

Tourism Development During the Covid-19 Pandemic in Batu City, East Java

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Abstract

Covid-19, which has occurred since 2020 until now, has not only caused problems in the health sector, but also in the economy, including the tourism sector. This study was conducted to find out how the impact of the COVID-19 pandemic on the tourism sector in Batu City, East Java. In addition, this study was conducted to reveal how the strategy was carried out by the Batu City Government, East Java in developing the tourism sector after the COVID-19 pandemic. This study uses descriptive qualitative research methods, which describe the impact of the COVID-19 pandemic on the tourism sector in Batu City, East Java. In addition, it also described the efforts made by the Batu City Government to restore the tourism sector after being hit by the COVID-19 pandemic. Data collection in this study used a technical focus group discussion (FGD) with various parties involved in managing the tourism sector in Batu City, East Java. In addition, in-depth interviews and document searches were conducted. This research conducted in 2021 found that the impact of COVID-19 on the tourism sector of Batu City was quite large. There has been a decline of up to 75% in the number of tourists, which directly has an impact on the increase in the number of poor people. Efforts are being made by the Batu City Government, East Java to restore the tourism sector, by ensuring that tourism actors in Batu City implement health protocols, and sterilize tourism actors and visitors by intensively vaccinating. This is expected to create trust in tourists who want to return to visit Batu City.

Keywords: Covid-19; tourist; vaccination; economy.

INTRODUCTION

Covid-19 has become a pandemic that has hit almost all countries in the world (Dube et al., 2021). The number of victims of Covid-19 has increased (Szekely et al., 2021). Many countries have successfully handled the Covid-19 pandemic, when measured by the few exposed citizens and the minimal number of deaths (AlTakarli, 2020). But not a few countries have failed, judging by the high number of people exposed, and the number of victims who died (Olufadewa et al., 2021). All countries hit by the covid-19 pandemic, are continuing to work hard to deal with the covid-19 pandemic (Duek & Fliss, 2020). Countries affected by Covid-19 allocate their resources, both budget and human resources, to get out of the crisis caused by the Covid-19 pandemic. (Mana et al., 2021).

Covid-19 is a global pandemic that has hit hundreds of countries around the world. The process of transmitting this deadly virus is fairly fast. Starting from Wuhan, China since the end of 2019, now it has spread to almost all countries in the world (Dashraath et al., 2020). Many are exposed to this virus around the world, including causing rapid death. The World Health Organization (WHO) then responded by stating clearly, that Covid-19 is a pandemic (Shah & Farrow, 2020). Thus Covid-19 has become a public health problem throughout the country. The rapid transmission from human to human is a major obstacle to be overcome immediately. Because it is not easy to avoid the interaction of people with people from all over the world, in the era of globalization (Rothan & Byrareddy, 2020). This is a global health problem that is not easy to deal with.

The Covid-19 pandemic has also hit Indonesia since March 2020, it is also considered to have devastated almost all sectors, especially the Indonesian economy (Yamali & Putri, 2020). The Government of the Republic of Indonesia has finally declared Covid-19 a non-natural national disaster (Fitri, 2020). That way, all the resources owned by the Indonesian people are mobilized to tackle the spread of Covid-19 (Agustino, 2020). Unmitigated, the government is pouring out costs from the State Revenue and Expenditure Budget (APBN) to cope with the impact of Covid-19. Not only in the health sector, but also in the economic field and others (Pakpahan, 2020). Programs that have been prepared by the government in 2020 and 2021 are revised and refocused to cope with the impact of Covid-19 (Silalahi & Ginting, 2020).

Even though we have mobilized all our capabilities, Covid-19 cannot be stopped at all (Hartati & Susanto, 2020). Even though we have mobilized all our capabilities, Covid-19 cannot be stopped at all (Pesulima & Hetharie, 2020). The number of victims exposed in Indonesia is fairly high, when compared to other neighboring countries in

Southeast Asia. Likewise, the death toll is relatively high (Anis & Susdarwono, 2021). Indonesia is also experiencing the second wave of the spread of covid-19, which will occur in 2021. The second wave of covid-19 in Indonesia is also quite massive. The number of victims who died from Covid-19 in the second wave is quite high (Joyosemito & Nasir, 2021).

