

Enhancing post-disaster tourism marketing communication in Aceh Jaya Regency

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ABSTRACT

Background: Aceh Jaya Regency is currently deeply committed to developing regional tourism as part of the community's economic recovery following the 2004 tsunami disaster. The Aceh Jaya government has established five tourism villages and identified ten flagship tourism destinations, which are supported by Aceh Jaya Regent Regulation No. 10/2019 on Halal Tourism. Marketing communication is not only useful in connecting tourism businesses with consumers in the post-disaster tourism industry but also essential for emphasizing the differentiation of tourism products and providing added value to potential tourists. **Purpose:** This research is urgent because it provides an in-depth analysis of post-disaster tourism marketing communication management in Aceh Jaya Regency using the SOSTAC approach. **Methods:** This research used qualitative methods, with data gathered through interviews, focus group discussions, and field observations. Moreover, data analysis employed thematic analysis to categorize certain themes and obtain analytical generalizations. **Result:** The research showed that the Aceh Jaya government has implemented a post-disaster tourism management process that includes various aspects, such as identifying tourism potential, empowering local communities in the tourism sector through partnership programs, developing supporting infrastructure, and promoting tourism. This is done because the local government is fully aware that sustainable tourism development will have a positive impact on the economic growth and welfare of the people of Aceh Jaya. **Implications:** The findings of this study suggest that adopting the SOSTAC approach in future post-disaster tourism marketing communication strategies, supported by policy, can have a multiplier effect on the economic growth of the community.

Keywords: SOSTAC; post-disaster tourism; tourism marketing communication; tsunami, destination management

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INTRODUCTION

Indonesia's economic potential in the tourism sector is among the most promising in the world. Its stunning natural wealth, including beautiful beaches, tropical rainforests, and a rich diversity of cultural heritage, has successfully attracted tourists from around the globe (Stylidis et al., 2014; Naeem & Rana, 2020; Chen et al., 2022). Tourism has become one of the main engines driving Indonesia's economic growth.

Indonesia's geographical location on the Pacific Ring of Fire places the country at high risk of earthquakes, floods, landslides, volcanic eruptions, and tsunamis, which significantly impact the tourism sector (Rindrasih et al., 2019). Popular destinations often bear the brunt of these natural disasters, which damage infrastructure, endanger tourist safety, diminish tourism interest, and result in economic losses (Naeem & Rana, 2020; Chen et al., 2022) leading to an increasing number of publications on the relationship between natural disasters and tourism business management (ND&T. Therefore, the key priority in post-disaster tourism business development is to restore tourist destinations and rebuild tourist confidence, thereby revitalizing the local economy and the nation. On the other hand, recovery efforts must create resilience and disaster literacy to prepare for future disasters.

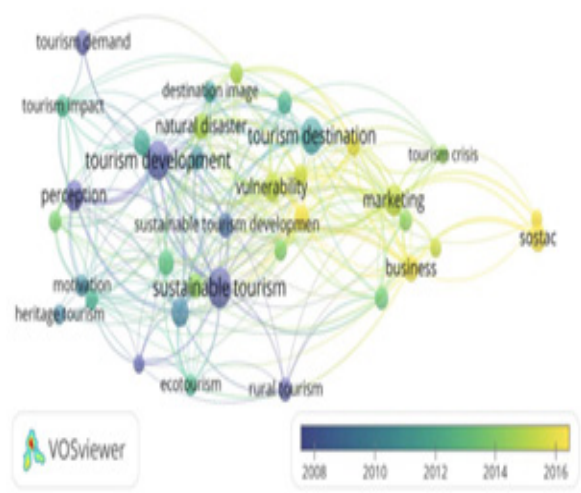
Aceh Jaya Regency is one of the most progressive regions in developing its tourism sector post-disaster. The region was devastated by the 2004 earthquake and tsunami (Doocy et al., 2007). Aceh Jaya Regency managed to recover by capitalizing on its socio-cultural, natural, and environmental resources, which transformed them into tourism assets. Seeing the various potentials owned by Aceh Jaya, there are five main sectors of Aceh Jaya's tourism focus: (1) beach and river nature tourism; (2) agro-maritime tourism; (3) cultural and religious tourism; (4) ecotourism; and (5) elephant and turtle conservation tourism (Mair et al., 2016). The Government of Aceh Jaya has established five tourist villages and ten leading tourist destinations, supported by Aceh Jaya Regent Regulation Number 10 of 2019 concerning Halal Tourism.

The main objective of this research is to design a tourism marketing communication

model that the Aceh Jaya Regency Government can adopt to support post-disaster tourism marketing management. Post-disaster tourism relies not only on the attractiveness of tourist attractions but also prioritizes the values and stories inherent in each destination (Riski Amanda et al., 2023). In the tourism industry, marketing communication serves not only to connect tourism businesses with consumers but also to emphasize the differentiation of tourism products and provide added value to potential tourists (Tölkes, 2018; Gorlevskaya, 2016). Mair et al (Mair et al., 2016) and Ribes & Baidal (Perles Ribes & Ivars Baidal, 2018) recommend the use of new approaches to support tourism business sustainability.

