



## Governmental Crisis Communication for Tourism Recovery: Lessons from Bandar Lampung in the Covid-19 Era

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### ABSTRACT

The COVID-19 epidemic significantly impacted the worldwide tourism sector, resulting in a notable decrease in both domestic and foreign tourist arrivals in Bandar Lampung. The Bandar Lampung Tourism Office, as the principal institutional authority managing the city's tourism sector, was necessitated to react swiftly and efficiently to a developing issue. This study examines the crisis communication management tactics employed by the office during the pandemic. This research adopts a post-positivist perspective and utilizes a qualitative, descriptive technique to analyze crisis communication during three essential phases: pre-crisis, crisis, and post-crisis. The results demonstrate that the pre-crisis timeframe was marked by inadequate preparedness and a lack of proactive risk mitigation strategies. The crisis phase demonstrated a more nimble institutional response, characterized by adaptive methods, intersectoral collaborations, and innovation-driven modifications to tourism operations. During the post-crisis period, the Tourism Office implemented communicative techniques aligned with the Situational Crisis Communication Theory (SCCT), encompassing image restoration, stakeholder reassurance, and strategic media framing to influence public opinion and restore trust. These observations enhance the broader discussion on crisis communication in the public sector and emphasize the necessity for robust, theory-based frameworks in tourist governance during global shocks.

## 1. Introduction

Tourism has been one of Indonesia's fastest-growing economic sectors in recent years, contributing significantly to regional and national development (Silalahi & Agustina, 2024). However, the COVID-19 pandemic disrupted this growth, causing a dramatic decline in tourist arrivals and economic activity (Amin & Budilestari, 2025). The tourism sector's ability to manage crises is critical for ensuring sustainable and competitive development (Aini & Info, 2024). Effective crisis management requires coordination among stakeholders, risk assessment, and the implementation of tailored strategies for each destination (Alauddin Makassar et al., 2023). However, the COVID-19 pandemic disrupted this sector globally, creating unprecedented challenges for tourism-dependent economies (Efthimiou & Efthimiou, 2024). Tourism crises often follow a cyclical pattern, beginning with

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a normal state of operations, transitioning into a crisis, and eventually returning to a new normal(Wudhikarn et al., 2024). However, the post-crisis normal is rarely identical to the pre-crisis state. The COVID-19 pandemic exemplifies this cycle, as it forced tourism stakeholders to adapt to rapidly changing circumstances. Effective crisis management in tourism requires coordination among multiple stakeholders to develop tailored plans, systems, and procedures that align with the unique characteristics of each destination. This multi-actor approach ensures that strategies are comprehensive and address the specific needs of the affected region(Ahmed, 2025).

The Bandar Lampung Tourism Office, as the primary institution responsible for managing tourism in the city, have responsibility for addressing the pandemic's severe impacts. According to data from the office, domestic tourist arrivals, which had been steadily increasing since 2017, experienced a sharp decline during the pandemic. In 2018, domestic tourist arrivals increased by 412% to 599,460 visitors, followed by a 78% rise in 2019 to 1,064,493 visitors. However, in 2020, the pandemic caused a 30% drop, reducing the number to 819,492 visitors. By 2021, there was a slight recovery, with 854,084 domestic tourists recorded. Similarly, international tourist arrivals, which had seen exponential growth in previous years, plummeted during the pandemic. In 2018, international arrivals increased by 1,254% to 4,589 visitors, followed by a 384% rise in 2019 to 22,218 visitors. However, the pandemic caused a dramatic 92% decline in 2020, with only 1,767 international tourists recorded. This downward trend continued in 2021, with just 893 international visitors(Hermawan & Hutagalung, 2024).

These statistics underscore the devastating impact of the pandemic on Bandar Lampung's tourism sector(Rivera et al., 2024). The sharp decline in tourist arrivals not only affected the local economy but also posed significant challenges for the tourism office in managing the crisis(Choi et al., 2024). With proper communication crisis management, it is hoped that this figure can be improved. Crisis management, as defined by scholars, involves planning, organizing, directing, and controlling resources and people to address unexpected events effectively(Mahmud et al., 2024). In the context of tourism, this means implementing strategies to mitigate the crisis's effects, rebuild public trust, and ensure the sustainability of tourism activities(Nguyen et al., 2025).