The second wave of Covid-19 that occurred in Indonesia experienced a decrease in the number of cases and deaths in September 2021. Even so, the consequences are still felt (Jessen & Hendro, 2021). One of the sectors that has been affected by Covid-19 is the tourism sector. The tourism sector is directly affected by a number of policies made by the government that restrict people from traveling, including traveling to tourist attractions (Kartiko, 2020). Starting from the Large-Scale Social Restriction Program (PSBB), the Emergency Community Activity Restriction Program (PPKM), and the Community Activity Restriction Program (PPKM) with levels from level 1 to 4. Conditions that must be met, both by tourism managers and tourists (Ilyas, 2021).

Batu City, East Java, which is one of the cities famous for the tourism sector in Indonesia, especially in East Java, has also experienced the impact of the Covid-19 pandemic. According to data presented by media representatives who were present at the Focus Group Discussion (FGD) in Batu City, October 1, 2021, the Covid-19 pandemic had an impact on increasing the number of poverty in Batu City. Based on data from the Central Statistics Agency (BPS), in Batu City, the poverty rate in 2019 was 7,890 people and in 2020 it rose to 8,120 people. Because the tourism sector is the dominant driver of the economy in Batu City. So when the sector is disturbed, other sectors will also be disturbed, such as souvenir centers, street vendors, cafes, restaurants, hotels, and others, including small and medium enterprises.

This research was conducted to reveal, how is the impact of covid-19 on the development of the tourism sector in Batu City, East Java? And what are the efforts made by the Batu City Government, to restore the tourism sector? These two problems are clearly revealed and described in this study.

RESEARCH METHOD

This research uses descriptive qualitative method. This study describes tourism development in Batu City during the Covid-19 pandemic. This study also describes the efforts made by the Batu City Government in restoring the development of the tourism sector when the Covid-19 pandemic began to slope and decline, or after the Covid-19 pandemic. This research was conducted in Batu City, East Java, in 2021, when the Covid-19 pandemic had slowed.

Data collection was carried out through focus group discussion (FGD) activities. Focus group discussion (FGD) is a qualitative data collection technique with the aim of obtaining information, based on the wishes, needs, viewpoints, beliefs and experiences of participants on a topic, with a moderator as the direction of the discussion (Afiyanti, 2008). Focus group discussion (FGD) was conducted in Batu City, East Java. The resource persons presented in the focus group discussion (FGD) activities consist of various parties involved in tourism activities, namely; government, tourism actors, media and others.

In addition, data collection was also carried out by in-depth interviews, namely data collection techniques by asking several questions to the informants in general (Rachmawati, 2007). Questions are spontaneous and carried out by establishing informal conversation situations. In-depth interviews were conducted with parties directly involved in tourism activities in Batu City, East Java as informants.

Another data collection technique carried out by researchers is direct observation. Observation is not only part of the data collection technique, but also an effort to cross-check the information conveyed in in-depth interviews (Nurdiani, 2014), about tourism activities in Batu City, East Java. Observations are made so that researchers can review and analyze directly the behavior and behavior of groups or individuals to get a more real and broad picture of the problem being studied.

Document searches were also carried out to obtain data related to the condition of tourism in Batu City, East Java during the Covid-19 pandemic. Data were obtained from the Regional Development Planning Agency (Bappeda) of Batu City, and the Tourism Office of Batu City, East Java. In addition, data was also obtained from various online media that were published and provided information about tourism development in Batu City during the Covid-19 pandemic.

RESULT AND DISCUSSION

1. Result

Covid-19 which is happening all over the world, and also in Indonesia, including Batu City, East Java. Batu City is one of the cities in Indonesia that has quite a variety of tourism potential, ranging from natural tourism, artificial tourism, culinary tourism, and others. The development of the tourism sector in Batu City began to be intensively carried out in 2015 under the leadership of the Mayor of Batu, Edy Rumpoko. Batu City has natural potential which is then capitalized into the main capital for the development of the tourism sector. The cool air and stunning mountain panoramas for nature lovers are the main attraction for tourists.

Likewise, supporting facilities and supporting tourism are increasingly being built massively. Hotels ranging from 1 star to 5 star stand in Batu City, East Java. Likewise, non-star accommodations, both homestays and other

types, have been scattered in the last five years. Restaurants and cafes as well as various facilities selling food and beverages also participate in enlivening tourism in Batu City, East Java. In the past, the stone was only a gathering place for residents who came to Malang Raya, to enjoy the panorama and the cold weather, especially at night. However, now there are more and more artificial tourism, both those made by industry or large companies, as well as by the community or community.

