Collaborative Tourism Reconstruction Of The Bay Area In Palu City Following The 2018 Earthquake And Tsunami Disaster

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Abstract
Palu Bay, which is developed as a tourism area, is in the ring of fire with a history of repeated disasters. This tourism was able to increase tourist visits to the city of Palu. However, the 2018 earthquake and tsunami resulted in a decrease in tourist visits to the city of Palu. In addition to determining the interaction patterns of the Palu city population, this study tries to pinpoint the key factors the government used to transform Palu Bay into a popular tourist destination. This is accomplished by identifying the key factors that make Palu Bay a popular tourist destination and figuring out how to boost tourism there in the wake of the 2018 earthquake and tsunami disaster. Schutz analysis was employed with post-positivist paradigm and transcendental phenomenology approach. Triangulation was used to collect data, while content analysis was used to process it.Key factors used by the local government of Palu City in developing Palu Bay as a tourism area included: 1. The potential of Palu Bay's natural resources with its natural beauty and unique five-dimensional city (sea, bay, valley, mountain and river); 2. Strategic location on the coast of Palu city with easy access for tourists, 3. Market share of domestic and international tourists; 4. Of the nine existing sub-sectors, Palu Bay has the potential to become the mainstay sector of the city of Palu to support the regional economy because the agricultural, mining, fisheries, industrial, housing and financial sectors lack the potential to be the mainstay sector. The development of tourism in the Palu Bay area is carried out by prioritizing disaster emergency mitigation and response with proper governance and principles of Good Corporate Governance (GCG). Collaborative Multidimensional reconstruction of the private sector, local communities and local governments (triple BCG) as well as patterns of disaster mitigation and emergency response to stimulate tourism in the Palu bay area affected by the 2018 earthquake and tsunami.

Keyword: Multidimensional Collaborative Reconstruction, Triple BCG (3 components) Community and Tourism Revival.

I.   INTRODUCTION

Palu City is known as a five-dimensional city because of its location in a valley with bordered hills and mountains and features rivers, bays, seas, mountains, and valleys. The Lariang River, which splits the valley in the heart of Palu City, forms the nearly 3600 (three hundred and sixty) degree Palu Bay, which stretches from the west to the north. Palu Bay reclamation signifies the transformation of Palu Bay tourism into an integrated tourism region. Reclamation is carried out because of land demands, and it enhances the beauty and allure of tourism in the Palu bay area while also raising the area's market value, according to research by Muliati (2015) in Reclamation of the Palu Bay Area from the Legal Aspect of Spatial Planning. Geographically, Central Sulawesi, particularly the city of Palu and the Palu bay area, is situated on the Palu Koro ring of fire's primary fault, which runs from north to south and creates a trench fault that is highly susceptible to natural disasters. The Palu Bay region has become an integral part of the city of Palu because of how much tourism potential it possesses. A thorough investigation is required to pay attention to certain features of Palu's geographic position given its history of frequent disasters. Central Sulawesi has had a number of earthquakes and tsunamis, particularly in the Palu bay region. Local, national, and international participants showed their appreciation for the Palu Nomoni Festival held in the Palu Bay region. Thousands of people came to this to see and participate in enlivening the Palu Nomoni celebration. One of the areas most severely impacted by the earthquake and tsunami of 2018 was the Palu Bay region.

With thousands of casualties and many others losing billions of rupiah in property, around 80% of the infrastructure and facilities that support tourism were severely damaged.The 3rd (three) Palu Nomoni is one of the promotions of Central Sulawesi in the tourism sector, especially the city of Palu. This introduces Palu city tourism on a local, national and international scale. On September 28, 2018 at 17.02 local time (WITA), there was an earthquake and tsunami as well as liquefaction with a magnitude of 7.4 (seven point four) on the Richter scale and shook Palu, Donggala and Sigi. The Meteorology, Climatology and

