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POST-COVID-19 TOURISM IN BALI: THE ECONOMY AND ECO-TOURISM

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Abstract:

The Covid-19 pandemic has spread and spread globally no less than 218 countries have been exposed, including Indonesia. Tourism is one of the sectors most affected by the Covid-19 pandemic. This pandemic has forced the country to carry out social restrictions and prohibit tourist visits between regions and from abroad. The real impact that can be seen is that workers in this sector experience a decrease in income, for this reason, it is necessary to know the condition of tourism after the pandemic in Bali. In this study uses a narrative review method. The literature review is a systematic, explicit and reproducible method for identifying, evaluating and synthesizing research works and ideas that have been produced by researchers and practitioners. The result is that the development of tourist villages has contributed to community empowerment as tourism actors. Tourism and culture is an activity of exchanging information and symbols contained in it, such as traditions, arts, food, and other identities contained in the place to be enjoyed by every tourist. The Bali Provincial Government issued a strategic policy in the form of Bali Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Agricultural Products, Fisheries and Local Bali Industries.

Keywords: tourism, Bali, pandemic, ecotourism, sustainability, economics.

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INTRODUCTION

The Covid-19 pandemic has an impact on the mobility of people in the world and also in Indonesia. The social restrictions/lockdown in April and May caused a decline in community mobility. Since mid-May, some countries have begun to relax and people's mobility has increased, although it has not yet returned to normal. The Covid-19 pandemic has not only hit Indonesia's tourism sector, but also on a global scale where in various parts of the world there has been a sharp decline in the business of aviation, hotel, land and sea transportation services (CEIC, 2020). The world travel industry experienced a significant decline in income, both in Europe, North America, Latin America, the Middle East, Africa, and also Asia Pacific (Becker, 2020). Europe was the hardest hit with a minus 46% drop in revenue and the smallest decline in North America by minus 27%. Meanwhile, according to CEIC (2020), economic sectors related to tourism are expected to be affected by the Covid-19 pandemic. These sectors include manufacturing, transportation and accommodation provision, food and drink as well as large-scale and retail trade. The processing industry is experiencing tourism-related impacts due to disruption of the global supply chain. The transportation sector has been significantly affected by travel restrictions imposed by the government in almost all countries, as well as the sector for providing accommodation and food and drink. Large-scale and retail trade are affected in this case as a result of the implementation of physical distancing. In Indonesia, the real impact that can be seen is that

tourism sector workers experience a decrease in income, especially those related to accommodation and food and beverage providers; large-scale and retail trade; repair of cars and motorcycles; and warehousing and transportation (BPS, 2020).

The economic development of Bali Province, which is dominated by the tourism sector, cannot be separated from its status as a world tourist destination that, although small, is only a point in the middle of the Indonesian archipelago. Bali has a big name because of its various uniqueness or characteristics (Ying et al., 2011; Larasdiputra, 2021). The island of Bali, as the center of Indonesia's tourism industry, has been constantly battered by problems ranging from the Bali Bombings I and II, the eruption of Mount Agung, to the latest Covid-19 which has caused a decline in tourism. The number of workers in the tourism sector, especially hotel and restaurant employees, has been laid off. A disaster that really surprised many parties indeed, a normal and fine daily life suddenly changed (Rubio-Mozos et al., 2020). However, with the disaster experienced by Bali tourism, it can still survive. A proof that the spirit of tourism is so great in the community.

The topic of ecotourism which is the destination of Bali's potential development, has long been discussed and has been the subject of research by many experts and academics. Budiarta's research (2018) says that the development of tourism in Bali is so rapid that it really takes advantage of the natural beauty of the island of Bali. Steps to introduce ecotourism as a form of tourism in Bali in the future that can provide solutions to environmental problems in Bali are steps for sustainable tourism. As an initial step to developing ecotourism, it is first important to find out whether there is a common will between stakeholders to develop ecotourism (Haribawa, et al. 2017).

Economic growth is an increase in living standards over time, certain for most families in a country. A growing economy can be sourced from the increase in people's income which allows people to consume more and more variety. Nevertheless, The progress and success of the development is not the only indicator of successful development. In an economy, there are various indicators to assess the performance sustainability of the economy, one of which is to use the product approach Gross Domestic Product (GDP). Meanwhile, GDP itself is the market value of the whole final goods and services produced by a country in a given period certain. At the regional level, the total value added of goods and services generated from all regional economic activities in a certain period are measured using Gross Regional Domestic Product or known as GRDP. Enhancement value added from an input (raw material) to an output (product) shows the existence of development of a region's economy (Saputra et al., 2022).