This has a direct impact on tourist visits to Batu City, East Java. From the data collected by researchers from the Regional Development Planning Agency (Bappeda) of Batu City, the number of tourists from 2016 to 2019 has increased significantly. At the time the Covid-19 pandemic had not yet occurred in Indonesia, including in Batu City, East Java, namely 2016-2019. In 2016 the number of tourist visits reached 3,937,000. This number began to increase in 2017 to 4,790,000. In 2018 that number increased to 6,524,000. In 2019 it increased again to 7,252,000 people.

When the Covid-19 pandemic hit, the number of tourists coming to Batu City dropped dramatically. The Covid-19 pandemic that has occurred in Indonesia since March 2020 has been declared a non-natural disaster. Following the determination of Covid-19 as a disaster, Large-Scale Social Restrictions (PSBB) were imposed. Human activities are limited, including doing tourism activities. In addition to the Large-Scale Social Restrictions (PSBB), the Emergency Community Activity Restriction Program (PPKM) was also implemented. This has a direct impact on tourist visits to Batu City, East Java. Tourists who came to Batu City in 2019 reached 7,252,000 people, in 2020 it fell to only 2,500,000 people. This number is even below the number of visits in 2016.

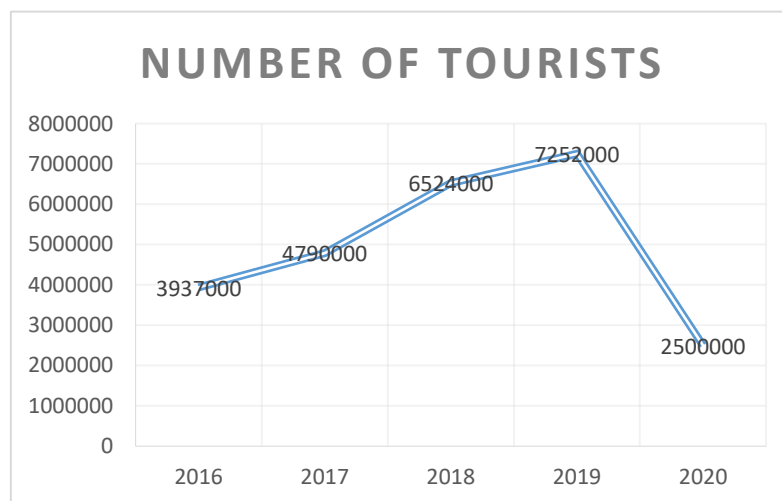


Figure 1. Number of Tourist Visits in Batu City in 2016–2020
Source: Batu City Bappeda, 2021

The Covid-19 pandemic which had a negative impact on the tourism sector in Batu City, East Java was confirmed by the Batu City Tourism Office. This was conveyed by Eni, Secretary of the Batu City Tourism Office when attending a Focus Group Discussion (FGD) in Batu City, October 1, 2021. According to Eni, Covid-19 has had a major impact on tourism in Batu City. "The Tourism Office agrees that the Covid-19 pandemic has an impact on the tourism sector in Batu City." (Eni, Secretary of the Batu City Tourism Office, at a Focus Group Discussion (FGD) in Batu City, October 1, 2021).

Along with the more sloping, and the decline in residents exposed to Covid-19, the Batu City Government is trying to restore the development of the tourism sector in Batu City. There are several strategies carried out by the Batu City Government to restore the tourism sector.

First, non-natural disaster mitigation. There are studies and studies conducted with experts and academics to map the transmission of Covid-19 in the tourism sector. From the study conducted, recommendations emerged that the tourism sector in Batu City should not be a medium for the spread of Covid-19 in Batu City. This is done by closing tourist attractions that are indicated by the spread of Covid-19. All existing tourist attractions along with employees and the condition of the facilities and infrastructure in the data are as complete as possible. For tourism actors whose businesses are closed, proposals for assistance are prepared. Likewise, affected workers are proposed to get direct assistance, because they are not working due to Covid-19. In 2020, a grant was given to hotel and restaurant entrepreneurs from the central government, in order to survive because hotels and restaurants were completely closed during the Covid-19 pandemic.

