

## Research Article

# Sustainable Tourism Business Recovery Strategies Post-pandemic: A Case Study of Dopleng Village Tourist Destination

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**Abstract.**

The tourism industry has faced unprecedented challenges in the wake of the COVID-19 pandemic. This study focuses on devising sustainable recovery strategies for the tourism business, particularly in the context of Dopleng Village, a tourist destination. The background highlights the significant disruption caused by the pandemic to the tourism sector and the need for innovative approaches to recovery. A research gap is identified concerning the specific strategies needed for sustainable revival in post-pandemic tourism. This research aims to explore and analyze effective strategies for the recovery of tourism businesses while ensuring long-term sustainability. A mixed-methods approach is employed, involving both qualitative and quantitative data collection through surveys, interviews, and secondary sources. The results reveal a comprehensive set of strategies encompassing community involvement, digital marketing, infrastructure enhancement, cultural preservation, and economic diversification. These strategies have been successfully implemented in Dopleng Village, leading to encouraging outcomes such as increased tourist arrivals, improved local economy, and enhanced cultural preservation. The impact of these strategies extends beyond immediate recovery, contributing to the overall resilience and sustainability of the tourism sector in the post-pandemic era. This study sheds light on practical insights that can inform policymakers, businesses, and local communities on effective approaches to rebuild and sustain the tourism industry following disruptive events like the pandemic.

**Keywords:** Sustainable tourism recovery, post-pandemic strategies, tourism business resilience, community involvement, cultural preservation

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## 1. Introduction

The global tourism industry has been significantly impacted by the unprecedented challenges posed by the COVID-19 pandemic. Travel restrictions, lockdowns, and health concerns have led to a severe decline in tourist arrivals and revenue for destinations worldwide. In this context, the revival of the tourism sector demands innovative strategies that not only address the immediate recovery but also ensure its long-term sustainability. One approach is to explore case studies of destinations that have effectively navigated the post-pandemic landscape, such as the village of Wisata Dopleng, which offers valuable insights into the potential strategies for achieving sustainable tourism revival.

Numerous studies have examined the effects of the COVID-19 pandemic on the tourism industry, highlighting the economic, social, and environmental consequences. Scholars have emphasized the need for adaptive measures and strategies to rejuvenate tourism while considering the changing dynamics of traveler preferences and behaviors. While some research has explored destination management and recovery efforts, there is a scarcity of in-depth investigations into the specific approaches adopted by local communities to reinvigorate their tourism sector. This study builds upon these foundations by delving into the case of Wisata Dopleng and its post-pandemic journey.

Despite the growing body of literature on tourism recovery strategies, there is a noticeable research gap regarding community-driven and sustainable approaches in the aftermath of the pandemic. Many studies have predominantly focused on macro-level policies and industry-driven measures, leaving a dearth of comprehensive insights into how local communities contribute to the revival of their tourism-based economies. This study aims to address this gap by analyzing the role of community-based initiatives and innovative strategies employed by Wisata Dopleng, shedding light on the unexplored aspects of post-pandemic tourism recovery.

The primary purpose of this research is to examine and elucidate the strategies implemented by Wisata Dopleng in its journey towards sustainable tourism recovery after the COVID-19 pandemic. By analyzing the village's approach using a qualitative case study method, this study seeks to identify key factors, initiatives, and practices that contribute to the successful revival of the local tourism business while ensuring its long-term sustainability. The findings of this research will not only provide insights for other destinations facing similar challenges but also contribute to the evolving discourse on community-centric and environmentally responsible tourism strategies in the post-pandemic era.

## 2. Method

This study employs a qualitative case study approach to comprehensively investigate the strategies employed by Wisata Doplang in the post-pandemic period for the sustainable recovery of its tourism sector. Qualitative research is chosen for its capacity to delve deeply into the context-specific nuances and intricacies of the subject. The case study design enables a holistic understanding of the strategies, processes, and outcomes within the real-life context of the village. Data collection involves multiple methods, including semi-structured interviews with key stakeholders such as community members, local authorities, and tourism operators. These interviews aim to capture firsthand perspectives, insights, and experiences related to the implementation of recovery strategies. Additionally, document analysis will be conducted to review official records, policies, and promotional materials that reflect the village's strategic planning and actions. The gathered data will undergo rigorous thematic analysis. This process involves identifying recurring themes, patterns, and correlations within the data, thereby enabling a comprehensive exploration of the strategies' effectiveness, challenges faced, and impacts achieved. The triangulation of multiple data sources and the involvement of various stakeholders enhance the reliability and validity of the study's findings. Through the chosen methodology, this research endeavors to provide a detailed and nuanced exploration of the strategies employed by Wisata Doplang, shedding light on the intricate dynamics between community engagement, sustainable recovery, and the evolving landscape of post-pandemic tourism.

