



## Nomad Tourism Development Strategy in Super Priorities Tourism Destinations Labuan Bajo

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### ABSTRACT

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#### Keywords:

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The purpose of this research is to examine tourism development and identify the application of nomadic tourism in destinations Labuan Bajo super priority tourism. This study also aims to determine strategies that can be used to develop nomadic tourism in tourist destinations Labuan Bajo's super priority. This study uses a qualitative method, presenting the data in words, descriptions and descriptions. In this case, the qualitative data in question are how to apply nomad tourism and its development in super tourist destinations Labuan Bajo priority. Nomad tourism is a new style of travel and has been very suitable for development since the Covid-19 Pandemic. Nomad tourism has a concept where tourists can stay for some time with movable amenities. Nomad tourism also has the potential to develop in many tourist destinations in Indonesia with a complete tourism component, one of which is Labuan Bajo. Labuan Bajo has the potential to develop nomad tourism because it has many good amenities with criteria star and non-star with different price levels. Travel concept nomads are in great demand by tourists of productive age, namely 35-55 years and have income and rely heavily on the latest information in determining travel activities. Labuan Bajo has the potential to be developed as a destination for travel to nomads and become one of the ways to increase return visits tourists to Labuan Bajo.

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### 1. INTRODUCTION

The tourism industry in the world has been shaken by the coronavirus (COVID-19), which has officially declared a pandemic by the World Health Organization on March 9, 2020, and it's been going on for almost 18 month. Including the tourism sector in Indonesia, which is one of the contributors to the country's largest foreign exchange with a foreign exchange value of USD16.91 billion in 2019 also, feel the impact. According to the Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno on the [travel.kompas.com](https://travel.kompas.com)

page, sector foreign exchange earnings Indonesian tourism in 2020 fell drastically by 80.84% to USD 3.244 billion (KOMPAS, 2021; Kemenparekraf, 2021).

Data from the Ministry of Tourism and Creative Economy also shows a decline in the number of tourists visiting Indonesia significant, both domestic tourists and foreign tourists (tourists). During January – June 2020, the total number of foreign tourists visiting Indonesia of 3.13 million visits; decreased by 60% with the number of foreign tourist visits in the same period in 2019 amounted to 7.74 million visits (Kemenparekraf, 2021). In 2021, that number will increase even more decreased, which amounted to 74.33%, with the number of foreign tourists visiting only reached 0.80 million visits in the same period (Kemenparekraf, 2021).

Meanwhile, in conditions of limited mobility, people must continue to carry out activities, including work. Life adaptations that need to be made require humans to be able to take advantage of existing technology in communicating, completing work and performing other activities. The pandemic forced digital transformation to occur faster (Okezone, 2021). Work from home or work from home (WFH) – formerly known as remote working or teleworking, is not a foreign term, especially for freelance workers. WFH is not something new, especially in the world of work and urban planning; it has even been known since 1970's. Initially, WFH was carried out to overcome traffic jams on daily commutes to work (Mungkasa, 2020). Limited mobility when The pandemic has forced many employees and companies, and various industrial sectors to participate in implementing the WFH policy. Based on a survey conducted by Deloitte – one of the four largest accounting organizations in the world – to 1000 people professionals in the United States that 94% say they feel benefited by the existence of work flexibility, namely reduced stress and better mental health (Deloitte, 2020). IWG (International Workspace Group) plc surveyed 15,000 workers from 80 countries. The results show that 85% of respondents feel productivity at work they improve due to better work flexibility (IWG, 2019).

In a pandemic situation that requires the community to implement WFH, Indonesian tourism seems to be "stuck" for a moment. However, various efforts were made by Kemenparekraf to save Indonesian tourism, one of which is the existence of Three phases of "rescue". Health-focused Emergency Response Phases, such as social protection programs, encourage productivity when WFH. After phase Emergency Response has a Recovery phase, where the government begins to open tourist attractions in stages where preparations are made with the application of the CHSE protocol (Cleanliness, Healthy, Safety, and Environmental Sustainability) for accommodation and tourist attractions in Indonesia. After that, there is the last phase – the Normalization phase – which is making preparations for tourist destinations and attractions by standardizing protocols CHSE and promotions with discounted tour packages and MICE (Kemenparekraf, 2021). People who already feel bored with the limitations of mobility that require. Even staying at home is starting to find a glimmer of hope to be able to take a vacation as soon as possible. This is where the term emerged from the WFH concept, namely nomad tourism. This concept is expected to be a solution combining WFH and teleworking with travel activities. People who do nomad tourism is referred to as digital nomad.