Second, the technical program. Technical steps need to be taken to enforce strict health protocols for tourism actors. This includes the provision of health protocol facilities and infrastructure in the form of portable hand washing stations, portable toilets, masks, disinfectants, and hand sanitizers. There is also the provision of cash

social assistance and basic necessities to employees of affected tourist businesses. The provision of this assistance varies in form and amount depending on the central government. A regulation is made in the form of a Batu Mayor Regulation in tourism business activities, cultural arts and the creative economy according to health protocol standards, including human resource development and tourism actor institutions.

Third, the reopening of Batu City tourism. The reopening of tourist attractions in Batu City under the supervision of the Covid 19 Task Force - Batu City, with the implementation of a strict standard operating procedure (SOP). The standard operating procedure (SOP) for health protocol services for tourists includes the creation of a task force for implementing health protocols and their organizational structure at tourist attractions. In addition, the provision of health protocol facilities and infrastructure in the form of hand washing facilities, body temperature checkers, hand sanitizers, maintaining distance and regulating the flow of tourists in and out. Provide isolation rooms in tourist attractions. Tourism managers are required to provide a standard operating procedure (SOP) health protocol publication banner. Major tourist destinations are required to provide an ambulance. Tourism managers must also have connectivity with hospital services and health workers. Prior to the reopening, tourism managers must submit an application for an opening to the Covid-19 task force. The Covid-19 Task Force then carried out field verification. The Covid-19 Task Force is a joint team consisting of elements from the tourism office, health department, Regional Disaster Management Agency (BPBD), Satpol PP, TNI, Polri, and representatives of the Indonesian Hotel and Restaurant Entrepreneurs Association (PHRI). After the Covid-19 Task Force team went into the field, an analysis and feasibility study was carried out for opening a tourism business. After being declared eligible for reopening, a tourism business feasibility certificate is given according to the health protocol for those who meet the standard operating procedure (SOP) requirements. The certificate is used as a permit document for the reopening of tourism businesses in the midst of the Covid-19 pandemic. The certificate in question is a CHSE (Cleanliness, Health, Sustainability, and Environment) certificate.

Fourth, the opening of the trial phase. The opening of the tourism sector in Batu City is not automatically opened directly and thoroughly. However, trials were conducted on several business actors. This is done based on the submission made, and the results of the verification carried out in the field. Some of them are the Selecta Recreation Park, Jatim Park 2, Batos Mall, Lippo Mall Cinemapolis, with a minimum age of 12 years and a maximum of 60 years, while still implementing physical distancing, wearing masks and eating indoors. The business that is being tried to open is supervised by the Tourism Office. At that location, all employees have been vaccinated, use the QR Code PeduliLindungi and have a standard operating procedure (SOP) for trial services.

Fifth, supervision and monitoring of the implementation of health protocols in tourist business places. This is done by forming a supervisory team for the implementation of health protocols in tourist services, consisting of a health protocol discipline enforcement team led directly by the Mayor of Batu and the Chief of the Batu Police. In addition, a task force team for supervising health protocols was formed, which was handled by the Batu City Tourism Office. Furthermore, joint supervision by the Batu City Covid-19 task force in collaboration with the TNI and Polri. If there is a change in the level of the Community Activity Restriction Program (PPKM), the tourism business will be closed.

The key to success in the recovery of the tourism sector in Batu City, East Java is to maximize the synergy of all policy makers. This was explained by the Secretary of the Tourism Office of Batu City, East Java when attending a Focus Group Discussion in Batu City, October 1, 2021. *"All elements from local governments to villages must be involved so that at least 70% of the community has been vaccinated so that they can go down to PPKM level 1. The opening of all tourist attractions in Batu City can be done."* (Eni, Secretary of the Batu City Tourism Office, at a Focus Group Discussion (FGD) in Batu City, October 1, 2021).

This was also recognized by a representative from the Regional Planning and Development Agency (Bappeda) of Batu City, who was also present at the Focus Group Discussion in Batu City, October 1, 2021. *"During this pandemic, the Batu City Government must adapt to the changes that occur. . One of them is by collaborating with various stakeholders such as triple helix, penta helix, and now hexa helix."* (Sopa, Representatives of Bappeda Batu City, at Focus Group Discussion in Batu City, October 1, 2021).



