

Revenge Tourism: Strategy to Increase The Number of Tourist to Mount Bromo After The Fire

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ABSTRACT

This research aims to determine (1) the decline in tourist visits and government losses after the Bromo fire; and (2) revenge tourism as a strategy to increase the number of tourists to Mount Bromo after the fire. This research is qualitative-descriptive research. This research uses SWOT analysis. The results of this research show that (1) the level of tourist arrivals in the Mount Bromo area after the fire was around 40-60 percent of the total quota prepared, plus state losses due to the fire reached 89.7 billion which was calculated based on the number of visits, ticket prices, fees and length of closing time; and (2) the idea of a revenge tourism strategy can be a reference for returning enthusiasm for tourism to Mount Bromo after the fire. The strategy to increase tourists used includes the SO strategy through publication planning to convince tourists that the Mount Bromo area is safe and ready to visit, the WO strategy by displaying the image of 'safe travel' for visiting tourists, the ST strategy through government collaboration with the private sector to support sustainable Bromo tourism, and the WT strategy by providing education to tourism managers.

Keywords: Bromo, fire, revenge tourism

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) penurunan angka kunjungan wisatawan dan kerugian pemerintah pasca kebakaran Bromo; dan (2) revenge tourism sebagai strategi peningkatan jumlah wisatawan Gunung Bromo pasca kebakaran. Penelitian ini merupakan penelitian kualitatif-deskriptif. Penelitian ini menggunakan analisis SWOT. Hasil penelitian ini menunjukkan bahwa (1) tingkat kedatangan wisatawan di Kawasan Gunung Bromo pasca kebakaran berkisar 40-60 persen dari total kuota yang disiapkan, ditambah kerugian negara akibat kebakaran mencapai 89,7 miliar yang dihitung berdasarkan jumlah kunjungan, harga tiket, biaya, dan lama waktu penutupan; dan (2) gagasan strategi revenge tourism dapat menjadi acuan untuk mengembalikan gairah pariwisata ke Gunung Bromo pasca kebakaran, strategi peningkatan wisatawan yang digunakan antara lain strategi SO melalui perencanaan publikasi untuk meyakinkan wisatawan bahwa Kawasan Gunung Bromo sudah aman dan siap dikunjungi, strategi WO dengan menampilkan citra 'aman berwisata' bagi wisatawan yang berkunjung, strategi ST melalui kolaborasi pemerintah dengan pihak swasta mendukung pariwisata Bromo berkelanjutan, dan strategi WT dengan memberikan edukasi pada pengelola pariwisata.

Kata kunci: Bromo, kebakaran, revenge tourism

INTRODUCTION

The burning of the Teletubbies Hill area in the Mount Bromo area, East Java, has had a major impact on the sustainability of the tourism sector and creative economy around the area. The fire, which spread over more than 500 hectares, damaged the animal and fauna ecosystem around the Bromo area (Farozan, 2023). The fire incident in the Mount Bromo area made all tourists aware to be wiser when traveling. In the long term, wise travel aims to encourage the creation of quality sustainable tourist destinations. Being aware of sustainable tourism destination areas can start by complying with the rules that apply in the area or destination visited. Especially when traveling to special tourist destinations that cannot be visited by just tourists (Munawar, 2019).

There are several closed areas in Indonesia that cannot be visited by just any tourists. Usually, these areas are conservation areas or protected forests. Conservation areas function as a 'home' for preserving plants, animals and their ecosystems. This requires that some areas are truly safe, protected and guarded together by all of us. Bromo is a conservation area whose sustainability must be well maintained (Hekmatyar and Adinugraha, 2021; Qodriyatun, 2020).

In fact, conservation tourism is an alternative travel destination that is much preferred by local and foreign tourists. According to data from the Ministry of Environment and Forestry (KLHK), as of 2022, as many as 5.29 million tourists will visit conservation areas in Indonesia, with details of 5.1 million domestic tourists and 189,000 foreign tourists. Although interest in visiting conservation areas continues to increase. It turns out that there are still some tourists who lack understanding and awareness of conservation tourism areas. As a result, the sustainability of the ecosystem in the area is increasingly threatened. Of course, this is in contrast to efforts to encourage quality and sustainable tourism in Indonesia (Handayani, 2022; Permatasari, 2022).