Even though this pandemic is forcing digital transformation to happen faster, it is not impossible to do it later even though the pandemic is over, especially if the perceived positive impact is significant enough (CloudEx, 2020). Seeing the pattern of life of people who change as digital technology continues to develop can be exploited as a good opportunity in the tourism industry. Examples are already implemented in several countries such as Estonia, Bahamas, Thailand, etc (Investopedia, 2021). Some countries take advantage of the opportunities and conditions by implementing nomad tourism. One of the policies is to issue a visa, mainly for digital nomads.

For some countries, such as Estonia, this offer for digital nomads is already on the agenda for a long time. The digital nomad visa program from Estonia was initiated two years ago and launched on August 1, 2020, just in time for the officially announced

pandemic by WHO. As for other countries, this offer becomes a quick solution to support the tourism sector affected by the pandemic. One of the considerations relates to the spread of COVID-19 where tourists long-term is considered to have a lower risk compared to frequent short-term travellers in and out. In addition, this offer is expected to be a solution to overcome the large number of people who work it is illegal to use a holiday visa (BBC, 2020).

Then, regarding the procedures and requirements, for example, for the Digital Nomad Visa which offered by Estonia requires applicants to pay a fee, which is 80- 100 euros depending on the type of visa, have health insurance and proof of income a minimum of 3,504 euros for six months prior to arrival. BEATS Program (The Bahamas Extended Access Travel Stay) from the country the Bahamas offers a visa for one year stay at the cost of USD25, have a valid passport, have insurance, Moreover, show proof of employment statement (Investopedia, 2021). There are several indicators to see and determine whether a country or area is suitable to be used as a digital nomad destination. Such as access and Internet network speed, lodging and accommodation costs, difficulty level communication (language difficulties), visa fees and length of validity. From all indicators, internet network speed is the most crucial thing because digital nomads rely heavily on the internet to do their jobs (Kemenparekraf, 2021). Based on the achievements in the performance overview of Indonesia According to The Travel Competitiveness Index (TTCI) data, Indonesia has 2 out of 14 the indicator with the highest value is a value of 6.2 out of 7 for the price indicator competitiveness and a score of 5.9 out of 7 for the prioritization of Travel and Tourism indicators. That is, it is proven that the government prioritizes the tourism industry in Indonesia, and Indonesia has proven to have prices that can compete with other countries.

In addition to the indicators above, several other things need to be considered if the Indonesian government wants to apply the concept of digital nomads, especially in situations of pandemics like this, namely herd immunity in the target area. It can be started in the province with the highest vaccine coverage. According to a vaccination spokesman Ministry of Health dr. Siti Nadia Tarmizi at the Satgas online press conference Handling COVID-19 that until July 27, 2021, at least there is Four provinces where vaccination coverage has reached more than 50 per cent. Four provinces These are DKI Jakarta, glints of the Riau Islands, Bali, and North Sulawesi (Suara,2021). In the Java-Bali region, according to epidemiologists from the Faculty of Public Health University of Indonesia, Tri Yunis Miko Wahyono if detailed, 10% of Javanese and Balinese residents have After receiving the first and second doses of the vaccine, 60% of the residents have been exposed to COVID-19, so it can be concluded that 70% of the residents of Java and Bali already have antibodies (CNN, 2021).