Tourism activities cannot be separated from international trade because they are related to exchange of goods or services between one country and another. Trading occurs when one of the parties gains or benefits but the other party is not harmed. All these activities are carried out according to interaction between tourists and the tourism industry to meet their tourism needs. This picture of the interaction is described as the interaction of supply and demand in tourism. From the demand side, tourism is defined by UNWTO into 3 groups, namely: 1) inbound tourism, 2) domestic tourism, 3) outbound tourism. The implementation of tourism will generate foreign exchange, namely the total consumption expenditure made by and/or on the name of the tourist on his tour. Some of the demand components in tourism, including the number of tourist visits (inbound and domestic), expenditure or consumption of tourists (inbound, outbound and domestic), number of lengths of stay traveler. These components are direct use of goods/services or indirectly related to tourism and generate state revenue (foreign exchange) (Saputra, 2021; Sara

et al., 2021). In context from the description provided above, the authors decided to conduct another research with the title "Post-Covid-19 Tourism In Bali: The Economy And Eco-Tourism".

METHODS

Literature review is a systematic, explicit and reproducible method for identifying, evaluating and synthesizing research works and ideas that have been produced by researchers and practitioners. The literature review aims to analyze and synthesize existing knowledge related to the topic to be researched to find empty space for research to be carried out (Saputra, 2022). In this study using a narrative review method. The steps that must be followed in making a literature review, the step that needs to be considered is making a synthesis of conceptual or empirical articles that are relevant to the study to be carried out. When writing a literature review, There are two things that are mandatory to refer to previous publications or publications, namely introduction and discussion. By presenting a reference, it will be a supporter in the argument as well as a reference to the literature that is used as the basis for the analysis presented.

RESULT AND DISCUSSION

Tourist Village in Bali

Ecotourism development, such as utilizing all the potential around tourist areas, such as building tourist villages, recruiting local human resources and utilizing natural sites, is a continuous commitment from business people to behave ethically and contribute to economic development while improving the quality of life of the workers. and their families, as well as for the local community and society in general. The concept of CSR is indeed very closely related to the concept of sustainability development or prioritizing sustainable development (Carnahan et al., 2010). All components of government, actors in the tourism world, universities and academics are working on their new land called ecotourism. Bali is strived to be offered in the market as a tourism product. consequently, Balinese culture must be characterized by tourism. (Picard, 2006: 268). Almost all districts are busy looking for regional potentials that can be directed towards tourist villages. Success stories of tourism village development are promoted endlessly. This is a new pretext for Bali tourism targeting remote areas and communities. The jargon is community based tourism, namely tourism based on local community empowerment (Larasdiputra, 2021).

Tourism activities in tourist destinations are motivated by motivation (Pradana, 2021). Boredom in everyday life can motivate everyone to travel. Therefore, tourism actors in Bali have solved the problem of tourist saturation with variants of urban tour packages by utilizing the potential of tourism based on natural panoramas into tourist village packages (Dharma, 2022). Hadiwijoyo (2012: 68) defines a tourist village as a rural area that offers a variety of economic, cultural, social and environmental activities with panoramic views in a rural setting (Sara, Saputra, & Utama, 2020). The spatial structure of rural areas is very significant in tourism development to build tourist villages. The development of tourism villages has contributed to community empowerment as tourism actors (Jayawarsa et al., 2021).

Tourism: Economics and Cultural Sustainability

The tourism sector contributes significantly to the economy in Indonesia. In 2018, there were 15.81 million foreign tourist visits with growth of 12.58% and was able to contribute foreign exchange of USD 19.3 billion. The contribution of the tourism sector is able to reduce pressure on the balance of payments in Indonesia, which recorded a deficit of USD 7.1 billion in 2018, and projected in the next 5 years will become the largest foreign exchange earner in Indonesia. In the

same year, there were 303.4 million domestic tourist trips with a growth of 12.37%, accompanied by a total tourist expenditure of Rp.291 trillion, with a spending growth rate of 17.9% (Ministry of Tourism, 2019). The Covid-19 pandemic since March 2020 is likely to change the 5-year projection considering that this sector is one of the most depressed, not only in Indonesia, but also in the world (Sara, Saputra, & Jayawarsa, 2020). Prior to the pandemic, the focus of development was on supporting efforts to increase the strengthening of priority tourism destinations (DPP) and revitalizing Bali destinations. Current efforts are not only related to disaster management, but also review national and regional planning for the tourism sector (Atmadja et al., 2021; Dewi et al., 2017).

Most people assume that the definition of the creative economy and the creative economy is the same, even though the creative economy is different. Creative economy is a combination of economics and creative. Economics is a branch of social science that studies human activities that are closely related to problems of production, distribution, and consumption of services or goods. While creative is the ability to give a new idea in problem solving. It can be concluded that the creative economy is a concept in the new economic era whose main supports are information and creativity, where ideas and knowledge from Human Resources (HR) are the main production factors in economic activity (Suweta, 2020). Lately, Instead, these technological developments can be used to introduce Balinese script and language to the public through social media. One of the cultural preservation efforts, namely the Balinese language, is carried out by marketing T-Shirt (t-shirts) inscribed with Balinese script or language through social media. In Bali we can introduce the Balinese language by using palm leaves, where the lontar contains characters or images in the form of Balinese comics which can later be sold to tourists visiting Bali as the Balinese script on prasi paintings as souvenirs or souvenirs (Saputra & Sanjaya, 2019).

