

CHAPTER V

PENUTUP

A. CONCLUSION

From the research that has been completed by the author. It can be concluded that the wellness-based special interest tourism activities in Saarah Day which has been opened after tourism activities start on May 2020 after the PSBB can still run well even though it's just a form of survival. The existence of pandemic covid-19 force Saarah Day SPA decrease its tourism activities.

The continuity of tourism activities at Saarah Day SPA during the covid-19 virus pandemic is a blessing for the employees who have lost their source income for months. With the reopen of tourism activities at Saarah day SPA, employees can have income back to fulfill their daily basic needs. Employees have been able to work again to provide treatment services at Saarah Day SPA.

The opening of Saarah Day SPA during the covid19 still has many deficiencies and needs to be improved a lot, since the need and tourist characteristic have been changed. According to Syaifulloh, M., & Setiawan, W. (2016: 29-34) The development of tourism destinations is the main step that must be taken when we want these tourist attractions to develop properly. Because according to Nurhayati, N., & Sahrah, A. (2017: 69-90) the development orientation does not only attract tourists to visit, but also attracts

tourists to come back. Therefore, Saarah Day SPA manager should have started improved the organization of the operational, so that all the problem exist can be analyzed well and the problem solve will be faster. Hence, manager have to improve the security aspect in order to build trust from the visitors so that they can feel safer.

B. SUGGESTION

After analyze the internal and external factors owned by Saarah Day SPA by using SWOT analysis, the author has several suggestions for the development regarding to attract more visitors to come, including:

1. Improving the organization of operational based on every division and Saarah Day SPA needs. Such as, adding the manager operational and supervisor treatment.
2. Starting to analyze tourist characteristic during covid-19 to suit the needs in the new era.
3. Providing security guard and CCTV to improve the security aspect at Saarah Day SPA.
4. Maximizing social media promotion to reach more tourists and gain more exposure at the same time.
5. Highlighting the potential at Saarah Day SPA to compete with the competitors.