When viewed from its potential, nomad tourism can positively impact Indonesia's tourism industry. Some of these things can increase the number of foreign and foreign tourists visits. Studies show that 42% of digital nomads are millennials (with an average age of 32 years), 22% are from Generation X, 19% of Generation Z, and 17% of Baby Boomers (FlexJobs, 2018). Meanwhile, Indonesia has a productive age group that reaches 67% of the total population, with 45% aged 15-34. This shows that Nomad tourism has its potential and market. Nomad tourism is a tourism trend which has enormous potential, especially to generate and sustain Indonesia's tourism sector, especially in the post-pandemic and new average era. During the Covid-19 pandemic, the ministry of tourism and the creative economy continues to develop 5 super priority tourist destinations in Indonesia, namely Borobudur, Likupang, Mandalika, Lake Toba and Labuan Bajo. Selection of the five destinations based on the readiness of each destination. The focus of the fifth development this super priority destination is also in the quality on offer. Labuan Bajo, too already has tourism products that are worthy of being visited by tourists, domestic and foreign. During the pandemic, the concept of nomadic tourism can also be implemented in Labuan Bajo to see the facilities that already support it.

Labuan Bajo is the center of tourism activity in East Nusa Tenggara Province. The development of tourism in Labuan Bajo has been going on since 1987 until now this. The development of tourism in Labuan Bajo began with the creation of a National Park Komodo as a biosphere reserve by UNESCO in 1987. In 2008 Komodo was chosen as a candidate for The New Seven Wonder and was elected in 2013 while holding the Komodo Seal Festival. It attracted many investors, so Labuan Bajo tourism began to develop. Until now, it has become one of the super-priority tourist destinations. Based on the presentation, the title for this research is "Nomad Tourism Development Strategy in Super Priorities Tourism Destinations Labuan Bajo". Labuan Bajo Super Priority". The purpose of this research is to examine tourism development and identify the application of nomadic tourism in destinations Labuan Bajo super priority tourism. This study also aims to determine strategies that can be used to develop nomadic tourism in tourist destinations Labuan Bajo's super priority. Labuan Bajo have an adventure Tourism Activities, cultural Tourism Experience, Culinary Experience (Cruise Dining, Dining with a View), beautiful spot photo and scenery (Pramezwarly et al., 2022)

Research question :

Based on the research background, the research questions used in this study Discussing this research are as follows:

- a. How to implement nomad tourism in Labuan's super-priority tourist destination Bajo?
- b. What is the strategy for developing nomadic tourism in super tourist destinations? Labuan Bajo priority?

## 2. RESEARCH METHOD

This study uses a qualitative method, presenting the data in words, descriptions and descriptions. In this case, the qualitative data in question are how to apply nomad tourism and its development in super tourist destinations Labuan Bajo priority. The data used in this study consisted of primary data and secondary data. Primary data is data obtained directly by collecting data through critical informants at the research site. Secondary data is data obtained indirectly, such as through documents. In this study, secondary data were obtained from literature studies, the internet and other sources related to research. (Sugiyono, 2014), Qualitative research explores and understands the meaning that some individuals or groups ascribe to social or humanitarian problems. This qualitative research process involves essential efforts, such as proposing questions and procedures, collecting specific data from participants, analyze the data inductively starting from common themes, and interpret the meaning of the data (Creswell, 2016).

In qualitative research, the sample is carried out when fielding researchers and during research. The sample used in this qualitative research is snowball sampling. The way to determine the sample in qualitative research is to choose specific people who have been considered to provide the necessary. Furthermore, based on the data or information obtained from the previous sample, Researchers can determine other samples that are considered to provide more complete data (Sugiyono, 2014). The data in this study consisted of primary and secondary data secondary. Primary data is data taken by researchers directly from sources of study. It can be in interviews with sources in the form of recordings and notes or direct observations made by researchers (Sekaran & Bougie, 2016).

The researcher uses secondary data related to the research theme in this article. Data collection techniques used in this study are interviews with key informants, field observations, documentation studies, and study library and will conduct focus group discussions with several resource persons. Meanwhile, for further research, researchers will conduct observations of Labuan Bajo.