The integrated marketing communication mix approach (Kushwaha et al., 2020 Foster et al., 2020). The SWOT analysis (Tambunan, 2020; Yan & Wang, 2021; Park et al., 2020), and the POAC approach (Yulianah & Supardi, 2022; o et al., 2022) have been the main topics in tourism marketing communication research thus far. Moreover, this research uses the SOSTAC Approach (Chaffey & Smith 2022) as a new and comprehensive approach for designing post-disaster tourism marketing communication strategies in Aceh Jaya Regency. SOSTAC is a systematic approach where each component represents a stage in the planning cycle, essential for successful marketing planning, implementation, and review (Chaffey & Smith 2022; Chaffey & Smith, 2013; Cowley, 2016)2011. Furthermore, the SOSTAC approach developed by PR Smith in the 1990s contains systematic analysis stages that enable stakeholders to assess, analyze, design, and communicate tourism marketing (Chaffey & Smith 2022; Chaffey & Smith, 2013; Cowley, 2016).

To achieve originality in this study, researchers identified and examined prior research on post-disaster tourism and the SOSTAC strategy in marketing communication. The identification of prior research proceeds through several stages. Initially, researchers gathered relevant studies using the Publish or Perish application to extract literature based on keywords such as "post-disaster tourism" AND "SOSTAC Model" OR "SOSTAC Approach" OR "SOSTAC Framework" AND "Tourism Marketing" OR "Tourism Communication."



Source: VosViewer, 2024

Figure 1 Bibliometric Map of Previous Research

A total of 495 papers were gathered spanning the years 1993 to 2023. However, after the elimination procedure, only 198 articles were deemed pertinent to the research aims. Subsequently, the reduced articles underwent analysis using the VosViewer tool (Figure 1), which involved examining the abstracts and keywords of all selected articles (van Eck & Waltman, 2010; Lee, 2003). Furthermore, the utilization of networks and overlays in data visualization allowed for the depiction of inter-article linkages and facilitated the assessment of research innovation, as demonstrated by van Eck and Lee.

The urgency of this research lies in four main objectives: (1) Focusing on the development of post-disaster tourism management because it adds value that can be capitalized on with good governance to support the achievement of Sustainable Tourism Management, implemented within the framework of developing post-disaster tourism marketing communications; (2) Designing a tourism marketing communication model using a comprehensive and sustainable approach with SOSTAC, which includes Situation analysis, Objectives, Strategy, Tactics, Action, and Control (Chaffey & Smith 2022; Chaffey & Smith, 2013; Cowley, 2016)2011; (3) Provide an overview of building an approach involving both internal and external stakeholders. This includes providing education

up to the stage of persuading tourists, and maintaining and evaluating relationships built among all stakeholders within the framework of the tourism marketing communication model based on the SOSTAC Approach (Chaffey & Smith 2022; Chaffey & Smith, 2013; Cowley, 2016)2011; and (4) The recommendations resulting from this research can be adopted by the Aceh Jaya Regency Government and other regions to market post-disaster tourism, thereby supporting community welfare and regional economic growth.

Post-Disaster Tourism: Post-disaster tourism, commonly referred to as catastrophe tourism or crisis tourism, involves visiting locations that have recently undergone natural or man-made calamities (Tucker et al., 2017; va & Jiang, 2019). It entails journeying to regions impacted by occurrences such as earthquakes, hurricanes, tsunamis, wildfires, terrorist attacks, or other emergencies. Post-disaster tourism can fulfill a range of visitor objectives and motivations. Some individuals may be driven by curiosity, seeking a first-hand experience of the aftermath of a disaster and its impact on impacted communities (Zavar et al., 2020; Ong, et al, 2023). They may wish to witness the resilience and recovery efforts of local residents or obtain a deeper understanding of the implications of such occurrences.

From an economic standpoint, post-disaster tourism can contribute to the restoration of local economies (Fountain & Cradock-Henry, 2020; Zhang & Cheng 2023). By attracting visitors and generating revenue, tourism can inject much-needed funds into disadvantaged areas. It can help local businesses, create employment opportunities, and aid in infrastructure recovery. However, post-disaster tourism can also raise ethical and moral considerations. It may exploit the suffering of affected communities or sensationalize disasters for personal gain (Wright et al., 2021).

Post-disaster tourism development faces numerous obstacles that need to be addressed. Firstly, it is vital to ensure that tourism does not exploit or traumatize disaster-affected communities (Wright et al., 2021; van Doore & Nhep, 2021). Secondly, it is vital to manage tourism in a way that does not harm the natural and cultural environment (Kalra Taneja & Chhavi, 2022). There is a fine line between

responsible tourism that supports recovery and reconstruction efforts and exploitative tourism that undermines the well-being and dignity of affected populations (Wu et al., 2019).

There are several strategies that post-disaster tourism can use to support recovery. Firstly, professional management of post-disaster tourism can create revenue for tourism stakeholders, regions, and countries. This revenue can be used to rebuild infrastructure, provide essential public services, and support economic development. Secondly, post-disaster tourism can create jobs within the community. Jobs in tourism often do not require high skills or an extensive formal education background. Therefore, post-disaster tourism management can employ individuals affected by disasters in economic recovery efforts. Thirdly, post-disaster tourism can contribute to rebuilding communities. By bringing tourists to a destination, it can help restore a sense of normalcy and optimism. Additionally, it can also help promote understanding and tolerance between different cultures.

SOSTAC Approach to Tourism Communication: SOSTAC is a planning framework model that is easy to follow and capable of identifying all the essential tasks necessary to achieve goals (Chaffey & Smith 2013). SOSTAC was first established by Paul R. Smith in the 1990s and is now considered one of the top marketing strategy models globally (Chaffey & Smith, 2022). SOSTAC is a planning framework based on several primary factors that guide actions, including key decisions in marketing, represented by the acronym SOSTAC: situation, objective, strategy, tactics, action, and control (Chaffey & Smith 2013; Chaffey & Smith, 2022; Cowley, 2016)2011. Apart from being a planning model, SOSTAC can also be used to expand product marketing (Figure 2).