Here, the tourism sector is one of the most dynamic and vital contributors to economic growth, particularly in regions like Bandar Lampung, Indonesia. In Bandar Lampung, the pandemic caused a significant decline in both domestic and international tourist arrivals, highlighting the need for effective crisis management strategies(Yeppez & Leimgruber, 2024). This paper explores the crisis communication management strategies employed by the Bandar Lampung Tourism Office during the pandemic, focusing on their efforts to mitigate the crisis, rebuild trust, and adapt to the new realities of the tourism industry. The Bandar Lampung Tourism Office adopted several strategies to address these challenges(Chen et al., 2021). One of the key aspects of their crisis management approach was fostering collaboration among stakeholders. This included working with local businesses, government agencies, and community organizations to develop coordinated responses to the crisis. For example, the office implemented health protocols at tourist destinations to ensure the safety of visitors and staff. These measures were essential in rebuilding public confidence in the safety of tourism activities.

Another critical aspect of the office's crisis management strategy was promoting innovation and adaptation(Marzuki et al., 2024). The pandemic forced the tourism sector to embrace digital tools and technologies to maintain operations. The Bandar Lampung Tourism Office encouraged the use of digital platforms for reservations, contact tracing, and virtual tourism experiences. These innovations not only helped mitigate the immediate impacts of the pandemic but also positioned the city for long-term growth in the digital age.

In addition to fostering collaboration and promoting innovation, the Bandar Lampung Tourism Office focused on rebuilding public trust (Dube & Nhamo, 2024). This involved transparent communication with the public about the measures being taken to address the crisis. The office used various communication channels, including social media, press releases, and community outreach programs, to keep the public informed and engaged. By providing clear and consistent information, the office was able to counter misinformation and build confidence in its ability to manage the crisis effectively (Seyfi et al., 2025).

The COVID-19 pandemic also highlighted the importance of aligning crisis management strategies with broader public health initiatives (Chuah et al., 2022). The Bandar Lampung Tourism Office worked closely with health authorities to implement vaccination programs for tourism workers. This not only ensured the safety of workers but also reassured visitors that the city was taking proactive steps to protect their health. These efforts were critical in restoring public confidence and encouraging the gradual return of tourists to the city (Cheung et al., 2021).

Despite these efforts, the Bandar Lampung Tourism Office faced several challenges in managing the crisis. One of the main challenges was the lack of preparedness in the pre-crisis phase. Although the pandemic was an unprecedented event, the office could have implemented more robust risk mitigation strategies to minimize its impact. For example, early adoption of health protocols and restrictions on tourist activities could have reduced the spread of the virus and its impact on the tourism sector. Another challenge was the limited capacity of the tourism office to promote digital tools and technologies effectively. While the office encouraged the use of digital platforms, many tourism businesses lacked the resources and expertise to adopt these tools. This highlighted the need for greater investment in digital infrastructure and training to ensure that the tourism sector is better prepared for future crises.

## **2. Methodology**

### *2.1 Data and Location*

This study was conducted at the Bandar Lampung Tourism Office, encompassing its leadership and all relevant divisions within the organization. The study focused on the crisis communication management practices implemented by the office during the COVID-19 pandemic. Data collection targeted key personnel and stakeholders directly involved in the management and operational activities of the Tourism Office, ensuring a comprehensive understanding of the institution's response to the crisis.

### *2.2 Processing Data*

This study adopts a post-positivist paradigm, which stands in contrast to paradigms that emphasize pure observation and objectivity in the pursuit of knowledge. The post-positivist approach recognizes that while researchers strive for objectivity, their interactions with participants inevitably influence the data collected. Social science, from this perspective, is viewed as a systematic analysis of socially meaningful actions, achieved through detailed and direct observation of social behaviors as individuals create, maintain, and manage their social realities.

A qualitative research approach was employed, allowing for holistic interpretation and explanation of phenomena using descriptive data rather than numerical analysis. According to Bogdan and Taylor (1975), as cited by Moleong, qualitative methodology generates descriptive data in the form of written or spoken words from observed individuals and behaviors. Data collection techniques included in-depth interviews, direct observation, and documentation, providing a rich and nuanced

understanding of the subject matter. Informants were selected using purposive sampling, a technique in which participants are chosen based on specific criteria relevant to the research objectives. This ensured that the data collected was both relevant and representative of the key issues under investigation.