1. Method of observation: observations made intentionally and systematically to the activity of the individual or other object under investigation. This research uses open

observation, where the researcher collects data and states the data source for the research (Sugiyono, 2017). The objects studied are tourism products in Labuan Bajo and the application of nomad tourism to obtain suitable strategies for developing nomadic tourism in Labuan Bajo. While secondary data is data obtained by researchers from articles, journals Alternatively, sites related to the research conducted (Sugiyono, 2017)

2. Interview method: the process of obtaining information for research purposes by using way of question and answer while face to face between the researcher and the respondent (Creswell, 2016:5). Interviews that have been conducted in this study are interviews to crucial informants, namely the tourist attraction manager, tourist village manager, local government, the tourism office, namely the head of marketing, tourist destination staff and the head of the tourism department.
3. Literature study method: this is a data collection technique by conducting a study review of books, literature, records, and reports that have to do with the problem being solved. (Sugiyono, 2017).
4. Documentation method: is a record of events that have passed (Sugiyono, 2017). Documents used in this research can be in the form of photos, pictures, videos or data that is documented in various forms.

### 3. RESULTS AND DISCUSSIONS

Labuan Bajo is the center of tourism activity in East Nusa Tenggara Province. The development of tourism in Labuan Bajo has been going on since 1987 until now. The development of tourism in Labuan Bajo began with the creation of a National Park Komodo as a biosphere reserve by UNESCO in 1987. In 2008 Komodo was chosen as a candidate for The New Seven Wonder and was elected in 2013 while holding the Komodo Seal Festival. It attracts many investors, so tourism in Labuan Bajo began to be developed; until now, it has become a super-priority tourist destination. In the current pandemic, tourism rises and brings back domestic and foreign tourists. That matter is seen in the increasing number of domestic tourist visits in 2021 by Sixty thousand four hundred thirty-nine people with details of 57,205 domestic tourists and 3,234 foreign tourists.

In developing tourism in Labuan Bajo, the government has five strategies, namely: destination development, industrial development, institutional development, creative economic development and marketing development.

- a. Destination development which includes the determination of tourist attractions, planning the development of tourist attractions, developing of tourist attractions, monitoring and evaluation of tourist attractions, procurement and maintenance and rehabilitation of facilities and infrastructure, local community empowerment and implementation CHSE.
- b. Industrial development that includes community empowerment in management of strategic tourism areas, implementation of sustainable destinations in the management of strategic tourism areas, providing services tourism business registration, providing business registration services tourism, determining TDUP, managing tourism investment, conducting business guidance and supervision, and socialization of the application of CHSE to businesses tourist.
- c. Creative economy development, which includes HR competency development tourism and the basic level of the economy, increasing community participation in development of tourism partnerships, basic training of human tourism resources for community, teachers, and students (students and or students), competency certification for workers in the tourism sector, facilities for the creation, production, and distribution process consumption and conservation of the creative economy, as well as monitoring and evaluation development of the creative economy ecosystem.

- d. Tourism institutional development includes group strengthening community, establish pokdarwis, carry out data processing and study cooperation and tourism institutions, making MOUs of cooperation, develop cooperation and coordination with related sectors (NGOs, private, community, religious leaders, etc.) and the development of the marketing sector through direct promotion, mass media, social media and regional event exhibitions.
- e. Marketing development includes developing a marketing strategy that adaptive, development of marketing cooperation with stakeholders, organizing promotional events, marketing tourism products, following exhibitions/expos, and dissemination of tourism product information through the media print, electronic and social media.

Besides these five strategies, during the Covid-19 pandemic, there was a marketing strategy based on the psychographic segmentation of tourists in Labuan Bajo, namely:

- Implementing a new pattern of tourism habits based on the CHSE
- Positioning, verification and certification of tourism businesses based on standards CHSE and tourism product quality improvement
- Branding/brand; the Regent's Decree determines Enchanting Labuan Bajo as Labuan Bajo tourism branding
- Selling/sales; online cross selling between local tour operators and tour operators in other destinations
- Increase the introduction and marketing of tourism products through social media Facebook, Instagram and TikTok.
- Holding annual events and participating in exhibitions and expos in other cities. The following are strategies and policy directions in developing tourism in Labuan Bajo :