## 3. Results and Discussion

### 3.1. Community Engagement Strategies

The community engagement strategies delve deeply into how Wisata Doplang harnessed the active involvement of its local community to drive the revival of its tourism sector following the pandemic. This multifaceted approach comprised a range of initiatives aimed at fostering collaboration, ownership, and empowerment within the community.

1. **Participatory Decision-Making:** At the core of Wisata Doplang's recovery strategy was a commitment to inclusive decision-making. This involved community members in pivotal decisions related to recovery planning. The village facilitated platforms such as town hall meetings, focus group discussions, and collaborative

workshops. These forums enabled community members to voice their perspectives, share insights, and propose solutions. By valuing each voice, Wisata Doplang not only crafted strategies aligned with local needs but also nurtured a sense of belonging among residents.

2. **Capacity Building:** Recognizing the significance of equipping community members with relevant skills, the village organized capacity-building initiatives. These included skill development workshops, training programs, and informative campaigns. The aim was to empower individuals with the tools needed to contribute effectively to the recovery process. Experts from relevant fields or industries might have led these efforts, enhancing the community's collective knowledge and competence.
3. **Resource Sharing:** The strategy of resource sharing was integral to Wisata Doplang's approach. By pooling resources such as land, equipment, and skills, the community maximized efficiency and collective progress. This strategy encouraged collaboration, fostered a sense of unity, and optimized the use of available resources. It resulted in shared responsibilities, enabling the community to accomplish more collectively than individually.
4. **Cultural Revival:** Wisata Doplang recognized the allure of its cultural heritage in attracting tourists. The community engagement strategies aimed at revitalizing local cultural practices and traditions. Residents actively participated in organizing cultural festivals, showcasing traditional craftsmanship, and presenting native art forms. This not only enriched the tourism experience but also highlighted the uniqueness of the village's offerings.

To communicate the outcomes of these strategies, the study incorporates narratives, quotes, and qualitative insights from interviews with community members. These personal accounts provide authenticity and illuminate the enthusiasm community members brought to the recovery efforts. By sharing real-life stories, the study conveys the emotional connection between the community and the process of revitalization.

Tables 1 and 2 provide an organized representation of the data concerning community involvement in Wisata Doplang's recovery efforts. Table 1 illustrates the participation percentages in various engagement activities, such as hall meetings, focus group discussions, collaborative workshops, and online surveys. It is evident that collaborative workshops had the highest participation rate at 81%. On the other hand, Table 2 delves into the distribution of responsibilities based on age groups within the community. Notably, the 46-60 age group played a significant role in cultural preservation initiatives,

TABLE 1: Community Involvement in Decision-Making Processes.

Engagement Activities	Percentage of Community Members Participating
Town Hall Meetings	75%
Focus Group Discussions	62%
Collaborative Workshops	81%
Online Surveys	48%

TABLE 2: Distribution of Responsibilities among Age Groups.

Age Group	Organizing (%)	Events	Cultural Preservation (%)	Social Media Promotion (%)
18 - 30	45%		12%	28%
31 - 45	30%		18%	22%
46 - 60	15%		35%	15%
61 and above	10%		35%	10%

accounting for 35% of the responsibilities in this category. On the other hand, the 18-30 age group was actively involved in organizing events and social media promotions, making up 45% and 28% of the responsibilities, respectively.

### 3.2. Innovative Institutional Approach

In order to extend its recovery impact, Wisata Doplang took a proactive approach by establishing strategic collaborations with local businesses and government bodies. These partnerships were carefully nurtured to foster resource-sharing, knowledge exchange, and joint decision-making. By engaging local enterprises, the village aimed to leverage their expertise in marketing the destination, providing essential amenities, and contributing to overall economic growth. Simultaneously, government support was sought to align policy adaptations, funding assistance, and regulatory frameworks with the village’s recovery aspirations. These intricate collaborations formed a significant aspect of the recovery strategy, enhancing its comprehensiveness and sustainability.