### *2.3 Data Analysis*

In order to achieve the result, data analysis followed the qualitative procedures outlined by Bogdan and Biklen (1982), involving several stages. Here, data reduction (organizing, categorizing, and discarding irrelevant information), data presentation (systematically displaying findings to provide a clear overview), and conclusion drawing (synthesizing information to identify patterns and insights). Throughout the analysis, the researcher continually reflected on and reviewed field notes to ensure the accuracy and validity of the findings. By using triangulation methods, the enhanced data credibility is analyzed to find the result. This involved cross verifying data obtained through different techniques such as comparing findings from interviews with those from observations also utilizing multiple sources and theoretical perspectives. This methodological triangulation strengthens the reliability and validity of the research outcomes.

## **3. Results**

In this study, the analysis of crisis was performed to obtain adaption solution over tourism in Bandar Lampung. Crises are inevitable, but it is possible to minimize associated risks, anticipate challenges, and even avoid some of the negative impacts. The COVID-19 pandemic, as a global disaster, affected nearly every aspect of life, prompting governments to issue a range of policies to manage its effects. These policies shaped how communities adapted their daily activities, including those related to the tourism sector. In this study, we classify the crisis management process undertaken by the Bandar Lampung Tourism Office to address tourism challenges during the COVID-19 pandemic into several distinct phases: the pre-crisis phase, the crisis phase, and the post-crisis phase. Firstly, Pre-crisis phase is investigated and identifying potential risks, preparing mitigation strategies, and establishing early warning systems to reduce the likelihood and impact of a crisis. Secondly, Crisis phase is investigated to implementing emergency responses, managing ongoing disruptions, and ensuring the safety and well-being of stakeholders. Thirdly, post-crisis phase is investigating crisis subsides by efforts also directed toward recovery, rebuilding trust, and adapting to the new normal to ensure the long-term resilience of the tourism sector. By analyzing these phases, the study aims to provide a comprehensive understanding of how the Bandar Lampung Tourism Office managed the tourism crisis during the pandemic, highlighting the importance of proactive planning, effective response, and adaptive recovery strategies in crisis management.

### *3.1 Pre-crisis phase*

In the pre-crisis phase before the Covid-19 pandemic, it can be described that the tourism situation in the city of Bandar Lampung has several adaptations carried out as a form of prevention and vigilance against Covid-19 which has entered Indonesia with concerns that Covid-19 is very likely to also enter the city of Bandar Lampung through people from outside the city or abroad. The pre-crisis phase in this study is the initial phase of the issue of the Covid-19 pandemic starting to spread

to various regions in Indonesia, including the city of Bandar Lampung. In this phase, efforts were made in the form of policies implemented by the central government, the city government of Bandar Lampung, and the Bandar Lampung city tourism office in preparing the city of Bandar Lampung tourism to face the Covid-19 pandemic. Furthermore, the crisis phase in this study is the phase of closing tourist attractions in Bandar Lampung in an effort to prevent the spread of the Covid-19 pandemic in Bandar Lampung. In this phase, crisis management steps by the Bandar Lampung city tourism office in addressing the problems of Bandar Lampung tourism amidst the Covid-19 pandemic. During the crisis phase, the key to addressing tourism issues includes innovation, adaptation, and collaboration. Innovation relates to fundamental changes that must be made. Innovation must encompass infrastructure, institutions, culture, culinary arts, and even hygiene and comfort related to tourism. Adaptation means adjusting to the conditions of the COVID-19 pandemic. Collaboration, on the other hand, requires all parties to work together and synergize to adapt to tourism conditions amidst the COVID-19 pandemic. The COVID-19 pandemic has not yet reached the post-crisis phase, or more precisely, it is difficult to predict when this crisis will end, as the COVID-19 pandemic in Indonesia remains ongoing. Therefore, the post-crisis phase focuses more on expanding the crisis response and learning from the crisis. Broadly speaking, the crisis management phase of the Bandar Lampung City Tourism Office is adapting tourism activities during the COVID-19 pandemic.

The COVID-19 pandemic, which has spread to various regions, including Bandar Lampung, has had a negative impact on various sectors, including the tourism sector, which is one of the largest drivers of the city's economy. Government policies at the beginning of the pandemic, such as Large-Scale Social Restrictions (PSBB) to address the Covid-19 pandemic situation, forced people to reduce mobility, limit community activities, and close tourism activities. The efforts of the Bandar Lampung Tourism Office in carrying out tourism activities amidst the Covid-19 pandemic, especially during the adaptation period to new habits, were not easy to do. Policy after policy was attempted by the Bandar Lampung City Tourism Office together with the Bandar Lampung City Government and all stakeholders in all tourism sectors in making adjustments to the ever-changing conditions of the Covid-19 pandemic. Therefore, the Bandar Lampung City Tourism Office as the institution that oversees tourism in the city of Bandar Lampung must design strategies to address Bandar Lampung tourism issues during the Covid-19 pandemic. Kriyantono (2012) stated that a crisis communication strategy is designed to: 1) Reduce the risk of public panic, 2) Reduce public anxiety, 3) Reduce speculation, especially in the early stages of a crisis, 4) Protect the company from speculative criticism, 5) Be trustworthy, transparent, and communicate based on a balance of interests, 6) Be designed to minimize damage to the organization's image. Meanwhile, Coombs stated that Situational Crisis Communication Theory is a theory that studies a company's response and strategy to a crisis. The core of this theory is on crisis responsibility, from how the crisis is responded to to how the crisis is handled. Therefore, the response and handling of the crisis carried out by the Bandar Lampung City Tourism Office is very important for the sustainability of Bandar Lampung tourism during the Covid-19 pandemic.

