waste management in reducing the negative impact of tourism on the environment. By implementing sustainable waste management practices, tourism destinations can minimize the risk of environmental pollution and increase their resilience to external disturbances.

Apart from preserving natural resources and waste management, environmental sustainability practices also involve efforts to mitigate the environmental impacts of tourism activities. This can include the use of renewable energy, controlling water pollution, and protecting wildlife habitats. Research by [3] highlights the importance of

mitigating environmental impacts in building resilience in the tourism industry. By reducing the environmental footprint of tourism activities, tourism destinations can become more resilient to climate change and natural disasters that may occur in the future.

Ecotourism is a tourism approach that focuses on preserving nature and culture, as well as providing economic benefits for local communities. Ecotourism practices support environmental sustainability by promoting the sustainable use of natural resources, protecting wildlife habitats, and supporting sustainable economic development for local communities. Research by [4] shows that ecotourism can be an effective model for building resilience in the tourism industry because it allows tourism destinations to earn income while maintaining environmental integrity.

Apart from concrete efforts in preserving the environment, environmental education and public awareness also have an important role in building resilience in the tourism industry. By increasing awareness of the importance of environmental conservation and sustainable practices, local communities and tourists can become powerful agents of change in protecting the environment of tourism destinations. Research by [5] highlights the importance of environmental education in building the resilience of the tourism industry, as it can increase understanding of the vulnerability of the environment and inspire action to protect it.

## **2.2 Collaboration between Stakeholders**

Apart from environmental sustainability, collaboration between stakeholders is also considered important in increasing the resilience of the tourism industry. Through collaboration between the government, the private sector, and local communities, joint efforts can be made to identify risks and develop effective mitigation strategies [6]; [7].

The government has a key role in facilitating cooperation between stakeholders in the tourism sector. As a regulator and policy maker, the government can create a framework that supports collaboration between various related parties. Research by [7] shows that the success of collaboration between stakeholders in the tourism industry often depends on government support and commitment to facilitating dialogue and promoting active participation from all relevant parties.

The private sector has an important role in driving innovation and development of the tourism industry. Through investment, marketing, and product development, the private sector can help increase the competitiveness of tourism destinations and create economic opportunities for local communities. Highlights the importance of private sector involvement in inter-stakeholder cooperation, as it can bring the resources, expertise, and technology needed to strengthen the tourism industry's resilience to various threats.

Local communities are key stakeholders in the tourism industry, as they are the most affected by tourism activities and have valuable local knowledge about their destinations. Research by [8] shows that local community participation in decision-making can increase the acceptability of tourism projects and ensure equitable economic benefits for local communities. Through collaboration with the government and the private sector, local communities can play an active role in managing tourism destinations and strengthening community resilience to external changes.

Non-governmental organizations (NGOs) have an important role in facilitating collaboration between stakeholders and fighting for environmental and social interests in the tourism industry. Research by [5] highlights the important role of NGOs in mobilizing community support for environmental conservation and sustainable tourism development. Through advocacy, campaigns, and training programs, NGOs can mobilize various related parties to work together to support the resilience of the tourism industry.

Collaboration between stakeholders brings various benefits to the tourism industry. Apart from strengthening the resilience of the tourism industry to external changes, collaboration between stakeholders can also increase operational efficiency, reduce conflicts of interest, and create added value for all parties concerned. Research by [9] shows that collaboration between the government, the private sector, local communities, and NGOs can produce more innovative and sustainable solutions for managing tourism destinations.

### **2.3 Product and Market Diversification**

Product and market diversification is also an important strategy in increasing the resilience of the tourism industry. By developing a variety of attractive tourism products and targeting diverse markets, tourism destinations can reduce dependence on certain market segments and increase flexibility in facing external changes [3]; [10].

Product and market diversification allows the tourism industry to be more flexible in dealing with market changes and tourist trends. When tourism destinations have a diverse range of products and attractions, they can adapt their offerings to changing tourist demands or evolving market conditions. For example, if there is a decline in interest in natural tourism, diversified destinations may shift their focus to cultural or adventure tourism. Research by [3] emphasizes the importance of diversification in increasing the resilience of tourism destinations to market fluctuations and changes in demand.

Product and market diversification can increase the competitiveness of tourism destinations in the global market. By offering various types of interesting tourism experiences, tourism destinations can differentiate themselves from other destinations and attract tourists from various countries and backgrounds. Research by [10] highlights the importance of diversification in increasing the attractiveness of tourism destinations and expanding their market share.

Risks associated with changes in tourist trends can be minimized through product and market diversification. Tourist trends can change over time, and tourism destinations that rely on only one type of product or attraction can be vulnerable to shifts in tourist preferences. However, by having a diverse range of products and attractions, tourism destinations can minimize the risk of changing tourist trends and remain relevant in a changing market. The study by [9] emphasizes the importance of diversification in reducing the risk of uncertainty associated with tourist trends.

