

CHAPTER 1

INTRODUCTION

1.1 Background

Bengkalis Island is a small island in Bengkalis Regency, Riau Province, Indonesia. This island has a lot of tourism potential and is famous for its enchanting natural beauty. Bengkalis Island offers a very beautiful natural environment, including a calmly flowing red river and vast peatlands. This island is surrounded by brown sea waters and beautiful beaches.

Bengkalis Island is known for its natural beauty, but it also has a vibrant and varied culture. The local community does a good job of upholding traditions and practices, which gives tourists a sense of place and authenticity. The island is renowned for its indigenous knowledge, which includes lovely handicrafts and delectable native cuisine.

The agricultural and fishing industries have potential on Bengkalis Island as well. The agricultural land is fertile and suited for a wide variety of plants, while the nearby waters are abundant in fish resources. This serves as the economic backbone of the neighborhood and significantly boosts the island's economy.

Bengkalis Island, nevertheless, also has to deal with environmental problems and challenges. Problems like climate change, deforestation, and harm to marine habitats must be treated seriously. Priorities include making an effort to protect the environment and manage the island's natural resources sustainably for the benefit of future generations.

Bengkalis Island is a popular destination for domestic and foreign tourists because of its breathtaking natural beauty, vibrant local culture, and economic potential. To fully realize the potential of this island as a desirable tourist destination, efforts must be made to create sustainable tourism and enhance the infrastructure that supports it.

Selatbaru Beach is the second most beautiful beach in Bengkalis after North Rupert Beach. The name Selatbaru itself is taken from a village where the

beach is located, namely Selatbaru Village, which is also the capital of Bantan District. The Bengkalis Regency Government has made the beach a mainstay tourist attraction. It is proven that the area holds a beach party every year. At the event various competitions were held such as jong boat races, tops, and kites. Visitors can also witness various local traditional arts and cultural attractions.

Selatbaru Beach has a 2 kilometer stretch of sloping beach and fine sand with a distance of about 200 meters from the shoreline. The sea waves on this beach are relatively stable, no more than 1 meter, except during the north wind season. From this place, the blue color of Mount Ledang in the neighboring country, Malaysia, radiates blue. That said, it was on the mountain that Hang Tuah and Hang Jebat fought. While enjoying the wind and ripples of the sea waves from the Malacca Strait, the presence of albatrosses flying while preying on fish on the beach is an interesting sight for visitors.

Hotels, being a business involved in the service industry, may significantly contribute to Indonesia's present economic growth. The warmth and expertise of hotel staff in providing for their guests is the service that is sold. Each hotel offers a variety of services that aren't usually the same, including.

Based on Sulastiyono 2011 in Coki (2015) Hotel is a company that is managed by the owner by providing food, drinks and room facilities to sleep to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement. According to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW. 340/MPPT-86, said that the hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services, and other supporting services for the public which are managed commercially.

Hotels companies in Riau, especially Bengkalis City, are growing quite rapidly, where there are several hotel companies in quite large numbers with an area that is not too large. Therefore, with many tourists visiting Bengkalis City and ordering accommodation, it supports the growth of the hospitality industry. The number of residents of Bengkalis City who really like culinary and hotel or cafe cuisine is also a supporter of the increasing development of hotels in

Bengkalis City.

There will be a noticeable rise in hotels in Bengkalis between 2017 and 2020. There is a constant rise in the number of hotels in Bengkalis every year. There has been a considerable increase in Bengkalis' hotel inventory over the last four years. Three hotels were running in the region as of 2017. Next, six hotels will be added to the list in 2020. This expansion demonstrates the hotel sector's healthy growth and the future growth of the tourism sector.

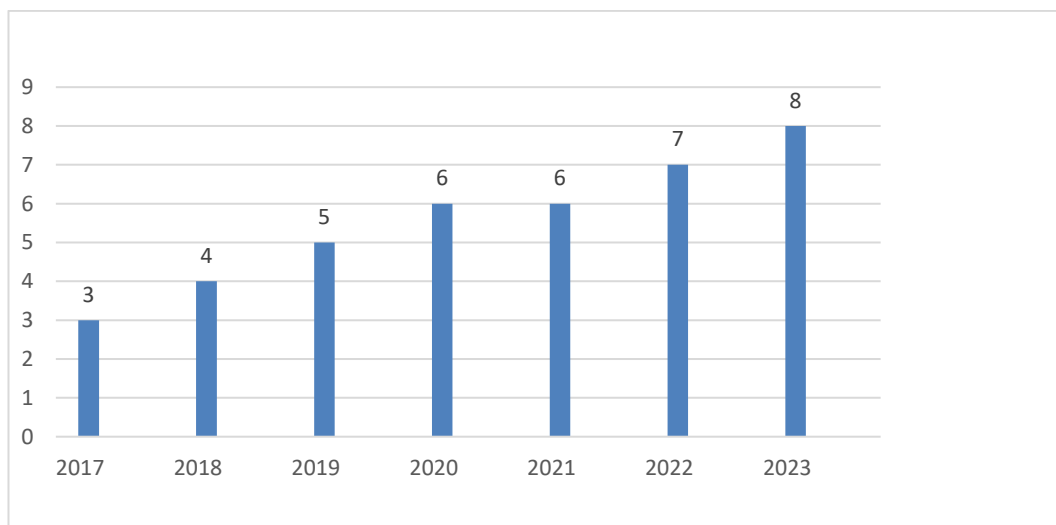


Figure 1.1 Data on the Number of hotels In Bengkalis

Sources: Department of Tourism, Culture, Youth and Sports of Bengkalis Regency (2023)