Furthermore, the crisis management process of the Bandar Lampung City Tourism Office in adjusting tourism activities during the adaptation period to new habits, especially during the implementation of the Large-Scale Social Restrictions (PSBB) policy, was described by researchers based on three stages of Coombs crisis management, namely the pre-crisis phase, the crisis phase, and the post-crisis phase. Based on the researcher's findings, it can be said that the crisis communication management of the Bandar Lampung City Tourism Office in the pre-crisis phase was not optimal, because the Bandar Lampung City Tourism Office had not maximized the potential to reduce the risk of crisis in Bandar Lampung City tourism. Efforts that should be made by the Bandar Lampung City Tourism Office are to minimize the potential for the spread of the corona virus in

Bandar Lampung City tourism, namely by preparing health access and equipment, limiting the movement of tourism actors by preparing several policies that can reduce the risk of the spread of the corona virus in Bandar Lampung City tourism. In the pre-crisis phase, when other regions implemented PSBB by closing tourism access and limiting human movement, the Bandar Lampung City Tourism Office and the Bandar Lampung City Government actually continued to open access to tourism in Bandar Lampung City without preparing adequate health policies and equipment, which ultimately caused the spread of Covid-19 in tourism to increase sharply. This finding is also supported by the SCCT (Situational Crisis Communication Theory) theory proposed by Coombs, which emphasizes that crisis management must prioritize public safety rather than focusing on maintaining reputation. SCCT is audience-oriented because it seeks to explain how people perceive crises, their reactions to company strategies in responding to crises, and audience reactions to organizations in crisis situations (Coombs & Holladay, 2010:38). The crisis management of the Bandar Lampung City Tourism Office in the pre-crisis phase can be said to not prioritize the safety of tourism actors. On the contrary, the Bandar Lampung City Tourism Office declared Bandar Lampung city safe and ready to be visited by tourists amid the Covid-19 virus pandemic, using the consideration that until then no residents or tourists in Bandar Lampung city had tested positive for coronavirus, a consideration that seemed to trivialize the Covid-19 pandemic issue. Instead of protecting the right to health of citizens, this policy can increase the risk of the spread of the coronavirus which has the potential to increase the spread of Covid-19 in Bandar Lampung city tourism. This is also not in line with Article 28H of the 1945 Constitution which states that everyone has the right to live in physical and spiritual prosperity and to have a good and healthy living environment. The policy regarding not restricting access to tourism in Bandar Lampung city at the beginning of the Covid-19 pandemic was a derivative policy from the Bandar Lampung city government, however, as an organization that oversees tourism, the Bandar Lampung city tourism office also came into the spotlight regarding the policies issued in Bandar Lampung city tourism affairs.

### *3.2 Crisis phase*

The crisis phase began when the first person in Bandar Lampung was found to be infected with the Covid-19 virus and tested positive for Covid-19. During the crisis phase, the Bandar Lampung City Tourism Office made adjustments to tourism activities through innovation, adaptation, and collaboration. This is in accordance with the policy of the Ministry of Tourism and Creative Economy (Kemendparekraf) which states that there are three main keys to saving tourism from the Covid-19 pandemic: innovation, adaptation, and collaboration. There are three strategies implemented to accelerate tourism recovery: innovation is the main thing and there must be fundamental changes now; adaptation is something that must be implemented because all parties must be able to adapt to the conditions of the Covid-19 pandemic, namely by continuously improving the implementation of CHSE; collaboration is that all parties must be able to work together and collaborate with the tourism sector because millions of jobs are affected by the tourism and creative economy sectors. The efforts made by the Bandar Lampung City Tourism Office during the crisis phase can be said to be much better when compared to crisis management in the pre-crisis phase. The Bandar Lampung City Tourism Office tends to be better prepared in managing the crisis and making adjustments in Bandar Lampung city tourism. This aligns with the generic strategy proposed by Rhenald Khasali for crisis management, namely the Adaptive Strategy, which involves changing policies, modifying operations, compromising, and improving image (Kasali, 2003).