Geophysics Agency (BMKG) stated that the earthquake was at 0.18 south latitude and 119.85 east longitude or 27 kilometers northeast of Donggala. Even though the Palu nomoni event was originally set to open at 19.30 WITA. The event was centered in the Palu bay area, which is located on Talise beach, right on the archipelago bridge. Fortunately, the disaster did not coincide with the opening of the Palu Nomoni event, thus, casualties could be avoided.The number of visitors to the city of Palu increased from 2015 to 2017. However, there was a noticeable reduction following the 2018 earthquake and tsunami, particularly in 2018 and 2019. The number of tourists visiting the city of Palu declined from the previous year as the COVID 19 pandemic spread. 2020 to 2021. In Palu City, the occupancy rate of star hotels was 49.51 (forty nine point five one) percent in May 2018 and 34.48 (forty four point four eight) percent in May 2019. As a result of the COVID-19 pandemic, there was a considerable fall of 15.03 (fifteen zero three) percent, and in 2020, statistics from the Palu City Tourism Office (2021), the average hotel occupancy rate decreased to 10 percent.According to Mulyadi (2015), the city of Palu's tourism industry has aided in the regional growth of the area and is felt by its residents, particularly those who live along the Palu Bay coast. After the 2018 disaster, Palu had contrary circumstances with fewer tourists visiting the city. The main finding of this study is that community cooperation in the tourist region of Palu Bay is unsuccessful.

After the earthquake and tsunami tragedy in 2018, there is a study vacuum regarding how to boost tourism in the Palu Bay tourism area and maximize collaboration between different parts of the Palu city community.According to Mulyadi (2015), the policy for the development of the Palu Bay tourism area had not been implemented in a way that maximized efficiency, the policy standards were not appropriate, there was insufficient coordination between the government and the community, there was a lack of concern for environmental and safety issues by partially addressing issues before the disaster occurred, and there was a lack of synergy between co Idham's (2020) study, Culinary Tourism Potential in the Palu Bay Area, demonstrates that the government and the locals continue to function separately.Tourism in the Palu bay area has not performed well four years after the earthquake and tsunami that devastated the city of Palu. The Palu City Regional Regulation No. 16 of 2011 concerning Spatial Planning of the Palu City of 2010–2030, the Palu City Regulation No. 16 of 2011, reflects this in substance. One of the greatest barriers to adopting political action to boost tourism in the Bay Area is these local rules. Palu was impacted by the earthquake and tsunami in 2018 because it wasn't built using disaster research as a foundation.In the triple helix and penta helix collaboration elements, the role of community components between people is detailed with the following information: How to promote tourism in the Palu bay area using phenemological studies and stakeholder backgrounds to make Palu a tourist destination. The way that residents of Palu City communicate with one another reveals this. The local government's main justifications for designating Palu Bay as a tourist destination were examined, as well as ideas for boosting tourism in the region of Palu Bay that was hit by the earthquake and tsunami in 2018.
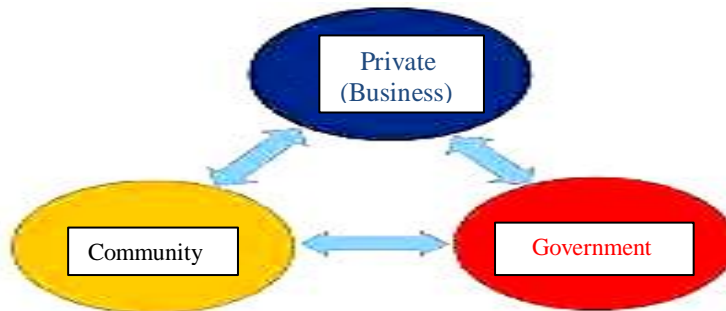
II.   THEORETICAL FRAMEWORK

A combination or cooperative effort that benefits many parties is called synergy. A cooperative relationship between persons and groups that may be used wherever to accomplish the desired goals is called synergy correlation. Synergy refers to the combining and integrating of multiple parts (such as stakeholders' components) to create something better and beneficial. In order to be able to provide innovative solutions, Covey (1989) demonstrated that synergy is a form of cooperation, and he coined the phrase "creative cooperation.". Synergy in destination development is defined as the fusion of multiple components within a community group to enable the production of superior results. The actual job of each component included in it is what needs to be achieved in order to realize the tasks and responsibilities of each. According to Junaid (2019), synergy may also be seen as an organization's endeavor to win a competition by working together to fulfill its business goals.To maximize a destination's tourism potential, there must be synergy.