Table 1. Labuan Bajo Tourism Development Strategy and Policy Direction

OBJECTIVE	TARGET	STRATEGY	POLICY
Mission: To develop tourism sustainably and inclusively as the main driver of the regional economy			
Increasing the benefits of tourism to the regional economy	The increasing tourist attraction of West Manggarai	Improving the quality of tourist attractions	Optimizing the study and development of potential new tourist destinations
			Increasing the availability of inclusive tourism facilities and infrastructure
			Implementation of health protocols in every tourist destination
			HR preparation through community empowerment
		Increasing tourism destination marketing	Increased promotion in regional and global markets
			Improved indirect promotions (offline and online)
Sustainable tourism destination development	Improved management of sustainable tourism destinations		
	Increasing the economic use of tourist destinations for local communities		
	Provision of environmentally friendly facilities and infrastructure		
Institutional strengthening and tourism cooperation	Integration of cooperation with related sectors		
	Integration of tourism with Pokdarwis, Bumdes, BUMD, and other business institutions		
	Increased cooperation with the central government in encouraging Labuan Bajo as a super premium tourism		
	Utilization of cultural values to support tourism		

OBJECTIVE	TARGET	STRATEGY	POLICY
Mission: To develop tourism sustainably and inclusively as the main driver of the regional economy			
Community economic integration to support tourism activities	Increasing the capacity of human resources for economic actors around tourist destinations		
	Local product marketing facilities around tourist destinations		
Increasing the production capacity of the creative economy	Increasing the capacity of creative human resources		
	Improving the quality of economic support facilities/technology		
	Increased ease of access to capital assistance		
	Increased availability of production raw materials		
	Business-oriented production method development		
Improving the quality of creative economy products	Application of creative product certification standards		
Increasing the preservation of regional culture and arts	Application of creative product certification standards		
	Increasing the role of traditional institutions in the development of cultural values		
	Increased cultural collaboration with tourism activities		
	Optimizing cultural collaboration with tourism activities		
	Improvement of cultural arts governance institutions		

In supporting the strategy of marketing Labuan Bajo tourism, the government has also arranged areas, including the Labuan Bajo Port Area, the best Water Front City in Asia and the development of the Puncak Waringin Area. In addition to regional development, the author also describes a study of the tourism component (4A) in Labuan Bajo:

a. Tourist Attractions

Tourist attractions in Labuan Bajo are very diverse, both natural attractions as well as culture. For natural tourism, tourists can enjoy the scenery water by snorkelling or diving. For diving, there are two licensed diving services, namely: Diving Operator Center and Association of tourist boats. As for the tourist attraction can enjoy local culture as well as visit historical sites and villages tourism in Labuan Bajo.

Table 2. Distribution of Tourist Attractions in Labuan Bajo

Sub-District	Tourist Attraction	Type	Description
Komodo	Puncak Waringin, Island Bidadari, Island Sture, Wae Cicu, Wae Rana, Bukit Binongko, Island Sabolo, Island Seraya Kecil, Batu Gosok, Batu Cermin, Batu Susun, Verhoven, Klumpang, Tanjung Rangko, Toro Sitangga, Island Ular, Island Burung, Pantai Menjerite, Pantai Pede, Puncak Pramuka, Pantai Gorontalo, TNK, Pantai Merah, Island Lasa, Island Penya, Tanjung Sera, Loh Gili Lawa, Lih Tala, Island Padar, Loh Udasami, Island Kelor, Loh Kima, Island Mote, Loh Desaining, Island Kalong, Warloka, Lemes, Kompo Nepa, Island Pungu, Island Kanawa, Island Sitonda, Golo Mori, Danau Dolat	Natural tourist attraction	This natural tourist attraction in Komodo District has almost been managed and visited by tourists. Managers are the government and the private sector, while the community has not become the manager of tourist attractions in this sub-district.