One of the roles of product and market diversification is to encourage innovation and development of new products in the tourism industry. As tourism destinations try to appeal to different market segments, they may need to develop new and innovative tourism products. This innovation can include the development of technology-based tourism, sustainable tourism, or unique and attractive tour packages. Through this

innovation, tourism destinations can expand their product portfolio and strengthen their competitiveness in the global market. Research by [11] highlights the role of diversification in driving innovation and new product development in the tourism industry.

## **2.4 Risk Management Strategies**

Risk management strategies are an important approach to building resilience in the tourism industry in Indonesia's super-priority destinations. In this context, risk management strategies include identifying potential risks, evaluating their impacts, and developing effective mitigation strategies. The following is an explanation from various scientific article sources about how risk management strategies influence the resilience of the tourism industry.

The first step in a risk management strategy is the identification of potential risks that the tourism industry may face. These risks can vary from climate change and natural disasters to political crises and disease pandemics. Research by [11] highlights the importance of conducting a comprehensive risk analysis to understand the various threats faced by tourism destinations. By accurately identifying potential risks, the tourism industry can better prepare to face possible challenges.

After identifying potential risks, the next step in the risk management strategy is evaluating their impact on the tourism industry. This evaluation involves assessing the potential economic, social, and environmental losses that may arise as a result of each identified risk. Research by [9] highlights the importance of understanding the full impact of risks, including short-term and long-term impacts, on the sustainability and growth of the tourism industry.

After identifying potential risks and evaluating their impact, the final step in a risk management strategy is the development of an effective mitigation strategy. This strategy can include a variety of preventive, responsive, and adaptive measures to reduce risks and minimize their impact on the tourism industry. Research by [5] highlights the importance of developing emergency plans and crisis response protocols to improve the tourism industry's preparedness in facing various threats.

Information and Communication Technology (ICT) plays an important role in supporting risk management strategies in the tourism industry. By using geographic information systems (GIS), social media platforms, and mobile applications, the tourism industry can obtain real-time information about environmental conditions, market changes, and potential crises. Research by [3] shows that the application of ICT can help the tourism industry in making fast and appropriate decisions in dealing with developing risks.

Education and training are also important aspects of the tourism industry's risk management strategy. By increasing awareness and skills in risk identification, impact evaluation, and development of mitigation strategies, tourism professionals can become better prepared to face the various challenges faced by the tourism industry. Research by [7] highlights the importance of training and education programs organized by governments, universities, and industry organizations to increase risk management capacity in the tourism industry.



### 3 Research Method

This research uses a qualitative approach with a focus on in-depth interviews and content analysis of secondary data. In-depth interviews were conducted with key stakeholders in the tourism industry in Indonesia's super-priority destinations, including representatives from the government, tourism businesses, and local communities. The interviews focused on understanding their views and experiences regarding the factors that shape the resilience of the tourism industry.

Apart from interviews, content analysis was carried out on relevant secondary data, including industry reports, scientific articles, and policy documents related to the tourism industry in Indonesia's super-priority destinations. This analysis aims to gain a comprehensive understanding of the factors that form the resilience of the tourism industry from various sources.

To explain the steps of the research method in identifying factors that form the resilience of the tourism industry, researchers used qualitative research methods which involve collecting data from various sources, including literature studies, interviews, and observations. These steps consist of:

#### 1. Literature Review

A literature review is the first step in identifying the factors that shape the resilience of the tourism industry. In this stage, researchers collect research articles, reports, books, and documents related to the tourism industry and its resilience. Relevant research includes articles from academic journals such as the *Journal of Sustainable Tourism*, *Tourism Management*, or *Annals of Tourism Research*. Examples of relevant research articles are:

#### 2. Interview

Interviews with tourism industry stakeholders are an important step in identifying resilience factors. These stakeholders may include representatives from local governments, tourism industry players, tourism associations, local communities, and non-governmental organizations. Interviews can be conducted face-to-face or by telephone, and aim to gain a deeper understanding of the challenges, opportunities, and best practices in building resilience in the tourism industry. Relevant sources in this research are heads of regional tourism offices, hotel managers, tourism destination managers, and local communities involved in tourism.

#### 3. Field Observation

Field observations are another important step in identifying tourism industry resilience factors. Observations were carried out by visiting tourism destinations that were the focus of the research and directly observing conditions, practices, and interactions in the field. Field observations can provide valuable insight into how the tourism industry operates, how local communities are involved, and how the destination responds to external changes. During observations, researchers can record their observations and interact with local stakeholders to gain a deeper understanding of the resilience of the tourism industry.

