

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Lal Tibba is the highest point in Mussoorie City at over 2,275 m (7,464 ft). This place is famous for its extraordinary natural beauty. The snowmountains of the Himalayas can be seen from this place. The fresh and clean air is a place worth visiting to escape the hustle and bustle of the city. This place is also frequently visited by tourists to watch the very beautiful sunrise and sunset from this place.

However, the presence of the COVID-19 pandemic has created uncertain conditions for the tourism industry. This affects visitors as well as managers. At the start of the pandemic, people were asked to stay at home, which resulted in reduced mobility and low fulfillment of tourism needs. However, this condition does not only have a negative impact, the COVID-19 pandemic has also had a positive effect on the environment. Less human activity makes nature calmer.

The economy in Mussoorie City became paralyzed when the Lockdown was implemented, this was because Mussoorie relied on the tourism sector as the main income. To solve this problem, the government has adopted a policy of traveling in new normal conditions. Which is, doing daily activities as usual but by implementing health protocols such as wearing masks, maintaining distance, and washing hands, etc. The local government has also made a regulation that tourists who want to visit Uttarakhand who

come from outside the region are required to attach a Covid19 negative certificate.

Sustainable tourism is defined by the UNWTO as tourism that takes into account current and future economic, social and environmental impacts, meeting the needs of visitors, industry, the environment and local communities.

The sustainable development of the Lal Tibba destination is expected to be one of the development concepts that will not only be a generator of economic improvement for the local community with tourism activities, but can also be a tool to maintain the preservation of nature and culture in Lal Tibba. Development must be further improved post-pandemic with strategies and programs that can certainly provide optimal results in the development of sustainable tourism in Lal Tibba.

B. Suggestion

From the results of the research conducted by the author, in the development of Lal Tibba tourist destinations, there are several things that need to be considered in the development that will be carried out in the future, including the following:

1. The government, local communities and managers must be able to coordinate and develop further the management of the Lal Tibba area which can be used as a tourism icon
2. Maintain and care for the environment around the Lal Tibba area

3. The management and government collaborate with tour and travel agents and other tourism industries to maximize the promotion and development of the Lal Tibba area
4. Updating and repairing several tourism support facilities such as procuring road signs, caution boards, and so on.
5. Increase the number of banners on health protocols and travel regulations during a pandemic.
6. Developing tour packages based on potential and character
7. Always keep the Lal Tibba neighborhood clean
8. Improve the quality of human resources by providing training to managers and the surrounding community on preserving the environment as well as English language training so that these destinations remain sustainable, have a positive impact and are mutually beneficial to each other.
9. Utilizing local commodities in the development of tourism facilities while adhering to the principle of sustainability.
10. Keep developing innovations and ideas in creating local specialties of Lal Tibba such as souvenirs, Landour coffee, etc.