Figure 2. Group Photo After Focus Group Discussion (FGD) Activities in Batu City, October 1, 2021

(Source: Research team documentation, October 1, 2021).

2. Discussion

The development of the tourism sector cannot be separated from the health aspect. This was previously not a concern of managers and stakeholders in the tourism sector. The Covid-19 pandemic shows that the development of the tourism sector cannot be separated from the health aspect. The Covid-19 pandemic that has occurred over the last two years in several countries in the world, including Indonesia, and specifically Batu City, East Java, shows that the health element in the tourism sector plays a very important role (Sugihamretha, 2020). When all elements in tourism development, both academics, businessmen, communities, government, and the media have played a maximum role in the development of the tourism sector, but there are problems with the health element, all elements are not optimal in their roles.

The element of health in this study was discovered and became a new element in the development of the tourism sector. This study found a new element in the development of the tourism sector. The development of the tourism sector, which has been better known as the penta helix, now has a new element, becoming a hexa helix. The new element is the element of health. So far, the health element has not been discussed specifically and in depth in the development of the tourism sector (Astirin et al., 2020). However, during the Covid-19 pandemic that disrupts human health, the element of health becomes an element that needs attention in the development of the tourism sector.

This condition provides an important note for the development of the tourism sector, that the tourism business and industry must always pay attention to the health aspect (Kadarisman, 2021). At every tourist location there must be a detection device for visiting tourists, especially detection of tourists who may be the cause of the transmission of viruses or diseases that are harmful to other tourists. That way, tourists who come to visit can travel in a healthy condition, not sick, and not transmitting the disease to other tourists. This is also of course the same as ensuring that tourist sites and all the facilities in them do not harbor viruses or can cause tourists to get sick. So that tourist sites are not only safe and comfortable for tourists, but also healthy.

In every tourist location, it is necessary to provide health facilities and treatment for tourists. At the same time, of course, there are medical personnel on duty to assist tourists in protecting themselves from potential threats that will interfere with health. So that every tourist who comes can be introspective to maintain health while undergoing tourist activities at tourist sites. Medical personnel can provide first aid for tourists who have health problems. That way tourists will stay safe, comfortable and healthy during their trip.

The government has the responsibility to ensure that all parties involved in tourism sector activities are guaranteed their health, both tourism actors, visitors and others. Facilities related to health insurance are provided by the government. So far, only traffic posts and security posts are provided by the government near tourist sites. In the future, health service facilities must also be provided in locations with tourist objects/ locations. That way if there are health problems, first aid can be done.

Health is related to almost all elements in the tourism process. All these elements need health. If someone has health problems, then they cannot function or play a role properly. Even in the case of Covid-19 which became a non-natural disaster, all the roles and functions carried out by the five elements (penta helix), could not work.

Tourism sector activities have completely stopped (totally). For two years the tourism industry has barely moved at all. This of course causes losses to the business world, let alone the income earned, to run a business regularly is difficult.

The Government of Batu City, East Java is trying to get out of the dilemma and debate among experts, whether the health sector comes first or the economic sector. The opening of the tourism sector, which will drive the economy of citizens and entrepreneurs, is carried out carefully and strictly, taking into account the health aspects of tourists and tourism actors. One of them is the implementation of health protocols, acceleration of mass vaccination for perpetrators and workers in the tourism sector. In addition, the implementation of the CHSE (Cleanliness, Health, Sustainability, and Environment) certificate for business actors engaged in the tourism sector.

CONCLUSION

Covid-19 has had a negative impact on the development of the tourism sector in Batu City, East Java. The negative impact that occurred in the significant decline in the number of tourists from 2019 before covid-19 hit to 2020, after covid-19 hit. This also directly contributes to an increase in the number of unemployed, and an increase in the number of poor people in Batu City, East Java. The Government of Batu City, East Java carried out various strategies and efforts to restore the development of the tourism sector. The recovery strategy includes a number of programmes. Starting from mitigating non-natural disasters, providing social assistance and empowerment to businesses and employees affected by Covid-19. In addition, efforts are made to implement health protocols and accelerate vaccination. Reopening a tourist attraction, is carried out carefully and very strictly. In addition, supervision of the tested tourist attraction is carried out in full. If the trial is successful, a general opening will be applied to existing tourism objects. However, if it fails, meaning that there is a transmission of Covid-19 at the tourist location, then the closure of the tourist attraction will be carried out.

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