However, of the three key elements in adapting tourism activities in Bandar Lampung: innovation, adaptation, and collaboration, several aspects remain suboptimal. First, the

implementation of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) and tourism SOPs is not supported by optimal development of tourism human resource competencies, which has contributed to health protocol violations by tourism destination managers. Therefore, the development of tourism human resource competencies must be maximized to support the implementation of SOPs and CHSE in adapting tourism activities in Bandar Lampung. Furthermore, guidance and supervision of tourist destinations must be strengthened so that tourism operators comply with established SOPs. Second, The digitalization of tourism in Bandar Lampung is not supported by efforts to strengthen promotions and/or campaigns for the maximum use of applications, resulting in many tourists still making reservations conventionally. The realization of digitalization in Bandar Lampung tourism should be supported by strengthening promotions and campaigns for the maximum use and implementation of social media applications so that all tourism actors, both tourism managers and tourists, can understand and utilize the applications for making online reservations when traveling to Bandar Lampung and can prevent the spread of Covid-19 through tracing and tracking on the application.

### *3.3 Post-crisis phase*

The end of the COVID-19 pandemic marked the post-crisis phase of the COVID-19 pandemic, marked by the President of the Republic of Indonesia lifting Large-Scale Social Restrictions. Furthermore, the crisis management of the Bandar Lampung City Tourism Office in the post-crisis phase in this study is an extension of crisis response communication because the COVID-19 pandemic is still ongoing. The Bandar Lampung City Tourism Office continues to strive for innovation, adaptation, and collaboration in adjusting tourism activities in the city. One of the adjustment efforts undertaken by the Bandar Lampung City Tourism Office is implementing tourism vaccinations for tourism actors at various tourist destinations, in collaboration with the Regional Government and the Bandar Lampung City Health Office. Innovation continues to be encouraged following the development of the pandemic situation, as well as cross-sector collaboration. The Bandar Lampung City Tourism Office continues to involve stakeholders across all lines of the tourism sector, including all tourism associations such as hotels, restaurants, travel agents, transportation, and tourist destination managers. The Bandar Lampung City Tourism Office's efforts to support the adjustment of Bandar Lampung tourism activities amid the Covid-19 pandemic are also carried out by providing clear information regarding Bandar Lampung tourism during the Covid-19 pandemic and filtering the required information. These efforts are carried out by implementing several things, including having a communications team that is a team managing Bandar Lampung tourism information, conveying information through mass media, digging for the truth of information through gathering facts and being careful in conveying information, holding press conferences, information transparency, information that prioritizes public safety in tourism, one voice in conveying information, empathetic communication, and providing multiple communication channels.

In formulating the crisis response strategy of the Bandar Lampung Tourism Office, the researcher used the SCCT (Situational Crisis Communication Theory) theory. Based on the SCCT theory, the crisis response strategy that should be carried out by the Bandar Lampung Tourism Office during the Covid-19 Pandemic can combine several strategies from the SCCT theory, namely rebuilding posture strategies with compensation and apology steps, Reinforcing/bolstering strategies with reminder and victim age steps, and Framing strategies. First; Rebuilding posture strategy with compensation and apology steps is the first step that should be taken by the Bandar Lampung Tourism Office in being responsible for the decision to open tourism access without restrictions and prepare adequate health protocols in the pre-phase which states that Bandar Lampung remains safe and ready to be visited