According to Junaid (2019), the synergy model is essential for directing tourist stakeholders while developing destinations. Synergies in the Palu bay area, according to Berliandaldo et al. (2021), should be constructed for two main reasons. Local governments must first be given guidelines on how to manage regional potential while still taking into account the needs and expectations of stakeholders in the tourism

industry. Second, local governments must include those involved in maximizing area tourist potential. The information above provides an overview of the system for applying the concept of collaboration in a place according to the circumstances and needs. Collaboration in this research study focuses on three components of society. The Palu city government has formed a team to accelerate regional development in the form of PERWALI number 7 in 2021. It consists of 11 special staff from various experts in their respective disciplines. The concept of collaborative multidimensional reconstruction of tourism in the Palu Bay area in Palu is described in three collaboration components:

1. Private sector (business)
2. Local community (community)
3. Local government (government)

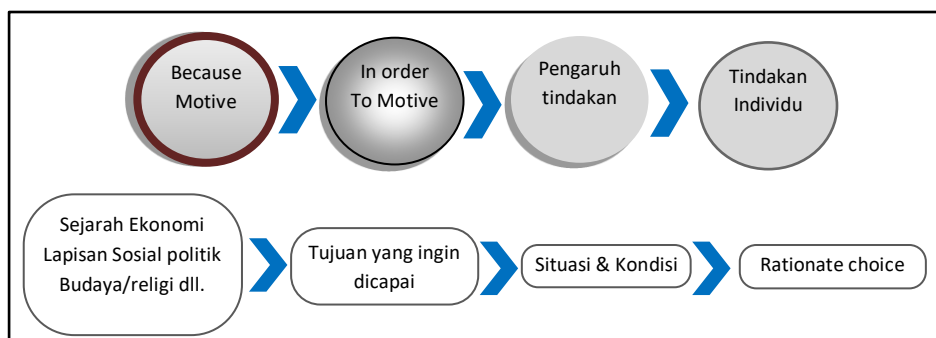This is shortened to triple BCG and is described as follows:

Source: Triple Helix and Penta Helix

Fig 1. Triple BCG Research Concept

III.   METHODS

Intersubjective according to Schutz (1972) is that the actions of actors must also be viewed from a historical perspective. Therefore, according to Kuswarno (2009), Schutz concludes that the actor's actions are actions that are oriented towards the past, present and future.This study chose transcendental phenomenology because phenomenology puts forward a description of the experiences of the informant participants. Transcendental means that everything is understood fresh (new) as if for the first time (Cresswell, 2014). The transcendental phenomenological approach was used because the researchers collected information from the mayor's main informant from three periods, consisting of: 1. Before the disaster (Palu Mayor Mr. H. Rusdi Mastura, period 2005-2010 and 2010-2015); 2. The stage of the disaster (Mr. Dr. Drs. Hidayat, M.si. The mayor of Palu was elected for the 2016-2021 period); 3. After the disaster, stimulate tourism in the Palu bay area (Mr. H. Hardianto Rasyid, SE. The current Mayor of Palu was elected for the period 2021-2024).

How an individual acts according to the Schutz school of phenomenology is described as follows:

Source : Fachan 2013

Fig 2. Schutz Analysis Approach Model

IV.   DISCUSSION

Palu Bay has an area of around 225 (two hundred twenty five) square kilometers, a sea depth of about 160 (one hundred sixty) meters, a shoreline that stretches for about 80 (eighty) kilometers from east to west, and a midpoint that is about 8.0 (seven point three) kilometers wide. The simplicity of licensing and environmental viability show that local governments promote investors in the construction of facilities and infrastructure. As a result of the 2018 tragedy, the infrastructure and facilities that enable Palu Bay tourism are currently seriously damaged and unable to function, whereas other tourist destinations continue to grow with the help of more representative infrastructure and amenities.

