Analysis of dynamic agility orchestration resources as a model for Sunda Strait Coastal tourism recovery

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KEYWORDS
Dynamic Agility
Orchestration Resources
Sunda Straits Coastal
Tourism Recovery

ABSTRACT
This study aims to do two things: 1) figure out why coastal tourism isn’t coming back, and 2) find a way to connect the results of different studies on how tourism affects coastal tourism recovery. Part of the research plan was to do a causal study, which looks for a link between a cause and an effect. Purposive sampling was used to select samples from the study populations of tourism actors in the Sunda Strait and Banten Province. The data were analyzed quantitatively and qualitatively (mixed methods). The IBM SPSS AMOS 21 (Analysis of Moment Structure) and Structural Equation Modeling (SEM) AMOS 21 programs were used to do descriptive analysis and test models and hypotheses. There was a connection between the tsunami disaster and the COVID-19 pandemic. These two things are the main reasons why the Sunda Strait coastal tourism sector is in a crisis, and it is still hard to get out of a crisis like this. Disaster management was shown to have a big, positive effect on the crisis, the way resources are used, and the number of tourists who visit. Tourist visits had a significant impact on dynamic agility orchestration resources and coastal tourism recovery. Also, the tourism crisis helped the coastal tourism industry get back on its feet in a big way. The tourism crisis and coastal tourism recovery benefited significantly from dynamic agility orchestration resources.

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1. INTRODUCTION

The effects of the tsunami disaster, combined with the COVID-19 pandemic, are still the main factors in the tourism sector crisis in Banten Province, and such a crisis is difficult to recover from. The effects of the two disasters and the tourism crisis are the cause of tourism’s slow recovery, as evidenced by the combined length of stay of guests (foreign and Indonesian) at five-star hotels in April 2022 only reaching 1.33 days, a 0.05 point decrease from the previous month. The combined RLMT of five-star hotels fell by 0.38 points in comparison to the same month last year (Ministry of Tourism and Creative Economy, 2022).

Furthermore, this study was based on the phenomenon of the unrecovered tourism sector in Banten, which was associated with the sector’s poor performance as manifested by the low level of room occupancy. This condition was then traced through a study that examined the state of the art in tourism recovery as a result of disasters and the COVID-19 pandemic. Disasters in the tourism industry are to blame for its poor performance and slow recovery (Yeh, 2021).

Natural disasters, pandemics, terrorism, and other similar events necessitate tourism recovery strategies (Reddy, 2020). The impact of crises and disasters, disasters and tourism crises, and disasters and tourism crises, all necessitate a crisis management approach. Inappropriate reactions were discovered to be the cause of tourism’s demise.

As a result, Griffiths (2020) contends that if the government can contain the outbreak in a disciplined and systematic manner, the tourism sector will grow. According to Mahpudin and Suseno (2022), steps should be taken to consolidate tourism empowerment. As the most recent explanation shows, this study’s position is different from that of other studies.

In this study, repositioning variables was done by taking into account how they make sense together, as shown by the results of other studies. Coastal tourism recovery, tourism crisis management, disaster management, and tourist visitation were all variables at play here. This study aimed to find out how tourist visits and coastal tourism recovery are related. Meanwhile, Dynamic Agility Orchestration Resources provided a novelty as an intervening variable for the relationship between tourist visitation and coastal tourism recovery, which will be discussed in depth and broadly in a theoretical review. This offer is certain to contribute to the advancement of knowledge in tourism studies and strategic management.

This study aims to: (1) address the problem of low coastal tourism recovery; and (2) bridge the gaps in previous studies’ findings on the effect of tourist visits on coastal tourism recovery by developing the novelty of “dynamic agility orchestration resources,” which was then explored and tested systematically.
2. LITERATURE REVIEW

2.1 Disaster Management

The Business Dictionary (2022) defines disaster management as "a set of measures taken to lessen the impact of disasters, restore order, and put things back to normal." Disaster emergency response often includes conceptual disaster modelling. Durepos and Wiebe's (2010) model included a thematic analysis of staging with group or cluster classification, and Novadan et al. (2018) used a variety of severity levels gleaned from assessment and thematic analysis.

Complex and decentralized activities are required immediately following a disaster to begin the recovery process in tourist hotspots (Smith & Birkland, 2012; Olshansky et al., 2012). Tourism hotspots can benefit from a thematic approach to disaster management (Van der Waldt, 2013; Leon & March, 2014; Nojavan et al., 2012).