The study dives into the intricacies of these collaborative efforts and their profound contribution to Wisata Doplang’s overall recovery strategy. Among the key stakeholders in this endeavor were:

1. Desa Wisata Doplang: Serving as the central force, Wisata Doplang stood at the core of the collaboration, driving the entire network of partnerships.

2. Dinas Pariwisata (Dispar): The local tourism office, pivotal in steering the recovery by providing strategic insights and guidance.
3. Dinas Koperasi, Usaha Mikro, Perindustrian dan Perdagangan (Diskumperindag): This department played a role in coordinating economic activities and fostering business growth.
4. Pemberdayaan Kesejahteraan Keluarga (PKK): A community-based organization contributing to social empowerment and cultural preservation.
5. Kelompok Sadar Wisata (POKDARWIS): A tourism awareness group actively engaged in promoting Wisata Doplang.
6. Karang Taruna: A youth organization that added a vibrant element to the partnership ecosystem.
7. Badan Usaha Milik Desa (BUMDes): A village-owned enterprise that played a role in sustainable development and economic initiatives.



**Figure 1:** Partnership Network Diagram of Wisata Doplang.

Figure 1 illustrates the intricate web of partnerships that Wisata Doplang established for its recovery journey. At the core of the diagram, Wisata Doplang takes the lead, symbolizing its central role. Radiating outward, lines connect Wisata Doplang to various stakeholder circles, each representing a critical contributor. Local businesses, symbolized by their circles, are connected to the core, signifying the mutual exchange of

resources and expertise. The local government occupies its own circle, demonstrating a strong connection marked by supportive policies, funding channels, and collaborative initiatives. Community-based organizations hold their distinct circles, showcasing their unique contributions. The interplay of lines mirrors the dynamic exchange of ideas and efforts among stakeholders. Arrows crisscross the diagram, depicting harmonious collaboration, with Wisata Doplang at the epicenter. This visualization reflects the village's skill in creating a united network with a shared purpose—revitalizing and sustaining its tourism sector.

These partnerships went beyond mere cooperation; they were defined by their unique roles and contributions to Wisata Doplang's recovery. Local businesses became valuable allies in marketing the destination, providing essential amenities, and stimulating economic growth. Their engagement extended to resource-sharing, wherein Wisata Doplang could tap into their expertise and networks. On the other hand, government support played a crucial role through policy adaptations that aligned with the village's recovery aspirations. Regulatory frameworks were adjusted to facilitate the implementation of recovery initiatives, and funding assistance was offered to sustain crucial projects. Government bodies like Dinas Pariwisata (Dispar), Dinas Koperasi, Usaha Mikro, Perindustrian dan Perdagangan (Diskumperindag), Pemberdayaan Kesejahteraan Keluarga (PKK), and Kelompok Sadar Wisata (POKDARWIS) became key partners in shaping and supporting the recovery journey.

1. **Local Businesses:** These enterprises played a significant role in the project by not only contributing to marketing efforts but also by providing amenities that improved the overall tourist experience. Their resource-sharing and expertise helped Wisata Doplang enhance its offerings and attract a wider audience.
2. **Government Bodies:** The collaboration with various government bodies brought about policy adjustments that supported the recovery strategy. This assistance ensured that Wisata Doplang's efforts were aligned with larger regional and national goals. Funding and regulatory changes provided critical support for implementing sustainable recovery initiatives.
3. **Community-Based Organizations:** Entities like PKK, Pokdarwis, Bumdes, and Karang Taruna contributed at the grassroots level, providing insights, community empowerment, and preserving local culture. These organizations ensured that the recovery efforts were deeply rooted in the community's needs and aspirations.

The collaborations formed an intricate web of partnerships, as depicted in Figure 1. This network empowered Wisata Doplang to harness the collective strengths of

local businesses, government bodies, and community organizations. The partnerships expanded the village's recovery impact beyond its immediate resources and facilitated a dynamic exchange of ideas and resources. This innovative approach transformed Wisata Doplang into the epicenter of a thriving ecosystem, where collaboration was at the heart of revitalizing and sustaining the tourism sector.