#### 4. Data Analysis

After data is collected from literature reviews, interviews, and field observations, the next step is data analysis. Data analysis involves organizing and grouping data into relevant themes or categories. Qualitative research often uses a thematic analysis approach, where researchers identify patterns and trends in data related to the resilience of the tourism industry. Through this analysis, researchers can identify factors that form resilience, adaptation patterns, and best practices in the tourism industry.

The collected data was analyzed using a qualitative approach, using thematic analysis tools. Thematic analysis is used to identify main patterns and themes in data related to environmental sustainability, collaboration between stakeholders, product and market diversification, and risk management strategies. Researchers organize and group data into relevant themes, and interpret the findings. Table 1 displays a summary of the thematic analysis of factors forming the resilience of the tourism industry.

**Table 1.** Thematic Analysis of Factors Forming Tourism Industry Resilience

No	Factor	Description
1	Environmental Sustainability	Identify environmentally sustainable practices in the tourism industry, such as sustainable management of natural resources, use of renewable energy, and preservation of sensitive ecosystems. 2Interpretation will be carried out to evaluate the extent to which these practices influence the resilience of the tourism industry in the face of environmental change.
2	Inter-Stakeholder Collaboration	Revealing how collaboration between stakeholders supports or hinders the resilience of the tourism industry. The interpretation will consider factors that influence the effectiveness of cooperation, such as the level of participation, shared interests, and existing coordination mechanisms.
3	Product and Market Diversification	The analysis will highlight the role of product and market diversification in strengthening the resilience of the tourism industry. Researchers will evaluate the extent to which tourism product and market diversity offers flexibility and resilience to market changes and tourist trends.
4	Risk Management Strategies	Identify risk management strategies implemented in the tourism industry, such as identifying potential risks, evaluating their impacts, and developing effective mitigation strategies. The interpretation will look at the effectiveness of these strategies in minimizing risks and reducing their impact on the tourism industry.

1. Interpretation of Research Results

Interpretation of research results is carried out by connecting findings from literature studies, interviews, and field observations with relevant theoretical concepts in academic literature. Researchers will analyze the data comprehensively to identify the factors that form the resilience of the tourism industry in the four main factors that have been determined.

2. Drawing Conclusions

The final step in the research method is concluding. Researchers analyzed their findings to identify the most influential factors in shaping the resilience of the tourism industry. These conclusions can be structured in a narrative that explains the main findings and their implications in the context of the tourism industry. These interpretations and conclusions can also be supported by relevant theories in academic literature.

Through the holistic and comprehensive research methods, researchers can identify factors that form the resilience of the tourism industry which are related to environmental sustainability, collaboration between stakeholders, product and market diversification, and risk management strategies. Interpretation of the research results will provide valuable insight into how these factors contribute to the resilience of the tourism industry and can provide a basis for the development of better policies and practices in the tourism industry in the future.

## **4 Discussion**

The results of the analysis show that the factors influencing the resilience of the tourism industry in Indonesia's super-priority destinations are very complex and interrelated. Environmental sustainability, for example, plays a key role in shaping the resilience of the tourism industry. Efforts to preserve nature, manage waste, and mitigate environmental impacts from tourism activities are top priorities for stakeholders.

Collaboration between stakeholders is also considered important in increasing the resilience of the tourism industry. Through collaboration between the government, the private sector, and local communities, joint efforts can be made to identify risks and develop effective mitigation strategies.

Product and market diversification is also an important strategy in increasing the resilience of the tourism industry. By developing a variety of attractive tourism products and targeting diverse markets, tourism destinations can reduce dependence on certain market segments and increase flexibility in dealing with external changes.

Risk management strategies are an important aspect of building resilience in the tourism industry. This includes identifying potential risks, evaluating their impacts, and developing effective mitigation strategies. Research by [11] highlights the importance of emergency response planning and training to improve tourism destinations' capabilities in dealing with natural disasters and other crises. Additionally, a study by [9] emphasizes the importance of adopting information and communication technology in increasing preparedness and responsibility for developing risks.

## **5 Conclusion**

Factors that form the resilience of the tourism industry, including environmental sustainability, cooperation between stakeholders, product and market diversification, and risk management strategies, are very important in maintaining the continuity and growth of the tourism industry in Indonesia. Through a deep understanding of these factors, governments, tourism businesses, and other stakeholders can develop more effective strategies for dealing with the risks and challenges faced by the tourism

industry, thereby increasing the resilience and sustainability of the tourism industry in the future.

In this conclusion, we emphasize the importance of developing a holistic strategy to increase the resilience of the tourism industry in Indonesia's super-priority destinations. Environmental sustainability, collaboration between stakeholders, and product and market diversification are key factors that need to be considered in developing this strategy. The implication of these findings is the importance of collaboration between the government, private sector, and local communities in dealing with the risks and challenges faced by the tourism industry in Indonesia's super-priority destinations.

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