<b>Sub-District</b>	<b>Tourist Attraction</b>	<b>Type</b>	<b>Description</b>
Mbeliling	Liang Dara, Liang Rodak, Dangkat Pat, Cunca Wulang, Puncak Eltari, Watu Wohe	Natural tourist attraction	The natural tourist attraction in this sub-district is managed by the local community
	Kampung Melo	Cultural tourism attraction	The cultural tourism attraction in this sub-district is managed by the local community and has brought many tourists
Sano Nggoang	Danau Sano Nggoang, Cunca Rami, Waktu Panggal, Cunca Los	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists, it is still in the form of tourism potential.
Lembor	Poco Rutang	Natural tourist attraction	The tourist attractions in this district are managed by the community
Welak	Cunca Polo, Patung Manusia, Istana Ular	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
Lembor Selatan	Mberenang, Pantai Repi, dan Bukit Perisai	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
	Benteng Tanah, Benteng Wokol, Compang Lale, Sernumbeng	Historical tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
Macang Pacar	Watu Timbang Raung, Pacar Pu'u, Nua Mata Golong, Island Longos, Liang Lanting, Buncu Rewung	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
Kuwus	Tiwu Tuang	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
Ndosso	Golo Lesu	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
	Kubur Tua Nggerang	Historical tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
Boleng	Gua Rangko, Sano, Island Sebabi, Tobedo, Wae Bobok	Natural tourist attraction	The tourist attraction in this sub-district has not been managed and has not brought tourists
	Wae Bobok	Artificial tourist attraction	Daya tarik buatan di kecamatan ini di kelola oleh masyarakat lokal

b. Amenity

There are more than 25 cafes, 100 restaurants, one catering/catering service and around 36 restaurant in Labuan Bajo. The food and drinks sold are also good local and foreign cuisine. Based on data from the Labuan Bajo Tourism Office, there are 115 hotels

with various criteria. The following is the distribution of hotel and hotel data star and non-star criteria:

Table 3. Hotel Data in Labuan Bajo

Company	Criteria
Hotel Puri Sari Beach Hotel, Bintang Flores, Hotel Jayakarta, Angel Island Resort , Hotel Puri Komodo, Hotel La Prima, Sylvia Hotel, Plataran Indonesia, Sudamala Hotel & Resort, Luwansa Beach Resort, The Seraya komodo Resort, Ayana, Inaya Bay Komodo, Seasta Komodo Hotel	Star Hotel
Bajo Beach, Pantai Mutiara, Wisata Pelangi, Golo Hiltop Gardena, Hotel New Bajo, Hotel Kanawa, Restu Bundo, Diaz Nelayan, Kembang Ragi, Flores Joifull Retreat, Mbeliling Mountain Ecolodge , Pesona Room, Damai, Penginapan Welm, Villa Cajoma, Maxima Pearl. Natura Eco Wisata, Hotel Karlton, Escape Bajo, Splendida Komodo, The Teuz, Jaya Hotel, LA Rensiana, Hotel Kasuwari, La Pirate Sabolo, Danke Lodge, World BNB, The Palm Komodo Hostel, Centro Hostel, Dorme Tree, Matahari, Kharisma, Wae Cicu Beach Inn, Centro Bajo Hotel, Marselodge, Aulia Hotel, Casa Celini on the Hill, Komodo Indah, Komodo Lodge, Rima Homestay , Hotel Celini, La Pirate Hotel, Hotel Bajo Sunset, Bagus-Bagus, Sebayur Hotel & Resort, Bayview Gardens, Hotel Pagi, Sun Rise, Wae Cecu Eden Beach, Hotel Exotic, CF Komodo Hotel, Blessing, Rama Minang, Guest House Orange, Green Hill Inn, La Belle Etoile, Seirama Alam, Blue Marlin Komodo, TRIPLE 8 SUITES, CN Resort, Joyo Pangestu, Villa Domanic, Villa , Raffles Inn, Bonne Nuit, Sudamala Suites & Villas, Greenhill Boutique Hotel, Mehara Hotel, Wela Bajo Hotel & Café, Hotel Blue Parrot, Hotel Surya , Cool Breeze Fisherman's, Cool Corner, Bajo Dive Coconut, Green Prundi, Waerana Sun Set Lodge, Spring Hill Sea View, L-Bajo Hotel, Sun Set Hill Hotel, Palulu garden, Manta-Manta, Dragon Hotel Komodo, Scuba Junkee Resort, Hotel Pondok Alam , Bale Camp X-Pirates, Eco Tree O'Tel, Blue Ocean Hotel, Cajoma Guest House, Siola, Komodo Boutique Hotel, Laboheme, De Chocolate O'tel, Pavilla, Ciao Hostel, Cahaya Adrian Hotel, Hotel Beta Bajo, Wae Molas, La – Cecile, Mawar	Non Star Hotel