According to Benditi & Barrios (2016) and Brueckner & Lederman (2018), an interdisciplinary approach is necessary for disaster management. There was a need for a more all-encompassing disaster recovery framework, as both Wisner (2011) demonstrated.

In the context of the framework for dealing with disaster emergencies in tourism destinations, logistical assistance for disaster victims is very necessary. Distribution modelling for humanitarian logistics support is the subject of another evidence-based review (Shafer, 2014; Gosling & Geldermann, 2014; Ferdinand-Lionardo & Nouaouri, 2017).

An application is provided by Alabduwahab (2016) and Lewis & Kiple (2012) that functions according to the basic needs of disaster victims and takes into account factors such as location, aid logistics warehouse, number of vehicles, and number of personnel.

The following hypotheses can be made in light of the various study findings described above:

H1: The faster the tourism crisis is resolved, the better disaster management will be.

H2: Dynamic Agility Orchestration Resources perform better when disasters are better managed.

H3: The more controlled the disaster management, the higher the post-crisis tourist visits.

2.2 Tourist Visit

According to the United Nations World Tourism Organization (UNWTO), tourism is "any phenomenon that draws tourists from far and wide to a particular destination, whether that destination is fixed or mobile" (UNWTO, 2013). As a broader concept, tourism encompasses any trip, whether for leisure or business (Oxford English Dictionary, 2005).

Leisure tourism is defined as trips taken for purposes other than working or living, typically lasting more than 24 hours but less than a year (UNWTO, 2013). Insights into the effectiveness of using eWOM (electronic word of mouth) to boost the destination's reputation are intriguing (Kanwel, 2019; Lai, 2020).

Paying attention to the factors of service provision will strengthen visit intentions, especially for natural tourism destinations (Huang, 2019). High personal risk-taking conditions, such as the emergence of negative emotions over disaster events, have been shown to significantly impact post-disaster tourist visits (Aliperti & Cruz, 2019; Yuen et al., 2020).

Prior research by Lau et al. (2010) found that when the government took action to restore order after a crisis, locals' moods brightened and they were more likely to travel for pleasure. In addition, Su (2020) introduces the concept of destination social responsibility (DSR) strategy in light of attribution theory analysis by classifying proactive, reactive, and exploratory approaches, where information sources are able to successfully moderate the relationship between DSR and tourist attribution. Male tourists are more likely to visit a natural tourism destination than female ones, so it's crucial that natural tourist spots prioritize service provision factors (Huang, 2019).

The following hypotheses can be made in light of the various study findings described above:

H4: Dynamic Agility Orchestration Resources are more effective when there are more visitors.

H8: If more people visit the coast, the industry will bounce back sooner.

2.3 Tourism Crisis

In an effort to restore community psychology by raising awareness of events and to stimulate the local economy and build tourism economic institutions, the public has been evaluating government policies in response to the crisis in the tourism industry (Aliperti & Cruz, 2019).

By relying on the contributions of those with personal connections to Covid-19, Yamada et al. found that the Japanese tourism crisis had prompted a change in spatially-reconstructed behavior within the country's integrated care system. Twitter data were retrieved by searching for #Covid-19. An argument presented at Covid-19 showed that government efforts to bolster the tourism industry in the wake of a pandemic often backfired because they conflicted with the underlying market logic.

In some cases, the government is in a position to take the reins and steer policy in a more positive, long-term direction by centralizing resource distribution (Suseno et al., 2019). Globally, the tourism industry has been negatively impacted by closed tourist destinations and various mobility restrictions (UNWTO, 2013). In India, Germany, China, Japan, Mexico, the United Kingdom, and the United States, domestic spending accounted for more than 80% of tourism revenue; in France and Italy, it was more than 70% (UNWTO, 2013).

A value-at-risk strategy should be implemented via a focus on traditional and domestic market portfolio orientation, an awareness of the cyclical nature of domestic tourist demand, and the ability to attract new market segments (UNWTO, 2013).

The above-mentioned research findings allow us to propose the following hypothesis:

H6: The more controlled the tourism crisis, the faster the recovery of coastal tourism.

2.4 Development of Novelty Proposition of Dynamic Agility Orchestration Resources

Teece et al. (1997) introduced Dynamic Capability Theory by arguing that in a rapidly evolving market, two viewpoints—a shifting environment and intense competition—are re-
required. Assuming that a company is a collection of resources that are manifested into functional distribution, it is necessary to look for various alternatives to support the configuration of resources and competencies that will allow the company to win the competition through excellence (Barney, 1991).

Furthermore, businesses are essential for maintaining a competitive edge, in the long run, (Eisenhardt & Martin, 2000). To stay competitive, organizations need to be able to adapt to a market that is constantly shifting (Easterby-Smith & Prieto, 2008; Suseno, 2019).