The SOSTAC approach has gained widespread use in the development of marketing communication models and strategic planning since its introduction (Batala et al., 2019). SOSTAC consists of six primary indicators: Situation Analysis, which involves a thorough examination of the audience, competition analysis, partners, and media, competency analysis, performance, market trends, and SWOT analysis (strengths, weaknesses,



Source: Cowley, 2016

Figure 2 SOSTAC Approach Tourism Marketing Communications

opportunities, and threats). Objectives: These assess the existing performance of your tourism marketing strategy and outline the approach or goals for designing your tourism destination marketing. Strategy: This stage is concerned with how the company can achieve its goals. Determining the marketing strategy involves segmentation (identifying which demographic or geographic characteristics your business targets), targeting (defining the target market), and positioning (establishing how businesses can set their products in the hearts of their consumers) (Saputra & Nugraha, 2024).

Tactics involves identifying strategies to achieve company goals using the 7Ps: product, price, place, promotion, people, process, and physical evidence. Action is a concrete step that is implemented in the actual field. The implementation of this action can be formulated through a structured and methodical approach. It is necessary to evaluate who is in charge, when is the ideal moment, how much budget allocation is needed to market or advertise products using the help of ads, how much money is needed, whether there are no resources, and how to apply them. Controls are used to validate and evaluate whether the actions taken align with the company's goals, whether they have successfully achieved the goals, or if adjustments are still required. Monitoring and tracking the tactics set up and controlling them using key performance indicators are essential

(Saputra & Nugraha, 2024).

Tourism marketing communication refers to the concepts and principles related to the communication process in the context of tourism destination marketing. This concept helps tourism professionals plan and execute effective communication strategies to promote and influence tourist interest and behavior (McCabe, 2010). Meanwhile, tourism marketing communication management is the process of planning, implementing, and controlling marketing communication activities related to tourism destinations. It involves managing the messages and communication channels used to promote and market the destination to relevant audiences.

There are numerous major components in tourism marketing communication management, including creating communication objectives. Tourism marketing communication management starts with identifying clear objectives that are aligned with the entire marketing strategy and can be measured to monitor achievement. Secondly, target market study and determination are essential. Communication management involves a strong understanding of the target market and the intended audience. This analysis entails defining market categories, demographic traits, preferences, and needs of potential passengers. By identifying the audience, relevant messaging and communication channels can be generated (Zook & Smith 2016).

Third, message development. Communication messages should be carefully created to represent the destination's brand image, underline the distinctiveness and extra value is given, and appeal to the target audience. Messages should match the values and benefits sought by tourists and focus on features that differentiate the destination from others (Zook & Smith 2016). Fourth, communication channel selection: Channels may include tourism advertising, social media, destination websites, periodicals, print media, and special promotions. The selection of channel should evaluate audience characteristics, budget constraints, and the effectiveness and reach of each channel (Zook & Smith 2016).

Fifth, implementation of the communication campaign: Once the messages and communication channels are determined,

the implementation stage begins. This entails planning and implementing a communication campaign that includes content development, production of promotional materials, scheduling of messaging, and collaboration with key parties. Effective execution ensures consistent and timely delivery to the intended audience. Sixth, Performance Measurement and Evaluation: Tourism marketing communication management comprises assessing and analyzing the performance of communication campaigns. Data and information are collected to evaluate the extent to which communication objectives are attained and the effectiveness of the messages and communication channels used. This evaluation helps identify the strengths and shortcomings of the campaign and provides vital information for future changes (Zook & Smith 2016). Seventh, monitoring and improvement: Tourism marketing communication management entails continuous monitoring of the communication campaign and audience response. Marketers need to monitor feedback, observe industry trends, and adapt communication methods as needed. In case of setbacks or changes in market conditions, communication management should be able to make changes and enhancements to meet the desired goals (Zook & Smith 2016).

RESEARCH METHOD

This research is designed as a descriptive case study. The method utilized in this research is qualitative since it does not aim for population generalization but analytical generalization (inductive-deductive) (Hollweck, 2015). Qualitative methodologies are used to collect and analyze data in the form of narratives, texts, and documents by identifying certain themes (Baškarada, 2014) the qualitative case study method is not well understood. Due to conflicting epistemological presuppositions and the complexity inherent in qualitative case-based studies, scientific rigor can be difficult to demonstrate, and any resulting findings can be difficult to justify. For that reason, this paper discusses methodological problems associated with qualitative case-based research and offers guidelines for overcoming them. Due to its

nearly universal acceptance, Yin's six-stage case study process is adopted and elaborated on. Moreover, additional principles from the wider methodological literature are integrated and explained. Finally, some modifications to the dependencies between the six case study stages are suggested. It is expected that following the guidelines presented in this paper may facilitate the collection of the most relevant data in the most efficient and effective manner, simplify the subsequent analysis, as well as enhance the validity of the resulting findings. The paper should be of interest to students (honour, masters, doctoral). The main aim of this research is to develop a post-disaster tourism marketing communication model based on the SOSTAC strategy (Chaffey & Smith 2013; Chaffey & Smith, 2022; Cowley, 2016)2011. Therefore, the unit of analysis in this research is individuals selected based on the specified criteria.