After the earthquake and tsunami of 2018, competitor forces were the catalyst for boosting tourism in the Palu Bay region.The SWOT analysis is conducted by highlighting the positive values, which are the study object's benefits and strengths, what hasn't been exploited well, the potential for the growth of marine tourism, and the variety of marine processing, which is the primary factor. Capital issues for business actors, particularly MSMEs, and the existence of marine tourist assets controlled by Indonesia in other locations are the primary weaknesses and dangers. If these flaws and dangers are not immediately fixed, they will prevent the Pal Bay region from attracting more tourists. The following is the swot analysis of tourism in the Palu Bay region:

Table 1. Palu Bay Area Tourism SWOT Analysis Strategy

OP ╲ SW	STENGTHTS	WEAKNESSES
Opportunity	**SO Strategy**	**WO Strategy**
	Exhibitions, television media advertisements, social media, digital media and using the services of Influencers	Upgrading skills (training, seminars, courses) to innovate and create creativ in banking
Thearts	**ST Strategy**	**WT Strategy**
	Transportation ticket subsidies to tourists, promotion of hotel discounts, upgrading skills (innovation and creativity)	Advertisements in the form of tutorials (influencers) upgrading skills (training and comparative studies), creativity, collaborative innovation to investors

Data Source: Processed by Researchers from Primary and Secondary Data

Due to its location in the ring of fire, the Palu Bay region is vulnerable to calamities. As a result, emergency reaction to disasters and mitigation efforts must be given top priority. Early catastrophe mitigation education is one method of anticipating that can be used. The teaching on disaster preparedness can be provided through formal education, beginning at the lowest level and progressing to the highest, or by integrating it with pre-existing local knowledge, as in the Mobalia tradition and the ritual of rejecting reinforcements.Local knowledge serves as a valuable resource for disaster education. Local knowledge can be included into disaster education in a variety of ways, including through the creation of learning resources, teaching resources, learning models, learning media, and education management in learning. Based on disaster emergency mitigation and response, the pattern of seeking for clues into the future interaction is carried out by reflecting on past experiences to take action in order to motivate rectifying mistakes by improving the future (Kuswarno, 2009). Following the earthquake and tsunami tragedy in 2018, these actions are anticipated to be able to expand the Palu Bay area.
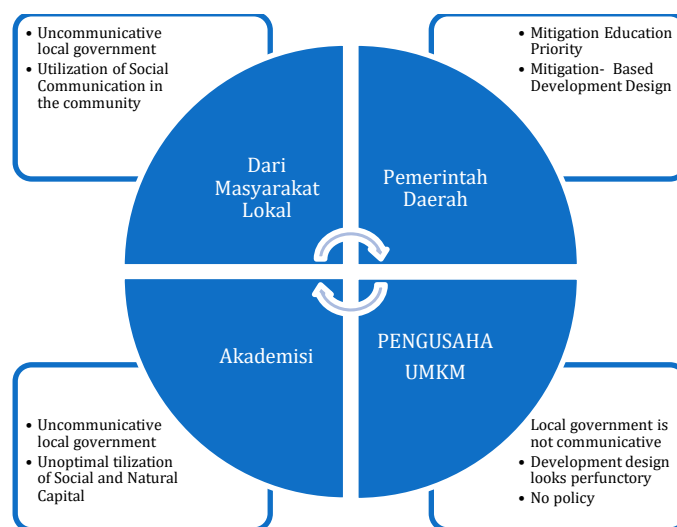
Table 2. The Pattern of Community Interaction in Palu City, the Basis for
Disaster Emergency Mitigation and Response