Agility is defined as “ease and grace in physical activity” or “elegance in physical activity” by Merriam-Webster (2022). Flexibility, swiftness, balance, integration, coordination, strength, reflex, and stamina are all hallmarks of an agile physique. Balance and control over one’s balance are essential components of agility (Suseno et al., 2020).

Dynamic equilibrium is also closely related to agility. A person’s agility results from the careful coordination of many moving parts. As discussed by Dyer and Erickson (2009), Ozaki et al. (2016), and Baskarada (2020), agility in business and organizations is synonymous with the capacity to evolve in response to changing conditions.

When it comes to innovation, it’s not just luck; the versatility of human resources is also a factor. A company can be more agile if its internal communication channels, and by extension, its shared vision, are constantly evolving, supported by the systems and platforms that serve as their functional basis (Suseno, 2019).

Scientists have been working on the concept of orchestration since the 1990s, as evidenced by the findings of several studies on organizational behavior. The term “network orchestrator” was coined in the early 2000s by Remo and Julian (2001). Additionally, it was created with the link between the organizational structure proposed by Kilduff and Tsai (2003) and Obstfeld in mind (2005).

Therefore, it is clear that intangible knowledge, such as consumer preferences, public opinion, and existing networks, plays a larger role in network orchestration. These include Foster Borgatti (2013), the Gerson Lehrman Group, Alpha Sight, and others. Orchestration, as discussed by Suseno et al. (2019), is a method that likens how a company’s resources can provide alignment to strengthen the achievement of goals.

Orchestration, as claimed by (Suseno et al., 2020), facilitates the development of networks among participants. To add to this, it has been argued by Paquin et al. (2013), Gao et al. (2021), and Nessen et al. (2020) that orchestration is an interaction in every product or service that adds value.

Orchestration, as defined by Lavie (2008), includes molecular and cellular therapies. To sum up, the RBV method has been well-received, particularly among business leaders (Prahalad & Hamel, 1990), and has led to the creation of excellent tools (Lavie, 2008; Suseno & Dwiamadja, 2016). Later researchers attempt to merge RBV with the neoclassical economic theories of the Ricardian and Penrosian schools, according to which businesses can achieve supranormal and sustainable returns on their investments (Lewis & Kipley, 2012; Hunt, 2013). The framework of this study is the concept of novelty, and in subsequent developments, the more modern concept of orchestration is used as one of the supporters.

The orchestration strategy, as described by (Suseno et al., 2019), is based on the premise that a company’s resources, when pooled together, can increase its effectiveness by increasing its focus and coordination. Results from studies of industrial relations practices show that workers involved in an organization’s resource orchestration are frequently subjected to unfair treatment (Suseno et al., 2020).

In-depth research into organizational behavior orchestration is then conducted, using evidence that businesses have established extensive networking among partners, shared and interacted in creating each value in the form of products or services, forged stronger bonds, exchanged advice, and jointly developed new offerings (Wang, 2020).

Proposition: “Dynamic agility in orchestrating resources to reconstruct internal and external resources” captures the essence of the novel approach of dynamic agility in orchestrating resources. This idea has the potential to help the tourism industry recover more quickly from setbacks caused by natural disasters and pandemics and to better adapt to an ever-evolving landscape.

H5: For the tourism industry to recover from the current downturn, it is vital to implement as many dynamic agility orchestration resources as possible.

H7: The more quickly coastal tourism recovers, the more dynamic agility orchestration resources are used.

2.5 Recovery of Coastal Tourism

Using spatial knowledge in implementing post-disaster tourism recovery, with predictability and avoidance, (Yan et al., 2017) created a UNWTO study that traces coastal tourism recovery (2017). Four researchers have developed the idea of disaster-proof tourism which includes the following four key characteristics. The first is an awareness of and skill with the market forces, the second is the ability to work with others to build a robust network, the third is the leadership of the public sector, and the fourth is the willingness and ability to change and learn quickly.

3. METHOD

This investigation took a cause-and-effect oriented, or causal, approach. Purposeful sampling was used to select study populations of tourism industry actors in the Sunda Strait in Banten Province, Indonesia.

The research was carried out in the Sunda Strait, located on the westernmost part of Java Island, which is a part of the Indonesian province of Banten. A questionnaire was distributed in a snowball fashion through different channels, observations, interviews, and discussions to gather information. Quantitative and qualitative methods were used to analyze the data (mixed method).