The purpose of this research is to examine post-disaster tourism communication in Aceh Jaya Regency using the SOSTAC Approach, which includes situation analysis, objectives, strategy, tactics, action, and control (Chaffey & Smith 2013; Chaffey & Smith, 2022; Cowley, 2016)2011. To address the research objectives, researchers used two resources: primary data and secondary data. Primary data were acquired through semi-structured interviews, focus group discussions, field observations, and meeting observations with informants who served as the unit analysis. Informants were purposefully selected based on three criteria (1) knowledge and involvement in post-disaster tourism management in Aceh Jaya Regency; (2) representation of both institutional and community entities; and (3) willingness to disclose information based on their knowledge and experience. Based on these criteria, four informants were selected from the Aceh Jaya Regency Government: (1) the Acting Regent, (2) the Regional Secretary, (3) the Department of Tourism, Creative Economy, Youth, and Sports (Disparekrafpora), and (4) the Regional Development Planning Agency (BAPPEDA), along with three informants from the tourism community in Aceh Jaya Regency. Meanwhile, secondary data for this research consisted of document reviews including scientific journals, research papers, policy documents, and news linked to the research aims. This secondary data

is utilized to support the analysis of primary data, by ensuring comprehensive results and verifying the accuracy of the data.

Field research was conducted from August to October 2023 in Aceh Jaya District. The research was conducted in several stages. First, the researcher designed the research design through gap analysis to identify problems, select relevant theories, choose the methodology, and design data collection instruments. Second, field data collection was conducted through interviews, field observations, meeting observations, and document reviews (Creswell & Creswell, 2018). Data collection was divided into two stages: data collection in the management room involving experts (government, industry, and researchers), followed by data collection within the community of tourism actors. Third, transcription and data reduction were performed to sort out the data. Fourth, the reduced data was then grouped based on themes for analysis. Fifth, data analysis of the research results was conducted and validated through source triangulation. Sixth, the discussion and conclusion, as well as the formulation of recommendations, were developed (Croucher & Cronn-Mills, 2018). We used source triangulation and peer discussion to validate the data. These triangulation methods allowed us to minimize data errors and avoid bias during the research process.

RESULTS AND DISCUSSION

Aceh Jaya Tourism: Rising from Disaster: Aceh Jaya is one of the regencies in Aceh Province, located on the west coast of Sumatra with a coastline of 250 kilometers. Aceh Jaya Regency was founded on July 22, 2002, as a partition of West Aceh Regency. The administrative territory of Aceh Jaya consists of 9 sub-districts, 21 mukim, and 172 settlements, with the district capital located in Calang and an area located in Krueng Sabee, with an area of 3,873 km². Geographically, Aceh Jaya Regency is located at 04°022' to 05°016' N and 95°010' to 96°003' E. The Aceh Jaya region is part of the west coast and mainland of the Sumatra Islands, stretching from west to east from the foot of Mount Geurute (boundary with Aceh Besar) to

the side of Cot Paleng (border with West Aceh). Based on its geographical location, Aceh Jaya Regency borders Aceh Besar Regency and Pidie Regency to the north; West Aceh Regency and the Indian Ocean to the south; West Aceh Regency to the east; and Sumatra Coast to the west.

Historical literature reveals that the Daya Kingdom was established in Aceh Jaya, with the first king being Sultan Alauddin Riayat Syah, better known as Po Teumereuhom Daya. The Daya Kingdom later became the origin of the name Jaya District, which was also used for the new district division in West Aceh. The Aceh region used to consist of many small harbor kingdoms that were easily influenced by the Portuguese. To counter the Portuguese, who were gaining strength, the Sultanate of Aceh Darussalam, under its first Sultan, Ali Mughayat Syah, in the 16th century, tried to unite the coastal areas and centralize port activities in Banda Aceh. The Sultan conquered small kingdoms such as Daya, Pedir, and Samudera Pasai. The Daya region became more populated during the time of Sultan Iskandar Muda by bringing in people from Aceh Besar and Pidie.

During the Dutch colonial period, Aceh was made into a caridean, which was divided into four Afdeeling, one of which was Afdeeling Westkust van Atjeh with Meulaboh as the capital. This Afdeeling was further divided into several onderafdeeling such as Tjatang, Tapaktuan, Simeulue, Singkil, and others. After independence, Afdeeling Westkust van Aceh turned into Kabupaten Aceh Barat. Over time, the regions that formed West Aceh Regency began to separate themselves. One of these was the former Tjatang onderafdeeling, which consisted of the landschap of Keluang, Kuala Daya, Lambeusoi, Kuala Unga, Lhok Kruet, Patek, Lageun, Rigaih, Krueng Sabee, and Teunom. The former onderafdeeling of Tjatang separated in 2002 and was named Aceh Jaya Regency, with its capital in Calang.

Becoming a new district was a good opportunity for advancing the region, as regional autonomy allows a region to utilize its own revenues to take care of its own area. However, not long after becoming a new district, an unexpected disaster occurred in 2004. A large tsunami hit the coast of Aceh, including the Aceh Jaya Regency. The area,

that was just beginning to develop, faced a very tough challenge. Almost all public facilities, infrastructure, and community houses were destroyed. Practically, Aceh Jaya had to rebuild the region from scratch.

Efforts to recover and develop the economy and society in Aceh Jaya continue and are assisted by various parties so that it can grow rapidly into a more stable area today. The various tsunami sites that remain in Aceh Jaya are a blessing in disguise. Now, the Government of Aceh Jaya is aggressively working to introduce the area affected by the devastating disaster 20 years ago by showcasing its recovery and readiness to offer a unique tourism destination with a myriad of historical and economic values.