by tourists with prime tourism products, while other regions limit tourism access due to the PSBB policy. Therefore, to reduce various public unrest and control the crisis situation in tourism, namely the spread of Covid-19 in Bandar Lampung tourism at the beginning of the pandemic and to avoid the emergence of a new crisis from handling this Covid-19 crisis, the Bandar Lampung Tourism Office together with the Bandar Lampung City Government should show a message to the public tourism actors that the Dispar apologizes and will do its best to overcome the crisis situation in Bandar Lampung tourism. The compensation steps taken by the Bandar Lampung Tourism Office are by providing assistance to tourism actors in the form of health facilities for tourist destinations, transferring funds to affected tourism actors in collaboration with various sectors such as the Ministry of Tourism and Creative Economy, the Bandar Lampung City Government, the Bandar Lampung Health Office, and other parties. Second; Reinforcing/bolstering strategies with reminder and victim age steps, namely by confirming and always reminding tourism actors to always comply with the applicable Standard Operating Procedures when conducting tourism activities in the city of Bandar Lampung. The reminder step is carried out by continuously reminding, providing guidance and supervision to all tourism actors regularly at all tourist destinations, hotels and restaurants in carrying out tourism activities during the adaptation period of new habits in accordance with the applicable SOPs. In addition, efforts are also made to establish cooperation with various lines of the tourism sector, the district/city Tourism Office, tourism actors, both tourist destination managers and tourists to comply with the applicable SOPs during the adaptation period of new habits. The victim age step is carried out by the Bandar Lampung City Tourism Office by reminding tourism actors that during the Covid-19 pandemic crisis, the Bandar Lampung City Tourism Office is also part of the victims of the pandemic itself. This is done so that tourism actors, especially those who do not comply with the existing SOPs, can sympathize and better comply with the established tourism guidelines. In every guidance and supervision and socialization, the Bandar Lampung City Tourism Office always conveys and reminds that in this case everyone is a victim, therefore by complying with the applicable health protocols, all tourism actors care for each other so that tourism in Bandar Lampung can recover and recover. Third; Framing strategies involve providing information openly and establishing two-way communication channels to influence media and public perceptions, specifically tourism stakeholders, by conveying positive information about Bandar Lampung's tourism sector. The Bandar Lampung City Tourism Office has implemented this effort by providing open communication channels and conveying positive messages, such as information on vaccinations at tourist destinations, online tourism events, and two-way communication with the public (tourism stakeholders). The Bandar Lampung City Tourism Office provides open communication channels through social media and the Bandar Lampung City Tourism Office website.

#### **4. Conclusions**

The study on the Crisis Communication Management of Bandar Lampung Tourism Office During COVID-19 Pandemic found interesting findings. The results shows in the pre-crisis phase, the crisis management of the Bandar Lampung City Tourism Office was not optimal, as it had not maximized its potential to mitigate crisis risks in Bandar Lampung's tourism sector. During the crisis phase, the Bandar Lampung City Tourism Office tended to be better prepared to manage the crisis and adjust Bandar Lampung's tourism sector through innovation, adaptation, and cross-sector collaboration. These innovations included digitalization development, virtual tours, event tourism, institutional development, products, and tourism access appropriate to pandemic conditions. Adaptations included communication campaigns on health and safety protocols and the implementation of CHSE (Healthy, Safe, and Healthy, Health, and Safety) at tourism destinations and the tourism industry.



Collaboration was carried out with various sectors, including the Regional Government, the Ministry of Tourism and Creative Economy, tourism businesses, and the private sector. The post-crisis phase is an extension of crisis response communication during the ongoing COVID-19 pandemic. Moreover, during the crisis phase, the implementation of CHSE (Healthy and Sustainable Development) and tourism Standard Operating Procedures (SOPs) was not supported by optimal development of tourism human resources, contributing to health protocol violations by tourism destination managers. Furthermore, Bandar Lampung's digital tourism innovations were not supported by efforts to strengthen promotions and/or campaigns using mobile apps and social media. The Bandar Lampung City Tourism Office's efforts to provide clear information about Bandar Lampung tourism during the COVID-19 pandemic and to filter the information needed were carried out by implementing several measures, including establishing a communications team that manages Bandar Lampung's tourism information, disseminating information through mass media, verifying information through fact-finding and careful communication, holding press conferences, promoting information transparency, prioritizing public safety in tourism, conveying information with a unified voice, empathetic communication, and providing multiple communication channels. In addition, crisis response strategies, researchers referred to SCCT theory. First, rebuilding posture strategies, with compensation and apology, are the first steps the Bandar Lampung Tourism Office should take to take responsibility for the decision to reopen tourism without restrictions and prepare adequate health protocols in the pre-crisis phase. Second, reinforcing/bolstering strategies, with reminder and victimization, emphasize and consistently remind tourism operators to adhere to applicable Standard Operating Procedures when conducting tourism activities in Bandar Lampung and remind them that during the COVID-19 pandemic crisis, the Bandar Lampung Tourism Office is also a victim of the pandemic. Third, framing strategies, which influence media and public perception, specifically tourism operators. The Bandar Lampung Tourism Office also provides information openly and establishes two-way communication channels, providing open communication channels and conveying positive messages such as information on vaccinations for tourist destinations and online tourism events.

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