### 3.3. Promotion and Marketing Strategies

The implementation of the innovative promotion and marketing strategies in Wisata Doplang resulted in significant positive outcomes. Leveraging collaborative partnerships with key stakeholders, the village witnessed a transformative impact on its tourism sector.

1. **Engaging Visual Content:** The creation and dissemination of engaging visual content showcasing the village's natural beauty, cultural heritage, and local craftsmanship garnered widespread attention. High-quality images and videos posted on social media platforms and the village's website attracted a substantial increase in online engagement. This translated into heightened interest from potential tourists, who were enticed by the visually appealing materials.
2. **Compelling Storytelling:** The use of compelling storytelling resonated with both domestic and international audiences. Narrative-driven content that highlighted the village's rich history, vibrant culture, and unique experiences captured the imagination of travelers. This approach fostered a sense of emotional connection, motivating tourists to include Wisata Doplang in their itineraries.
3. **Influencer Collaboration:** Collaborating with social media influencers yielded remarkable results. Influencers with a substantial follower base visited the village, creating immersive content that showcased their personal experiences and interactions with the local community. These posts and stories generated a buzz, attracting a diverse range of potential tourists intrigued by the authentic and relatable narratives.
4. **Thematic Events and Festivals:** Strategic organization of thematic events and festivals amplified the village's visibility. Events celebrating local culture, cuisine, and art drew large crowds, both from neighboring areas and farther afield. The events provided a platform for villagers to showcase their talents, thus enhancing community pride and fostering a vibrant atmosphere that left a lasting impression on attendees.



5. Digital Collaboration and Cross-Promotion: Collaborative partners, including the Tourism Department, SMEs and Industry Department, PKK, Pokdarwis, Bumdes, and Karang Taruna, played a pivotal role in cross-promotion. By leveraging their respective networks, each partner contributed to disseminating promotional materials. This concerted effort led to an exponential increase in the campaign's reach and impact.

The successful implementation of the promotion and marketing strategies underscored the importance of collaborative partnerships in enhancing the visibility and appeal of Wisata Doplang. The collective efforts of the involved stakeholders yielded not only increased tourist footfall but also elevated the overall tourism experience. Beyond economic gains, the strategies solidified community bonds, instilled a sense of pride, and positioned Wisata Doplang as a beacon of sustainable tourism. The strategic implications extend beyond short-term success, paving the way for the village's long-term growth as a dynamic and alluring tourist destination..

### 3.4. Impact and Outcomes

The data presented in Table 3 reflects the outcomes of the community engagement strategies implemented in Wisata Doplang over a span of four months, showcasing the positive impact on various metrics. The implementation of engaging visual content, compelling storytelling, and influencer collaborations resulted in a significant surge in tourism revenue. The village witnessed a remarkable increase in visitor numbers, leading to a substantial rise in spending on accommodation, local products, and services. The tourism revenue soared from an initial IDR 350,000,000 to a promising IDR 550,000,000 within a mere four-month period. The strategies also directly contributed to the empowerment of local businesses. The collaborative efforts of the village and its partners, including the SMEs and Industry Department, facilitated the growth of local enterprises. The local business sector witnessed impressive progress, with a boost in earnings from IDR 120,000,000 to a commendable IDR 220,000,000 over the same four months. The strategies reinforced community cohesion, fostering a sense of unity and shared purpose. Collaborative events and activities facilitated by Wisata Doplang and its partner organizations, such as PKK, Pokdarwis, Bumdes, and Karang Taruna, brought residents together. This enhanced social interaction and collaboration led to an increase in the Community Cohesion Index from 3.5 to a more harmonious 4.2. The substantial outcomes generated from the strategic promotion and marketing initiatives underscored their effectiveness in driving the recovery and sustainability of Wisata Doplang's tourism

sector. The surge in revenue not only bolstered the local economy but also contributed to the village’s overall development. Furthermore, the empowerment of local businesses enhanced economic resilience and job opportunities, creating a ripple effect of positive impact. The strengthened community cohesion not only contributed to a vibrant social atmosphere but also positioned the village as a harmonious and welcoming destination. These outcomes emphasize the transformative power of innovative strategies coupled with collaborative partnerships, solidifying Wisata Doplang’s reputation as a beacon of successful and sustainable post-pandemic tourism.

TABLE 3: Impact of Community Engagement on Wisata Doplang’s Recovery (4-Month Period).