It is evident from the available graphs that Bengkalis' hotel inventory changes annually. Three hotels were present in the neighborhood in 2017. Then, in 2018, there were 4 hotels, an increase. 2019 saw a continuation of the upward trend, reaching 5 hotels. However, with a total of 6 hotels running in Bengkalis in 2020, there was a substantial load. The development of the hotel sector in Bengkalis is evident from this graph to be rather dynamic and subject to annual fluctuations. This suggests that the number is increasing and that operating circumstances are occasionally changing.

The number of the Hotels Industry around the Bengkalis archipelago in 2023 is around eight Hotels Industry, namely: Panorama Bengkalis Hotel, Marina Beach Hotel, Horison Hotel, Berlian Hotel, Mahendra Hotel, Surya Hotel, Bengkalis Twin Hotel, and Helo Hotel.

However, the COVID-19 pandemic caused an unanticipated global crisis to develop in the first part of 2020. In Bengkulu as well as throughout the Hotels sector as a whole, this pandemic has had a considerable impact. Several hotel development projects had to be delayed or even abandoned due to travel restrictions and vandalism. Even Nevertheless, a few of hotels are still open and surviving despite the challenging circumstances. Despite a drop in total hospitality activity in 2020, Bengkulu still had 6 hotels that were successfully run.

COVID-19 is a global disaster that has contributed to Indonesia's economic turbulence (Djalante et al., 2020). The Covid-19 virus, which was first discovered in the Chinese city of Wuhan, has spread widely. Many nations are unprepared for this situation. Singapore, Malaysia, and Italy were all affected by the spread of this new virus. It has been reported that Indonesia itself has been afflicted, and that this was brought on by the arrival of Indonesian citizens who had recently returned from visiting infected areas. Due to the virus's rapid spread and late discovery, our civilization experienced fear and casualties. The Indonesian economy has been impacted by the Covid-19 virus. Many industries don't operate in accordance with the original goal. An industry that has been severely impacted by and had a significant impact on this pandemic is the hotel sector.

In Bengkulu as well as elsewhere, the hotel sector has been significantly impacted by the COVID-19 outbreak. Hotels confront significant difficulties in preserving their business continuity because of travel constraints, a reduction in visitor numbers, and health and safety worries. The hotels in Bengkulu will need to know about my survival plan in this circumstance. Insightful information on practical steps to keep these hotels' operations running during the epidemic can be gained from a thorough review of the techniques they used.

Based on the background above, research and analysis on the survival strategies of the hospitality industry were carried out to survive in the face of COVID-19. In this case the researcher is interested in submitting a study entitled **"Survival Strategy Analysis of Hotels Industry in Bengkulu Island (Case Study of Panorama Hotel Bengkulu)"**.

1.2 Formulation of the Problem

Based on the background explanation above, a research problem formulation can be formulated, namely: How is the Hotels Industry surviving in facing of the COVID-19 pandemic.

1.3 Purpose of the Study

Based on the formulation of the problem that has been described, it can be concluded that the purpose of this research is: To reveal the survival strategies or survival actions taken by the Hotels Industry to be able to survive in facing of the COVID-19 pandemic.

1.4 Significance of the Study

Every research project aims to produce results that benefit all parties involved. The author expects the following advantages from conducting this research:

1. For Students Can add knowledge and experience in the business world. In addition, it is hoped that it can also be used as material for consideration for students in conducting research or other activities.
2. For researchers, it can be used as an additional knowledge base in the business sector, especially those related to the Hotels Industry.
3. For Educational Institutions The results of this research can provide benefits as a scientific discourse and reference for conducting further research on the survival strategy of the Hotels Industry.

1.5 Scope and Limitation of the problem

It is hoped that this research will be functional and beneficial for several parties, including:

1. This research only focuses on the survival strategy of the Panorama Hotel during the Covid 19 pandemic.
2. This research is only aimed at the manager or owner of the Bengkalis Panorama Hotel.

1.6 Writing System

The systematics of writing the Final Project Analysis of the hotel industry's survival strategy during the Covid 19 pandemic (Hotel Panorama) is as follows:

CHAPTER I : INTRODUCTION

This chapter contains the background of the problem, problem formulation, research objectives, research benefits, research scope, and writing systematics.

CHAPTER II : LITERATURE REVIEW

This chapter is a literature review which contains previous research, theoretical basis, and frameworks as well as theories and concepts that can strengthen the research in this thesis.

CHAPTER III : RESEARCH METHODS

This chapter contains the procedures or methodology used for research that describes the reasons for choosing objects, data sources, populations and samples, research variables, sampling techniques, and data analysis techniques.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter discusses data analysis and discussion which consists of initial descriptive results of data analysis and testing.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains conclusions, research implications, research limitations, and suggestions for writing this research.