As a result of forest and land fires triggered by visitors lighting flares, the Bromo Tengger Semeru National Park Center (BB TNBTS) closed all tourist access in the national park. The closure of the national park also has an impact not only on the ecological conditions around the area, but also on the economic and social side. Currently, BB TNBTS is evaluating the plan to reopen the national park area, taking into account visitor safety aspects (Sulaeman, 2023).

Regarding the Bromo fire which postponed a number of tourist trips that had been planned or scheduled by tourists, revenge tourism offers the concept of tourist travel which is interpreted as taking revenge after the Bromo fire for those who had previously canceled their tourist trips because of the incident (Then, 2022). Revenge tourism to Mount Bromo after the fire is a trend of revenge travel to places that have been planned beforehand, of course utilizing information from digital media which is currently developing rapidly regarding the safety of traveling to Mount Bromo after

the fire. Tourism stakeholders, in this case, the government and tourism industry players, must be able to determine strategies that can be implemented to capture the opportunity for revenge tourism (Shadel, 2020).

This research aims to determine (1) the decline in tourist visits and government losses, after the Bromo fire; and (2) revenge tourism as a strategy to increase the number of tourists to Mount Bromo after the fire.

METHODS

This research is a qualitative-descriptive type of research, because the research findings are described in the form of descriptions. The qualitative-descriptive method is a type of research method that describes research findings in detail (Semiawan, 2010). This research aims to describe strategies for increasing the number of tourists to Mount Bromo after the fire.

Researchers obtained data sources through books, websites and literature related to strategies for increasing the number of tourists to Mount Bromo after the fire. Researchers collect data by reading sources relevant to the research study, then sorting the data that will be included in the research results. Researchers used SWOT analysis to determine strategies for increasing the number of tourists to Mount Bromo after the fire.

RESULTS AND DISCUSSION

Decline in Tourist Visits and Government Losses After the Bromo Fire

The fire that occurred in the Mount Bromo forest area, East Java, had a major impact on the sustainability of the tourism industry and creative economy in the area. Hotels in Bromo now have occupancy rates below 50% due to forest fires. Forest and land fires occurred in the Mount Bromo tourist area, precisely in the Teletubbies Hill area. The fire is believed to have come from flares that visitors said were taking place during a pre-wedding photo session on September 6 2023. As a result, the fire spread and is estimated to have reached 500 hectares.

Currently the police have carried out an investigation and have named one suspect. Regarding this, Minister of Tourism and Creative Economy Sandiaga fully supports the law enforcement efforts of the police. Sandiaga said the perpetrator had been prosecuted and there was learning and coaching. If there is repetition there must be a deterrent effect. So the law must be able to provide a sense of justice because many affected people have lost their jobs due to the actions and carelessness of the perpetrators.

The Bromo Tengger Semeru National Park Center (BB TNBTS) stated that the number of tourist visits in the Mount Bromo area, East Java, has still not recovered

after the forest and land fires. The occupancy or level of tourist arrivals in the Mount Bromo area in the past month, or in the period 19 September to 19 October 2023 after the opening of the Bromo area is around 40-60 percent of the total quota prepared, approximately 2,700 tourists per day. still relatively low compared to before the fire incident occurred.

The Ministry of Tourism and Creative Economy reported that state losses due to fires in the Bromo Tengger Semeru National Park reached 89.7 billion. The loss is calculated based on four aspects, including the number of visits, ticket prices, costs and length of closing time. The closure of the area to handle fires was carried out for 13 days on 6-18 September 2023. The extinguishing process itself was carried out on 6-14 September 2023 by deploying hundreds of joint personnel. According to one Bromo travel agent, the fire incident caused tourists who wanted to visit Bromo to cancel their reservations.