Identifying Tourism Potential: Since the end of 2022, the Aceh Jaya Regency Government has begun to seriously focus on their tourism sector. The government is starting to realize that tourism is a profitable industry with relatively fast economic growth. As of September 2023, Aceh Jaya is documented as having 57 tourist spots, ranging from natural, historical, educational, and cultural, to religious tourism, available and scattered across 9 sub-districts. This indicates that the location has several natural and socio-cultural potential, which might be an advantage and draw for tourists if exploited appropriately. Fundamentally, a tourist attraction is anything that has uniqueness, beauty, and worth in the form of a diversity of natural, cultural, and man-made products that attract tourist visits (Figure 3). Thus, it may be claimed that tourist attractions are one of the determinants of the number of tourist visits.

First, there is the potential for historical and cultural tourism. Aceh Jaya contains various cultural heritage monuments, including the Baitul Izzah Mosque, a center for prayer and religious activities that is the source of pride for the people of Aceh Jaya. The Nyak Sandang Mosque, a gift from the Indonesian State to an Acehnese individual who contributed to the purchase of the Republic of Indonesia's first aircraft (Seulawah RI-001) to help retain independence, is another significant site. There is also a Portuguese community with residents who exhibit classic Nordic physical traits, particularly blue eyes and blonde hair. Historical grave sites, such as those of Po Teumereuhom, Po Meuredhom Unga,



Source: Aceh Jaya Tourism, Creative Economy, Youth and Sports Department, 2023

Figure 3 Aceh Jaya Tourism Potential

Teungku Machdumsyah, Teungku Sabee Ob, and Teungku Disayeung, provide insights into the battles fought by the Acehnese against invaders. The tsunami memorial park serves as a monument to honor the devastating event in Aceh in 2004. Additionally, Batu Sumpah and Batee Putro Meurendam Dewi are associated with local folklore. Visitors can also explore the local community's songket craft gallery in the Meunasah Tourism Village and visit food hood/rice field craftspeople in Lamtui Village.

Second, there is the potential for natural tourism. Aceh Jaya has various natural beauties that are stunning and satisfying to the eye. Visitors can enjoy the beautiful vista at Geurute Peak while reflecting on the Tsunami incident at Ujong Seudheun Tsunami Island. There are various water attractions such as Ceuraceu Embun, Ceuraceu Alue Tengoh, Glee Gajah, Ceuraceu Klah, and Alue Minyak Sapi. Tourists can also play on the white sand beaches facing the Indian Ocean at Pasie Saka Beach, enjoy the sunset at Pasie Luah and Panorama Beach, witness the sight of withered trees that appear to be on fire at Batee Tutong Beach, and see dolphins at Batee Tutong Beach. Additionally, visitors can experience the view from Lageun Peak, see red areca palm trees and various rare blooms at Nie Pineung Suasas Sea Lake, and explore dozens of other natural locations that are equally exotic.

Third, there is the potential for adventure tourism. Aceh Jaya offers various destinations for thrill-seekers, such as adrenaline-pumping sports at Krueng Lam Beusoi White Water Rafting, Krueng Ligan White Water Rafting, and Krueng Sikuleeh White Water Rafting. Visitors can also enjoy fishing on Reusam Island, camping and engaging in outbound activities in the Lhok Geulumpang Tourist Area, diving and snorkeling to enjoy the beauty of the underwater park in Rigaih Bay and Keluang Island, as well as surfing at Keuh Patek Beach. Fourth, there is the possibility for gastronomic tourism. Aceh Jaya features some culinary delights that entice the taste buds, such as durian panga, grapefruit, processed salted fish, octopus, and lobster.

Fifth, there is the possibility of educational tourism. In this destination, tourists are invited to go on holiday while being provided with education or awareness regarding the importance of preserving local ecosystems. This includes visiting large forest areas, such as national parks and nature conservation areas, which house various endangered species of Sumatran flora and fauna at the Ulu Masen Ecopark. Tourists can also learn about marine ecology at Mangrove Ecotourism, increase their awareness at the Aron Meubanja Turtle Conservation Area and the Rigaih Bay Shark and Ray Conservation Area, and play and socialize with elephants at CRU Sarah Deu Sadar Lestari. Additionally, visitors can learn about the patchouli growing process at the Ranto Sabon Agrotourism Area. These activities can make the Aceh Jaya area increasingly known as an environmentally nuanced tourist location.

Post-Disaster Tourism Marketing Communication Management in Aceh Jaya: Effective tourism marketing communication management includes careful planning (Amin & Priansah, 2019), strong coordination across multiple communication channels, a deep understanding of the audience, and regular evaluation. By utilizing a systematic and responsive strategy, tourism marketing communication management can help tourism destinations develop a positive image, attract tourists, and fulfill their marketing goals (Devkota et al., 2023).

As one of the mainstay industries of development, tourism is a sector that can significantly boost economic growth by



Source: Aceh Jaya Tourism, Creative Economy, Youth and Sports Department, 2023

Figure 4 Map of Aceh Jaya Tourism

generating employment and raising income. The economic aspect is considered important in the tourism sector because of the various effects generated by tourist activities. Tourists incur costs, and the economic benefits for the tourist attraction areas come from tourists through services such as transportation, accommodation, food, attractions, and more. This economic gain is one of the aims of tourism development.

Given the natural beauty and cultural diversity of Aceh Jaya, it is very profitable if this can be managed and developed optimally. To ensure effective and achieve desired goals, those managing it must consider all aspects, starting with planning, principles, and techniques for tourism development or management. Managing tourism requires careful planning and strategies so that tourism can positively impact both the region and the community.