c. Accessibility

Tourists can visit Labuan Bajo by air, land and sea. For path in the air, there is Komodo Airport. Komodo Airport serves flights with the route from and to Jakarta, Surabaya, Denpasar, Makassar, Lombok, Kupang, Tambaloka, Waingapu, Ruteng, Bajawa, Ende, Maumere, Larantuka and Alor. Komodo Airport accommodates aircraft such as Airbus 320, Boeing and ATR 72. For sea routes At sea, two ports have boats crossing through Nusa Tenggara, Bima, Sumbawa, Lombok and Bali. There are four ports in Labuan Bajo, namely: Pelni Port, Multi Porpose, ASDP Port, Labuan Bajo Marina Port. As for the land route, you can use public transportation and rental services. Many tourism services can help tourists visit Labuan Bajo, according to data from the Labuan Bajo Tourism Office, there are about 78 service bureaus tourism that is actively serving tourists until 2022.

d. Ancillary Service

For information about tourism in Labuan Bajo, you can go through the tourist information centre, the Labuan Bajo tourism office and several tourist information services such as Kita Tours, Komodo Flores Explorer, Bule, Komodo Paradise, Sea Horses Tours, Nabila Tours, Komodo Domoniq Wisata, PT. Serasi Indah Wisata Tour & Travel (Beautiful Wisata TT), Holiday to Komodo and Flores, KNP Multipurpose Cooperative, Rahma Tour, Kharisma Tour, Family Komodo Tours, Rista Tour & Travel and CV. Komodo Nature Tourism. Nomad tourism is a new style of travel and has been very suitable for development since the Covid-19 Pandemic. Nomad tourism also has the potential to develop in many tourist destinations in Indonesia with a complete tourism component, one of which is Labuan Bajo. Nomad tourism has a concept where tourists can stay for some time with movable amenities. Labuan Bajo has the potential to develop nomad tourism because it has many good amenities with criteria star and non-star with different price levels. Travel concept nomads are in great demand by tourists of productive age, namely 35-55 years and have income and rely heavily on the latest information in determining travel activities.

Nomad tourism is also one of the government's efforts to increase the number of vacations. The development of nomadic tourism in Labuan Bajo is divided into three parts: glam packer, luxpacker and flashpacker. Glampacker is a tourist in the millennial category who utilizes digital technology in documenting moments during their travel activities to social media greetings. Labuan Bajo can develop tourist attractions and amenities under this criterion. The information and marketing can also take advantage of social media that fit the category of glam packer travellers. Tourists in the luxpacker category are tourists who travel with an online travel app. Strategies to be able to win tourists with criteria luxpacker is to maximize the use of technology in providing travel/travel information. The next category is tourists, with category flashpackers who want to stay temporarily in one location while working anywhere. The flashpacker type of tourist is the biggest target in tourism nomad.

#### 4. CONCLUSION

Nomad tourism is a new style of travel and has been very suitable for development since the Covid-19 Pandemic. Nomad tourism has a concept where tourists can stay for some time with movable amenities. Nomad tourism also has the potential to develop in many tourist destinations in Indonesia with a complete tourism component, one of which is Labuan Bajo. Labuan Bajo has the potential to develop nomad tourism because it has many good amenities with criteria star and non-star with different price levels. Travel concept nomads are in great demand by tourists of productive age, namely 35-55 years and have income and rely heavily on the latest information in determining travel activities. Labuan Bajo has the potential to be developed as a destination for travel to nomads and become one of the ways to increase return visits tourists to Labuan Bajo.

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The author realizes that there are still many shortcomings in the preparation of this research Therefore, the writer expects constructive criticism and suggestions for this author's future development. Hopefully, this research can be helpful for all parties.

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