No	Dimensions of Interaction Media	Local government	Private/ Investor	Local Community
1	Palu Bay Area Tourism Industry	Regional Regulation	Implemented (SO)	Participate Spry Disaster awareness Simulation Local culture
2	Disaster Emergency Mitigation and Response	Referring to Regional Regulation	Implemented (SO)	Participate Spry
3	Culinary Tourism	Coaching Funding	Lokal food Promosi Mentor UMKM Creativity	Participate Creativity
4	Disaster Mitigation Facilities and Infrastructure	*Site plan* Socialize	Implemented (SO)	Spry Simulation
5	Science and Local Wisdom	Standardization Means of communication	Implemented (SO)	Reference Mentor

Data Source: Primary and Secondary Data
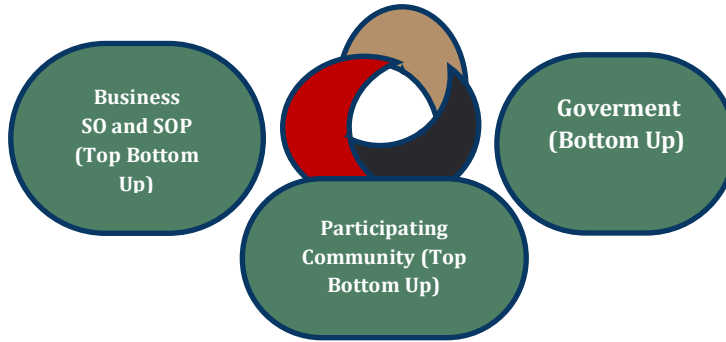*SOP : Standard Operation*

The findings demonstrate why a place with such a high potential for tourism draws people there. This encourages investors to make new investments in order to boost Palu Bay tourism. The 2018 earthquake and tsunami served as a new "gateway" that provided new investors with prospects for investment development. In order to boost tourism affected by the earthquake and tsunami of 2018, the development of tourist regions, improvement of, and construction of facilities and infrastructure for the Palu Bay tourism area, based on disaster mitigation and emergency response, are priorities. Below is a presentation of information from informants:

Source: Data Analysis From Informants

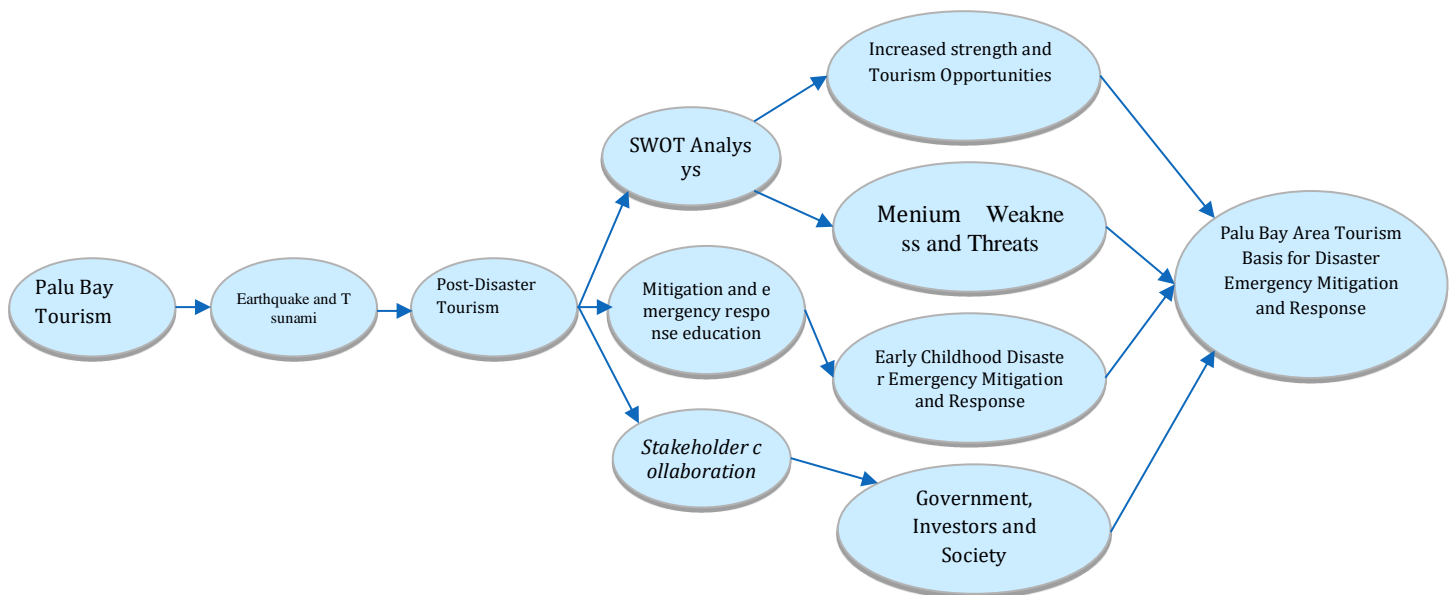**Fig 3.** Information from Community Components