Based on an interview with the Head of the Economic Development and Natural Resources Planning Division of Bappeda Aceh Jaya, which was conducted by the research team, it was found that the seriousness of tourism

development in Aceh Jaya Regency began in 2017. This initiative started with the issuance of the Decree of the Regent of Aceh Jaya No. 295 of 2017, which established 57 tourism areas. It was followed by the Decree of the Regent of Aceh Jaya No. 556/28/2023, which identified 10 leading destinations. These decrees have become the basis for organizing and developing tourism in Aceh Jaya.

According to the Aceh Jaya Regional Secretary, Aceh Jaya Regency offers a variety of tourist potential, including (1) natural beach and river tourism; (2) agro-maritime tourism; (3) cultural and religious tourism; (4) ecotourism; and (5) conservation tourism. Aceh Jaya has numerous tourist attractions, and thus, tourism development needs to be carefully managed and continuously maximized to improve tourism performance. This will make the attractions more appealing and of better quality so that Aceh Jaya's aim as a visiting place can be ideally achieved (Figure 4).

Attraction: In line with this, the Head of the Tourism Division of the Aceh Jaya

Disparekrafpora stated that the Aceh Jaya Government is aggressively encouraging the revival of the regional tourism business by formulating a development strategy in the 2023–2026 Regency Development Plan and the Regional Tourism Development Master Plan. This master development plan will serve as a strategic roadmap for executing comprehensive and sustainable tourism development in Aceh Jaya.

The Acting Regent noted that post-disaster tourism management in Aceh Jaya comprises different components, such as evaluating existing tourist potential, improving supporting infrastructure, empowering local communities in the tourism industry through partnership programs, and promoting tourism. Sustainable tourist development will have a good impact on the economic growth and welfare of the inhabitants of Aceh Jaya.

Empowering Local Communities Through Partnership Programs: The Aceh Jaya Regency Government cannot carry out the post-disaster tourism marketing communications management process alone. Limited human, financial, and labor resources necessitate collaboration with various parties such as the private sector, non-profit organizations, NGOs, and other civil society organizations. The government also needs to involve local communities in efforts to develop tourism destinations so that they get support and a degree of sustainability. In some cases, post-disaster tourism destination development requires support from the central government or national institutions. Regional parties need to collaborate with various stakeholders to secure necessary support and approvals. Collaboration with experts in these fields can ensure comprehensive and sustainable development.

The Aceh Jaya Government has made various efforts to increase investment rates and improve community welfare, such as easing permits and creating social infrastructure that supports a conducive and sustainable investment climate. These efforts have yielded positive results; throughout 2022, the number of investments in Aceh Jaya increased to 66 billion from 37 investors. It was even recorded that in February 2023, the government explored Business Matching with investors from South Korea, Japan, and India to encourage

cooperation and investment to establish the business sector as an economic engine in Aceh Jaya in the future.

Last March, the government established cooperation in Sharia micro-enterprise development with the Government Investment Center. Through this microbusiness financing program, it is hoped that it can assist tourism actors in developing their businesses so that they can contribute to the growth of the regional economy. In elephant conservation, the Aceh Jaya Government has maintained an ongoing collaboration with PT Tunggal Perkasa Plantation, a subsidiary of Astra Agro, since 2015. Apart from that, Bank Indonesia and the Atsiri Research Center are collaborating to develop Aceh Patchouli cultivation, which supports the creation of eco-tourism and edu-tourism and promotes regional superior commodities. Several companies, including PT PLN UIW Aceh, provide financial assistance through their CSR program for the development and management of Turtle Conservation Areas in collaboration with the NGO Aroen Meubanja. Meanwhile, in the media sector, the government has also collaborated with 13 local and national mass media outlets to promote tourist visits and maintain a positive image of tourism destinations that supports Aceh Jaya's destination branding strategy.

Aware that tourism is a pivotal sector needing serious development to ensure the success of the South West Aceh economic corridor, the government actively encourages community involvement in developing tourist destinations through a community empowerment approach. As a pilot project, the government provides homestays in four potential tourist locations, which will serve as accommodations for tourists. Communities are also encouraged to independently establish homestays, with funding assistance available through People's Business Credit and other government funding.

On the other hand, the rapid growth of tourism awareness groups (Pokdarwis) in Aceh Jaya shows significant development. The main objectives of forming the 28 Pokdarwis are: first, to increase the income and welfare of the local community by creating new job opportunities and promoting micro and small businesses in the tourism industry; second, to maintain,

preserve, and introduce local culture, traditions, and heritage through cultural festivals; third, to protect natural habitats, monitor activities that damage the environment, and promote environmentally friendly tourism practices; and fourth, to improve tourism infrastructure, such as building hiking trails, improving road access, and developing tourism facilities. In essence, Pokdarwis aims to achieve a balance between sustainable tourism development and management by considering the interests of local communities, environmental preservation, and understanding of local culture and heritage through collaboration with Non-Governmental Institutions and the private sector.

One of the strategic steps taken by the Aceh Jaya Government to develop competencies for local tourism actors is to provide homestay management training. This training program aims to increase the knowledge and skills of homestay managers so they can provide a more personal and authentic experience for tourists and, in turn, improve the quality of Aceh Jaya tourism. This training program is in collaboration with PT. Martel Bandung and GM Inn Hotel Banda Aceh. In addition, the government will provide a budget of 20 million for homestay businesses in ten tourist destinations to improve the quality of homestay management in terms of service, facilities, and cleanliness of the homestay so that it becomes more attractive and comfortable for tourists. On the other hand, Aceh Jaya is enhancing human resource capacity through a collaboration program with the Indonesian Tourism Actors Association (ASPPI). A total of 200 tourism and creative economy entrepreneurs received training in tour guiding, content creation, and graphic design to create sustainable vocational programs, especially in post-disaster tourism development.