Mutualism symbiosis is dependence between two parties who are mutually beneficial. That is, in the relationship between these two organisms, no party is harmed. In this case, it discusses the relationship between local culture and tourism. Local culture is very closely related to tourism, because we can see from the definition of culture which is a symbol of the surrounding community in which there is a meaning that includes everything that is the result of creativity, human work. Meanwhile, tourism is a series of trips carried out by a person or group of people outside their temporary residence for various purposes such as vacationing, enjoying the beauty of nature and culture, business, and others. Then we can know that the relationship between culture has a very close relationship with tourism and the cultural environment that can provide more value for tourists who come to visit the place. It can also be concluded that tourism and culture is an activity of exchanging information and symbols contained in it such as traditions, arts, food, and other identities contained in the place to be enjoyed by every tourist who comes to visit (Sulistiyowati, 2021).

Ecotourism: Nature Conservation and Sustainability

The contribution of tourism in Indonesia still relies on the province of Bali, which accounts for 41% of the total foreign tourist arrivals and the province that is the 10th destination for domestic tourists in Indonesia. In order to increase the contribution of the tourism sector to the national economy, the government in the 2020-2024 RPJMN has set 10 Priority Tourism Destinations (DPP) or known as 10 "New Balis" which include Lake Toba and its surroundings (North Sumatra), Borobudur Temple and its surroundings (Central Java), Lombok-Mandalika (West Nusa Tenggara), Labuan Bajo (East Nusa Tenggara), Manado-Likupang (North Sulawesi), Bromo-Tengger-Semeru (East Java), Raja Ampat (West Papua), Wakatobi (Southeast Sulawesi),

Bangka Belitung, and Morotai (North Maluku). The development of the 10 DPPs can open up opportunities for developing destinations that provide economic benefits for local communities like Bali.

Basically ecotourism aims to introduce Balinese local wisdom as a tourism object, but many teachers have not integrated local wisdom in learning so that educational goals have not been achieved (Sudirgayasa, et al. 2021) because the first step to realizing ecotourism as a sustainable tourism plan should start from education bench. In principle, ecotourism has a concern, commitment and responsibility for the conservation of nature, cultural heritage and the economy of the local community. Ecotourism development is expected to be able to meet the needs of tourists with the needs of the areas visited and to be able to maintain these two needs into the future (Larasdiputra, 2022).

It can be said that thanks to this pandemic outbreak, it can open the eyes of the Balinese people that this island has 2 legs to stand on. What is meant in this case is that the island of Bali does not only rely on the tourism industry sector. The island also has a reliable agricultural sector. The results of observations during this pandemic situation showed that the percentage of local vegetable sales increased by 30% due to increasing public awareness of the importance of having a healthy lifestyle. Some local products that used to be defeated by imported products such as carrots and lemons are also getting more and more popular because of the increasing sales of local vegetables, price competition is also getting tougher.

To realize the vision of "Nangun Sat Kerthi Loka Bali", where the mission is to realize food self-sufficiency, increase added value and competitiveness of agriculture, fishery and people's craft industry, it is necessary to arrange a synergistic arrangement between the tourism sector with the agricultural, fishery and handicraft industries, the Government The Province of Bali issued a strategic policy in the form of Bali Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Agricultural, Fishery and Local Bali Industrial Products. To implement the Governor's Regulation, it has been followed up with its implementation guidelines (Rinaldi, et. al. 2020).

CONCLUSION

The term "self-reliant" or standing on one's own feet, can be used as a theme for the momentum for the economic revival of the Balinese people. The pandemic outbreak which seems to have killed tourism has made people confused in finding a way out on the financial side (Sigala & Dolnicar, 2017). Isn't it a logical understanding if an area that has abundant natural resources and cultural characteristics can use it as a foundation for internal income. Indeed, this will be just a discourse if we don't try to run it. It will come back like every event that hit tourism in the past, there is always a discourse about looking for other alternatives as an economic driver. But along with the revival of tourism after the slump, the discourse of looking for other alternatives has also sunk.

The economic stimulus policy for the tourism sector should simultaneously be accompanied by discipline in the application of the Covid-19 prevention protocol for both tourism industry managers and the community in tourism destinations so as to increase the confidence of tourists to visit the 10 DPPs. This health protocol is manifested in consistently cleaner and healthier behavior every day, through masks while in public/public areas, routinely washing hands using soap and running water or can also use hand sanitizers, trying to avoid touching exposed body parts such as nose, eyes, and face with unwashed hands, and practice maintaining a physical distance of at least 1 (one) meter from other people in public/public areas.

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