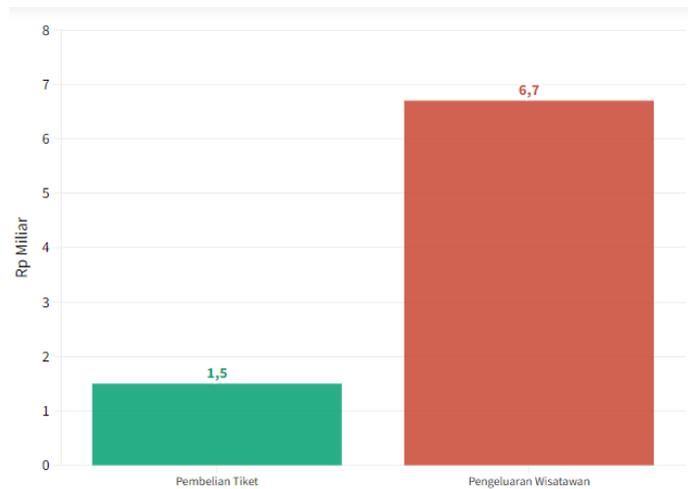


Figure 1.1 Losses due to fires in the Mount Bromo area as of 25 September 2023

Source: Ministry of Tourism and Creative Economy

Of these 4 aspects, the Ministry of Tourism and Creative Economy has again grouped them into two dimensions. The first dimension is losses due to no income from tickets. In one day, losses from this dimension were recorded at IDR 121.38 million. With the closure of the TNBTS tourist area for 13 days, the total loss in terms of tickets reached IDR 1.5 billion. Meanwhile, the second dimension is losses in terms of lost costs because tourists do not visit TNBTS (loss spending). The value is estimated to reach IDR 6.7 billion per day, bringing the total to IDR 87.1 billion. Apart from that, there are still losses from TNBTS fires from extinguishing costs, loss of habitat, and loss of recreation services. The TNBTS Center estimates that the value will reach IDR 8.3 billion. In detail, losses due to blackout costs are estimated at IDR 216 million. Losses due to habitat loss reached IDR 3.26 billion. Meanwhile, losses due to loss of recreation services amounted to IDR 4.87 billion.

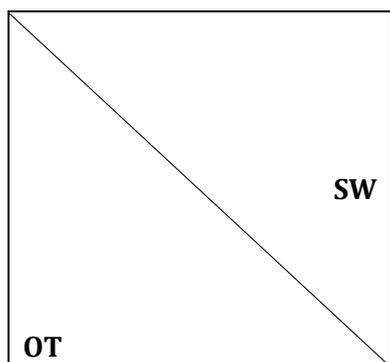
The Mount Bromo area is one of the leading tourist destinations in East Java. In 2022, 318,919 tourists were recorded as visiting, of which 310,418 visitors were domestic tourists and 8,501 were foreign tourists. Of the total number of tourist visits to Bromo throughout 2022, Non-Tax State Revenue (PNBP) reached 11.65 billion, which increased compared to the previous year of 4.85 billion. The Ministry of Tourism and Creative Economy revealed that non-tax state income (PNBP) in the Bromo Tengger Semeru National Park Area fell to around 30-40 percent due to forest and land fires that occurred in this area. The decrease in PNBP in this area occurred because forest and land fires caused the cessation of a number of tourism and creative economy activities in Bromo. To return to the figure of 11.6 billion requires quite a lot of effort, especially in the midst of recovery after the Covid-19 pandemic.

Revenge Tourism as a Strategy to Increase the Number of Tourists to Mount Bromo After the Fire

The idea of a revenge tourism strategy can be a reference to restore enthusiasm for Indonesian tourism, especially the Mount Bromo area. The government's continuous publicity with the help of various parties by presenting an image of safety for tourists planning a trip to Bromo tourism has triggered 'revenge tourism', especially for those who previously postponed their trip due to the Bromo fire. This is an opportunity to capture market opportunities due to visitor retaliation against tourism activities, considering the large government losses due to this incident.

The Ministry of Tourism and Creative Economy (Kemenparekraf) is preparing steps to increase tourist visits to the Mount Bromo area in East Java, following forest and land fires some time ago. Head of the Communications Bureau of the Ministry of Tourism and Creative Economy, I Gusti Ayu Dewi Hendriyani, in Malang City said that his party had confirmed that Bromo, which is one of the leading tourist destinations in East Java, was ready to welcome tourists, but was hampered by the level of tourist visits which was not yet optimal.