The government is also establishing partnerships with the American, Canadian, Malaysian, and Australian chapters of the Aceh Diaspora to encourage the adoption of villages in the Aceh Jaya region. This initiative aims to realize social welfare development based on village potential, integrated with sustainable community empowerment programs. The government is aware that it is important to have a coordinated and collaborative approach in efforts to develop post-disaster tourism

destinations. This will help the government maximize opportunities for sustainable economic and social recovery in these areas.

Infrastructure Development and Tourism Promotion: In the post-disaster tourism marketing communications management process, improving infrastructure is a crucial phase. Good infrastructure can improve the tourist experience, expand accessibility, and boost local economic growth. The research results reveal that while some important components of destination infrastructure, including access to the main route to Aceh Jaya and electricity, are appropriate, several areas need improvement. Public transportation is inadequate, tourist information centers are difficult to find, restaurants and souvenir shops are minimal, digital communication infrastructure is unevenly distributed, and there are several blind spots around the Aceh Jaya area. Health facilities and security are also lacking. Additionally, some roads to tourist attractions are undeveloped to the point it forces local inhabitants and tourists to rely on pathways to get to these locations.

The underdeveloped Infrastructure restricts visitor numbers and causes Aceh Jaya to be more of a stopover or transit area rather than a destination where tourists stay overnight. The limited availability of accommodations that do not meet visitors' tastes is also a main issue. It is recorded that there are only five lodgings available in Aceh Jaya, and none of which are star hotels. As a result, tourists opt to spend the night in West Aceh or perhaps Banda Aceh. Apart from that, there are no nighttime attractions such as concerts, night tours, live music, or even night markets in this neighborhood; only a few coffee shops with minimal facilities remain open at night. As a result, tourists have limited opportunities to enjoy the tourist destinations. Furthermore, the restricted evening attractions may also be attributed to the fact that Aceh Jaya follows Islamic Sharia law, which includes various Qanuns that prohibit activities at night. In other terms, it may be claimed that infrastructure development in Aceh Jaya has not been fully adequate.

Based on the research results, it was concluded that the Aceh Jaya government has not ideally implemented the tourism marketing strategy they designed. The government has

not fully utilized cooperation with media teams. They tend to only publish information about activity schedules and announcements. However, collaboration with the media could be more effectively utilized, such as through advertisements, designed to resemble news content in publications so that the promotional strategies for tourist destinations in Aceh Jaya appear less like overt advertising. In these advertisements, the media can incorporate travelers, influencers, and investors to provide publicity on their positive experiences when visiting and enjoying tourist destinations in Aceh Jaya. This indirect approach can announce favorable developments or unique events related to tourism sites in Aceh Jaya.

Furthermore, the management of government websites and social media in Aceh Jaya has not been managed professionally. On these website pages, one typically finds only press releases; there is no information about major tourist locations or scheduled event activities planned by Aceh Jaya. Consequently, interested tourists often need to independently search for information about tourism destinations in Aceh Jaya. In reality, the government could effectively utilize these websites by providing brief reviews of tourist sites, travel routes, hotels, restaurants, event schedules, activities offered at the destination, as well as photo galleries and testimonials from tourists. Apart from that, the lack of training for tourism players in Aceh Jaya means that they are not fully aware of using social media as a platform for tourism marketing. Content on social media related to tourist locations that are controlled autonomously by the community tends to be sparse and not sufficiently informative to capture audience interest. The government and management can generate content that describes natural beauty, culture, and other attractions, which can improve tourist interest in visiting.

Reconstructing the Post-Disaster Tourism Marketing Communication Model Based on the SOSTAC Approach: Based on the research findings and data analysis, researchers advocate the SOSTAC strategy as an optimal and applicable approach to be utilized in building post-disaster tourism marketing communications in Aceh Jaya. SOSTAC is a planning arrangement based on several primary factors in defining actions,

including determining decisions in marketing. It stands for situation, objective, strategy, tactics, action, and control. Apart from being a planning model, SOSTAC can also be utilized to expand product marketing so that it can generate support for sustainable tourism management in Aceh Jaya Regency. The stages in the SOSTAC analysis include: first, Situation analysis: Also known as SWOT analysis. This stage involves understanding the current situation. This analysis is a basic stage in establishing post-disaster tourism marketing communications management plans. In this stage, the Aceh Jaya Regency Government can describe their current destination positioning by (1) analyzing the tourist attractions and weaknesses of the region; (2) Evaluating the image of the destination in the eyes of tourists, and identifying their needs from a tourist destination; (3) Reviewing current and plans for sustainable tourism development and management to ensure they are optimally realized; (4) Assessing the size of opportunities and predicting future threats; (5) Identifying attractions offered by other tourist destinations in other areas so that they can attract tourists to visit; (6) Analyzing investor needs; and (7) Analyzing potential consumer segmentation. The results of the situation analysis are then utilized to establish goals and design better growth strategies at the following level.

Second, Objectives. After determining and analyzing the circumstance, the following stage is setting objectives or goals. The stages of goal setting are arranged using SMART steps: Specific, Measurable, Attainable, Relevant, and Time-related. In this case, the Aceh Jaya Regency Government needs to set goals to achieve, such as (1) constructing destination branding to introduce to tourists; (2) Increasing the percentage of tourism destination development per year; (3) Increasing the number of tourist visits; (4) Increasing the PAD obtained from the tourism sector; (5) Developing tourism HR competencies; and (6) Determining the period for goal realization.