4. RESULTS AND DISCUSSION

4.1 Results

4.1.1 Disaster Management Variabel

The disaster management variable, as measured by six indicators yielded the results of calculating the index value of the respondents’ answers as table 1 follows:

Table 1 above shows that the average disaster management variable index is 61.5%, so it can be concluded that it is in the medium category. Of the 6 indicators, the highest index value was on the DM2 indicator at 67.0% and the lowest was on the DM6 indicator at 54.1%.
4.1.2 Variable of Tourism Visit

Tourism Visit Variable as measured by three indicators, the results of calculating the index value of the respondents’ answers are as follows:

The table above shows that the average tourism visit variable index is 57.4%; it can be concluded that it is in the medium category. Of the 3 indicators, the highest index value is on the TV2 indicator at 59.5%, and the lowest on the TV3 indicator at only 57.4%.

4.1.3 Variabel Tourism Crisis

The tourism crisis variable as measured by 6 indicators, the results of calculating the index value of the respondents’ answers as follows:

Table 3 above shows that the average tourism crisis variable index is 52.7%; so it can be concluded that it is in the moderate category. The TC5 indicator has the highest index value of the six indicators, at 56.0%, and the lowest, at 49.1%.

4.1.4 Variabel Dinamic Agility Orchestration Resources

Variable Dynamic Agility Orchestration Resources as measured by 4 indicators, the results of calculating the index value of the respondents’ answers are as follows:

Table 4 above shows that the average index of the Dynamic Agility Orchestration Resources variable is 54.6%, which can be concluded as being in the medium category. Of the 4 indicators, the highest index value is on the DA2 indicator at 58.4% and the lowest on the DA3 indicator at 51.8%.

4.1.5 Variabel Beach Tourism Recovery

The table above shows that the average beach tourism recovery variable index is 52.7%. It can be concluded that it is in the medium category. Of the four indicators, the highest index value was on the TC5 indicator at 51.9%, and the lowest on the TC2 indicator was only 49.1%.

4.2 Discussion

The statistical test results on the first hypothesis determined the estimated value for the effect of Disaster Management on the Tourism Crisis to be 0.425, with a CR value of 4.488 and a p-value of 0.000. At a significance level of 5%, it is possible to conclude that disaster management had a major positive effect on the current tourism crisis.

Disaster Management’s effect on the Tourism Crisis was significant and had a constructive direction. The variable of disaster management affected the variable of the tourist issue. According to Kavota (2020), if disaster management is not adequately curated, combined with social media usage, it will impact the survivors’ information accessibility, adaptability, proactiveness, and resilience. In addition, it will have an impact on the way information is shared.

According to the statistical test performed on the second hypothesis, the estimated value for the influence of Disaster Management on Dynamic Agility Orchestration Resources was 0.285. In contrast, the CR value was found to be 2.827, and the p-value was found to be 0.005. At the 5% significance level, it is possible to conclude that Disaster Management considerably benefits the Resources Used for Dynamic Agility Orchestration. The findings of this research are consistent with the findings of a study carried out by Sabbaghtorkan (2020) and Khan (2020), which found that efforts to remedy problems extended beyond the immediate impacts of natural catastrophes. Chan (2020) and Sawalha (2020) further explain that it is vital to consolidate resources around the catastrophe site to restore the emergency and limit the detrimental impact (Oktari, 2020; Eid, 2020). Chan (2020) and Sawalha (2020) both cite Oktari (2020) and Eid (2020) as their sources.

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The estimated value for the effect of disaster management on tourist visit was 0.657, with a CR value of 6.452 and a p-value of 0.000, according to the results of the statistical test on the third hypothesis. This indicates that, at a signifi-
Table 2. Tourism Visit Variable Index Value

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Average Index Value 57.4%

Table 3. Tourism Crisis Variable Index Value

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<td>3.7%</td>
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<tr>
<td>TC6 5.2%</td>
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<td>6.7%</td>
<td>1.5%</td>
<td>100%</td>
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<td>53.4%</td>
</tr>
</tbody>
</table>

Average Index Value 52.7%

Significance level of 5%, disaster management had a significant positive impact on tourist visits. This indicated that the issue would be better controlled if disaster management was well-managed and backed by a group of volunteers to help with disaster emergencies (Giuliani, 2020; Sarabia, 2020; Wright, 2020).

According to the findings of the statistical test performed on the fourth hypothesis, the estimated value for the effect of tourist visits on Dynamic Agility Orchestra- tion Resources was found to be 0.610. In contrast, the CR value was found to be 6.088, and the p-value was found to be 0.000. Based on these findings, it is possible to conclude that tourist visits significantly positively affected Dynamic...
Agility Orchestration Resources at a significance level of 5%.