Table 1.1 SWOT Analysis Regarding Strategies to Increase The Number of Tourists to Mount Bromo After The Fire

	<p>Strengths (kekuatan)</p> <ol style="list-style-type: none"> As a leading tourist destination in East Java, it presents beautiful natural panoramas 	<p>Weakness (kelemahan)</p> <ol style="list-style-type: none"> Low maintenance of travel security Decline in the number of tourists after the fire
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	<ol style="list-style-type: none"> 2. Managed by the local community 3. Tours and travel are available to guide tourists to visit Bromo 	<ol style="list-style-type: none"> 3. A number of tourism and creative economy activities in Bromo have stopped
<p>Opportunity (peluang)</p> <ol style="list-style-type: none"> 1. Natural tourism that can help the regional economy 2. Rapid development of information technology 3. There is government involvement in bringing in tourists 4. Visitors' revenge against the postponement of tourist activities after the fire 	<p>SO Strategy</p> <p>Publication planning to convince tourists that the Mount Bromo area is safe and ready to visit</p>	<p>WO Strategy</p> <p>Presenting the image of 'safe travel' for visiting tourists</p>
<p>Threat (tantangan)</p> <ol style="list-style-type: none"> 1. The level of tourist visits has not been optimal after the fire 2. Lack of knowledge from the management to pay attention to travel safety for visitors 3. people affected by job loss 	<p>ST Strategy</p> <p>Government collaboration with the private sector supports sustainable Bromo tourism</p>	<p>WT Strategy</p> <p>Education of tourism managers</p>

Source: Data processing results, 2023

Based on the SWOT analysis above, several strategies can be implemented to increase the number of tourists to Mount Bromo after the fire as follows:

SO Strategy: Planning to strengthen publications to convince tourists that the Mount Bromo area is safe and ready to visit

To boost tourist visits following the forest and land fires in the Bromo Tengger Semeru National Park area, there are a number of steps being prepared, such as strengthening publicity. Strengthening this publication is to convince the public and potential tourists who will visit, both from within the country and abroad, that the Mount Bromo area is safe and ready to visit. With the help of various parties through social media accounts that focus on East Java tourism to publish, broadcast and convey to the public and potential tourists that Bromo is ready to receive tourists.

WO Strategy: Presenting a 'safe travel' image for visiting tourists

Minister of Tourism and Creative Economy Sandiaga encouraged a comprehensive study to be carried out regarding CHSE (cleanliness, health, safety and environmental sustainability) aspects in all national parks as well as other nature-based tourist destinations. A study was carried out so that safety aspects that focus on quality and sustainable tourism can run well. In the future, the Ministry of Tourism and Creative Economy will encourage various related parties to always maintain the safety and comfort of tourists, including regarding the cleanliness of the area. The implementation of standard operational procedures in tourism activities must be strengthened, including providing education to tourists regarding what they can and cannot do in the area to avoid undesirable things. Director of Special Interest Tourism at the Ministry of Tourism and Creative Economy, Itok Parikesit, added that the government plans to increase information on do's and don'ts, especially don'ts.

ST Strategy: Collaboration between the government and the private sector to support sustainable Bromo tourism

Bromo tourism stakeholders, in this case the Ministry of Tourism and Creative Economy, will work together with the Ministry of Environment and Forestry to strengthen and deepen the knowledge of guides in the national park area. In the Indonesian National Work Competency Standards in the field of mountain guiding, the Ministry of Tourism and Creative Economy will add educational content and collaborate with the Ministry of Environment and Forestry as a way to reduce the impact of waste for sustainable mountain tourism.

WT Strategy: Education of tourism managers

There needs to be education such as training for tourism managers so that managers can develop a 'safe travel' concept which is an opportunity to attract tourists after the Bromo fire. The next step, the manager can collaborate with private parties such as tours and travel which provide tours to Bromo to realize the concept of safe travel in the Bromo area.

CONCLUSION

Based on the research results, the conclusions of this research show that the level of tourist arrivals in the Mount Bromo area after the fire was around 40-60 percent of the total quota prepared, plus state losses due to the fire reached 89.7 billion which was calculated based on the number of visits, ticket prices, costs, and length of closing time. In line with this, the revenge tourism strategy can be a reference for returning tourism enthusiasm to Mount Bromo after the fire. The strategies for increasing tourists used include the SO strategy through publication planning to convince tourists that the Mount Bromo area is safe and ready to visit, the WO strategy by presenting a 'safe travel' image for visiting tourists, the ST strategy through government collaboration with the private sector to support tourism Sustainable Bromo, and WT's strategy by providing education to tourism managers.

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