Third, Strategy. After preparing and identifying goals, the next stage is determining steps in the form of strategies. At this stage, the Aceh Jaya Regency Government needs to formulate steps to achieve these goals such as: (1) Highlighting the unique appeal (wow factor) that other regional tourist destinations do not

have, known as positioning; (2) Increasing the capabilities of business actors to meet the needs of the tourism industry; (3) Developing infrastructure and facilities that support tourist needs and preferences; (4) Getting new tourists and retaining frequent tourists who often visit through creating impressive attractions and experiences at destination locations; (5) Determining multichannel marketing channels that suit the target consumers; (6) Building involvement and interaction with tourist to develop tourism marketing communications management through various content presented in the media such as holding competitions, giveaways, answering comments, and holding webinars; and (7) Building partnerships with potential stakeholders. In implementing the strategy, it is crucial to regularly monitor and analyze progress, no matter how modest. If necessary, the government can revise strategies according to developments and tourist responses in the field.

Fourth, Tactics. Here is a series of extensive explanations detailing the processes or phases we follow to reach the aim. In this stage, the Aceh Jaya Regency Government is encouraged to identify methods utilizing the following steps: (1) optimizing the 8P aspects—product, price, place, promotion, people, process, physical proof, and public relations—according to the current demands of tourism actors; (2) Encouraging business actors to utilize various promotional media such as social media, paid advertising, and pop ups on online news channels; (3) Professionally managing tourism websites and social media for tourist destinations by visualizing content that is pleasing to the eye; (4) collaborating with digital influencers who have large followings on social media to increase the visibility of tourist destinations; (5) Maximizing promotions through Advertorials in the media; (6) carrying out Search Engine Optimization (SEO) tactics so that all key words related to Aceh Jaya's destinations appear on the first page of search site; and (7) Allocating a special budget for Pay-Per Click (PPC) advertising based on keywords typed in by potential customers.

Fifth, Action. The fifth stage is bringing the marketing plan into reality through measurable and systematic actions. Here, action plays a crucial part because the strategies used

could be missed. In this stage, the Aceh Jaya Regency Government needs to: identify who is responsible for each of the tactics described in the previous stage, design a promotion schedule by determining the right time to carry out promotions, allocate the necessary budget for promotions or advertising, determine relevant keywords when creating content to optimize its effectiveness, identify influential influencers in the tourism industry, and maximize cooperation with local communities, media, investors, and tourism associations to increase exposure, business growth, and sustainability of the tourism industry. This was done to limit the possibilities that inhibit the purpose of building post-disaster tourism marketing communications management in Aceh Jaya Regency.

Lastly, Control. The final portion of this stage is monitoring and measuring performance based on the goals defined in the second stage. This part is the final stage of the sequence of phases in the SOSTAC model. The aim is to validate and analyze whether the actions carried out are under the intended objectives. In this stage, the Aceh Jaya Regency Government will measure whether the tactics and measures implemented have been successful or still need improvement. This monitoring can be done using numerous measures, such as web analytics, key performance indicators, testimonials from visiting tourists, feedback from audiences who access content, insights from stakeholders, and analyzing tourism visit statistics.

Based on the study's findings, we recommend using SOSTAC as a strategic approach for the Aceh Jaya District Government to develop post-disaster tourism communications. This approach can provide an idea of how to build an effective approach with internal and external parties, provide education to the persuasion stage for tourists, and maintain and evaluate the relationships that have been built between all stakeholders, which are expected to increase the number of tourist visits, both local and foreign. On the other hand, this strategy will also stimulate added value in the community's economy. The adoption of the SOSTAC Approach, which is supported by policy, has the potential to create a multiplier effect on the economic growth of the community, which benefits both tourism players

and the general public in Aceh Jaya Regency.

CONCLUSION

Post-disaster tourism is a useful strategy to restore the economies of communities impacted by disasters. However, local government efforts are typically limited by the absence of optimal techniques and procedures for running a post-disaster tourism business. Based on the analysis presented, this research concludes that the Aceh Jaya Government has carried out a post-disaster tourism management process that includes various aspects, such as identifying tourism potential, empowering local communities in the tourism sector through partnership programs, developing supporting infrastructure, and promoting tourism. Although in practice several aspects have not been optimally implemented, such as infrastructure development and tourism promotion, these various efforts have demonstrated the government's awareness that sustainable tourism development will positively impact economic growth and the welfare of the people of Aceh Jaya.

The supporting aspects in the post-disaster tourism marketing communications management process carried out by the Aceh Jaya Regency Government include the abundant natural beauty and regional government policies focused on tourism development. Meanwhile, the inhibiting factors include the limited budget for tourism development and the lack of awareness among local communities about the potential of regional tourism, even though Aceh Jaya Regency already has naturally formed tourist attractions. In this aspect, political will is required to allocate a regular budget for developing a sustainable tourism ecosystem in Aceh Jaya District. Budget support is also necessary to empower tourism actors and local communities so that they can be involved in developing post-disaster tourism in Aceh Jaya.

This research suggested that local governments take additional action in integrating various tourism potentials into an integrated business ecosystem, such as providing adequate accommodation, supporting infrastructure, and various other facilities. Moreover, local governments and tourism

actors need to maximize tourism promotion through media channels. The media has a key role in spreading positive messages about tourism destinations and creating sustainable tourist interest. Therefore it is fitting that the government maximizes tourism promotion in various media to effectively reach potential tourists.

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