The modal personality of the Kaili people can be translated simply as personality. The development of the first personality capital addresses methodological issues of application in dealing with society and all of its complex issues, the larger community area with various social institutions and institutions, and various kinds of physical and cultural natural environments and climates influenced by various environmental conditions, such as mountains, wide valleys, and plains. This is considered in this study's methodology, and observations are required as the core capital of the Kaili people's personality as collaboration between socially significant elements. Following the earthquake and tsunami tragedy in 2018, the multifaceted collaborative rehabilitation process in the Palu Bay tourism region is summarized as follows:

Source : Penta Helix and Triple Helix
Fig 3. Triple BCG Collaborative Multidimensional Reconstruction

The data findings in the field are a reflection of how these themes and sub-themes have relevance to the collaboration of human resources to stimulate tourism in the Palu Bay area. The results of the analysis of these findings are as follows:

Source: Primary and Secondary Data
Fig 4. The Stage of Stimulating Tourism in the Palu Bay Area

The analysis in Figure 4 above provides an understanding of the initial conditions before the earthquake and tsunami disaster and how to stimulate tourism in the Palu Bay area to be better compared to conditions before the 2018 disaster. After the earthquake and tsunami of 2018, it is necessary to identify with a SWOT analysis to evaluate what can be maintained and what must be anticipated in order to boost tourism in the Palu bay area. As a fundamental component or basis for effective tourist management, the application of SWOT analysis, mapping of weaknesses, strengths, opportunities, and threats, is extremely essential.

V.   CONCLUSION

This study uses a transcendental phenomenological approach using Schutz analysis and involved the informants of stakeholders, including the mayors of Palu who were involved in turning Palu Bay into a tourism area before and after the 2018 disaster. This is a multidimensional collaborative reconstruction to stimulate tourism in the Palu Bay area which was affected by the 2018 earthquake and tsunami disaster.Natural study that is conducted under natural circumstances reveals curiosity and uncertainty over particular phenomena. It is necessary to reveal phenomena in order to fully investigate phenomena. This is a manual for assuming responsibility and creating the issues required to give the study a direction and standards for data collection while at the research location. Following a thorough process of reflection and empirical study of pertinent evidence, the following conclusions are presented:

1. *Key factors because the motive in the order of the local government of the city of Palu made Palu bay a tourism area based on :* The potential of Palu Bay's natural resources includes: 1. The strategic location on the city's coast with easy access for tourists; 2. Market share of domestic and international tourists; 3. Market share of domestic and international tourists; 4. Of the nine existing sub-sectors, Palu Bay has the potential to be the mainstay sector of the city of Palu to support Because they have less potential to become the city of Palu's major industries than the agricultural, mining, fisheries, industrial, housing, and finance sectors.

2. The pattern of disaster emergency mitigation and response, with adequate administration, based on Good Corporate Governance, to promote tourism in the Palu Bay area (GCG).

3. The 2018 earthquake and tsunami had an influence on tourism in the Palu Bay area, which was stimulated by multifaceted collaborative reconstruction including the private sector, local communities, and local governments (triple BCG), with a pattern of disaster mitigation and emergency response.

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