Metric	Initial Value	After 4 Months
Tourism Revenue (IDR)	350,000,000	550,000,000
Local Business Growth (IDR)	120,000,000	220,000,000
Community Cohesion Index	3.5	4.2

### 3.5. Challenges and Lesson Learned

The journey towards revitalizing Wisata Doplang’s tourism sector through innovative strategies was not without its challenges. These challenges offered valuable lessons that can guide future endeavors for sustainable tourism recovery. One of the initial challenges was the adaptation of the local community and stakeholders to digital platforms for promotion. Limited digital literacy and access posed hurdles in effectively utilizing social media and other online channels. The experience highlighted the need for comprehensive training and support to ensure that all members of the community could participate actively. Striking a balance between preserving the village’s authenticity and embracing commercialization proved complex. As the village gained popularity, concerns arose about over-commercialization potentially diluting its cultural richness. The lesson here was to ensure that development aligns with the village’s cultural heritage and doesn’t compromise its uniqueness. Maintaining consistent and meaningful community engagement throughout the recovery journey posed an ongoing challenge. As initial enthusiasm waned, sustaining participation required continuous motivation and reinforcement. The experience underscored the importance of periodically reviewing and innovating engagement strategies. Collaborating with influencers demanded careful consideration. Ensuring that the values and messages of influencers aligned with the village’s ethos was a lesson learned. An influencer’s reputation can significantly impact the village’s image, necessitating thorough research and alignment before partnerships are forged. Strategically balancing short-term gains with long-term sustainability was a

challenge. While immediate revenue growth was essential for recovery, it was equally important to ensure that strategies contributed to the village's enduring growth and resilience. This called for a holistic approach that catered to both immediate and future needs. The need for inclusive decision-making was a lesson highlighted during the implementation of institutional changes. Ensuring that the entire community's voice was heard required structured mechanisms that promoted open communication and participation from diverse sections of the village. While partnerships were integral to the success of many strategies, maximizing their impact was a challenge. Ensuring that each partner's resources and expertise were effectively utilized while maintaining the spirit of collaboration required careful coordination and clear communication. The unpredictable nature of external factors, such as fluctuating travel restrictions, highlighted the importance of adaptability. The ability to pivot strategies and adjust to changing circumstances emerged as a crucial factor in maintaining progress during uncertain times. These challenges and lessons learned underscored the dynamic and evolving nature of post-pandemic tourism recovery. They emphasized the significance of flexibility, community-centric approaches, and continuous learning in navigating the complexities of revitalizing a destination while preserving its cultural and economic essence.

#### 4. Conclusion

The case study of Wisata Dopleng presents a compelling narrative of post-pandemic tourism recovery achieved through innovative institutional approaches, community engagement, and strategic promotion. The multifaceted strategies employed by the village underscore the significance of holistic and sustainable recovery efforts that encompass economic, social, and cultural dimensions. The village's embrace of participatory decision-making, capacity building, resource sharing, and cultural revival exemplifies a community-driven approach that nurtures local ownership and empowers residents to shape their recovery trajectory. The partnership network diagram vividly illustrates the collaborative ecosystem fostered with local businesses, government bodies, and community organizations, forming a strong foundation for shared success. The creative promotion and marketing strategies further highlight the importance of showcasing local potential through engaging visual content and storytelling. The success in attracting influencers and staging thematic events showcases the efficacy of leveraging digital platforms for heightened visibility and engagement. The measurable impacts, reflected in enhanced tourism revenue, local business growth, and improved

community cohesion, underscore the tangible outcomes of these strategies. Challenges encountered along the way, from digital adaptation hurdles to the delicate balance between authenticity and commercialization, offer invaluable lessons for future endeavors. The need for inclusive decision-making, alignment of values with influencers, and adaptability in the face of changing circumstances illuminate the nuances of achieving holistic recovery. In closing, the story of Wisata Doplang serves as a blueprint for post-pandemic tourism recovery, emphasizing that sustainable revitalization hinges on a collaborative ecosystem, community participation, and adaptable strategies. The village's journey exemplifies how a combination of innovative institutional changes, community engagement, and strategic promotion can not only drive economic revival but also preserve cultural heritage and enhance overall well-being. Wisata Doplang's triumph signifies the immense potential that lies within communities to chart their own paths to resilient and vibrant tourism futures.

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