This finding is consistent with the findings of a study that was carried out by Kanwel (2019) and Su (2020), who discovered that the recovery of tourist visits following a natural disaster was difficult for the government. After all, the tourism business is considered to fall under the broader category of the service sector Back (2021). If efforts to revive the tourism industry are efficient and timely, they will benefit the surrounding area’s economy (Lee, 2019; Bui, 2020; Galvez and Perez, 2021).

According to the findings of the statistical test performed on the fifth hypothesis, the estimated value for the effect of Dynamic Agility Orchestration Resources on the Tourism Crisis was found to be 0.436. In contrast, the CR value was found to be 5.286, and the p-value was found to be 0.000. Based on these findings, it is possible to conclude that Dynamic Agility Orchestration Resources had a significant positive effect on the Tourism Crisis at a significance level of 5%.

Therefore, it is becoming increasingly obvious that the innovation of Dynamic Agility Orchestration Resources plays a significant role as a bridge to cope with the crisis in the tourism industry (Chen, 2019; Kristoffersen, 2021).

Badrinarayanan (2019) and Asiaei (2021) provide direction in the form of an analogy with a business organization and the specification of resource usage to make the objective of resolving the crisis more rapidly and at a lower cost.

Based on the findings of the statistical test performed on the sixth hypothesis, the estimated value for the effect of Tourism Crisis on Coastal Tourism Recovery was calculated to be 0.676, the CR value to 5.027, and the p-value was calculated to be 0.000. Given these findings, it is possible to conclude that the Tourism Crisis had a significant positive effect on Coastal Tourism Recovery at a significance level of 5%. These findings align with the evidence suggesting crises are a risk to organizations or situations that contain an element of surprise and unpredictability along with a limited amount of decision-making time for decision-making (Sheller, 2020; Zhao, 2021). Dayour (2020) then emphasizes that a crisis is an urgent transformation process. Wearing (2020) and claims that to handle crises with varying features effectively, multiple needs must be met through essential adaptations.

According to the findings of the statistical test performed on the seventh hypothesis, the estimated value for the effect of Dynamic Agility Orchestration Resources on Coastal Tourism Recovery was found to be 0.206. This value was accompanied by a CR value of 2.089 and a p-value of 0.037. Based on these findings, it is possible to conclude that Dynamic Agility Orchestration Resources significantly positively affected Coastal Tourism Recovery at a significance level of 5%. The findings of statistical tests on the novelty of the effect of Dynamic Agility Orchestration Resources on Coastal Tourism Recovery revealed that Dynamic Agility Orchestration Resources had a significant positive effect on Coastal Tourism Recovery. This was the conclusion reached after examining the results of the tests.

According to the findings of the statistical test performed on the eighth hypothesis, the estimated value for the effect of Tourist visits on Coastal Tourism Recovery was 0.245, the CR value was 2.177, and the p-value was found to be 0.029. Based on these findings, it is possible to conclude that Tourist visits significantly positively affected Coastal Tourism Recovery at a significance level of 5%. It is essential to have a further conversation about tourism, which should cover both leisure and business travel (Wen, 2021; Wearing, 2020; Volgger, 2021). In the context of tourism on a global scale, two elements affect the balance of payments in two different directions. These are referred to as inflows and outflows, respectively. Other data presented in a study carried out by Herawati (2021) and Mensah (2021) revealed that the rise in the number of people travelling internationally has a substantial impact on the rise in the amount of money spent by consumers.

5. CONCLUSIONS
There was a connection between the effects of the Covid-19 outbreak and the devastation caused by the tsunami disaster. These two aspects are the primary reason why the coastal tourism sector along the Sunda Strait had a crisis that is still difficult to recover from.

This condition is one of the elements that contribute significantly to the poor contribution of this sector towards economic recovery, both in terms of sectoral and spatial aspects. Another factor that contributes significantly is the low level of employment in this industry.

It was demonstrated that Disaster Management has a materially beneficial impact on Tourism Crisis. Dynamic Agility Orchestration Resources, as well as on Tourist visitation.

Visitations from tourists had a substantial and positively impacting influence on both the Dynamic Agility Orchestration Resources and the Coastal Tourism Recovery. In addition, the tourism crisis had a sizeable beneficial impact on the recovery of the coastal tourism industry. Both the Tourism Crisis and the Tourism Recovery were significantly helped by the positive effects of Dynamic Agility Orchestration Resources.

6. ACKNOWLEDGEMENT
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