

Bali Government Support To Blowed Up Tourism

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Abstract

This study aims to describe the support provided by the Bali Provincial Government to increase tourism activities in the area. This study uses a descriptive qualitative approach, which is a qualitative study that aims to describe the problems discussed. The problem discussed is the support provided by the Bali Government to redevelop tourism activities which are constrained by the Covid 19 pandemic outbreak. The research data used include primary data and secondary data. Primary data was obtained through interviews and direct observations in the field, while secondary data was obtained from the documentation. The government has established five main programs to support tourism development in Bali after the pandemic. The five programs are Work From Bali (WFB), provision of grant funds for tourism recovery, providing relaxation to the tourism sector, travel bubble plan, strengthening the capacity of 3T (testing, tracing, and treatment), implementation of accelerated vaccination. Bali, which is heavily on the tourism sector, needs to open up other sectors that are still attached to Balinese society, such as agriculture, trade, and fishing. The community is given the understanding to slowly return to opening up business opportunities in other sectors so that the economy does not continue to experience long-term problems. However, this does not necessarily leave the tourism sector. This is the right time to improve yourself in the provision of knowledge, add skills and education to continuously yourself so that later it will be ready when the tourism sector is open and normal again.

Keyword:

Bali Government support, tourism, work from Bali, 3T (testing, tracing, and treatment), travel bubble plan

1. Introduction

Bali was named the first best destination in the world-beating London according to the 2021 Travelers' Choice Awards and one of the top tourism wish lists in 2020. It gives confidence that the existence of Bali in the world of tourism has received international recognition. Bali tourism has grown and developed in such a way as to make a major contribution to the development of the area and the Balinese people, either directly or indirectly (Purwahita et al. 2021).

The tourism sector is the main industry of Bali Province which is a barometer of national tourism development. The tourism sector can have a positive impact on the socio-economic conditions of the community, namely contributing to foreign exchange earnings, creating job opportunities, expanding business opportunities in the formal and informal sectors, increasing central and local government revenues through various taxes and levies, increasing people's income, and equity. development (BEM Association 2021). Bali Province with economic growth of 5.63% in 2019 and Bali's foreign exchange earnings reaching US\$ 5.59 billion, 28.8% of the national foreign exchange receipts of US\$ 19.35 billion. and the active role of the Bali Provincial Government (Commission V 2021).

The sparkling tourism of Bali with the visits of millions of domestic and international tourists every year has been temporarily stopped by the Novel Coronavirus Disease, Covid-19. At the beginning of the emergence of the Covid-19 case in Wuhan, China, in December 2019, Bali tourism had not been affected by this issue because there were still many domestic and foreign tourists visiting Bali. In 2019, the number of foreign tourist arrivals to Bali was still normal, namely 6,275,210 tourists. However, along with the spread of Covid-19 to Bali in 2020, Bali tourism began to feel the impact which can be seen in the decrease in the number of foreign tourist visits to Bali, which was 1,069,473 people (Arsana 2021). In 2021, the number will only reach 51 people (BPS 2022).

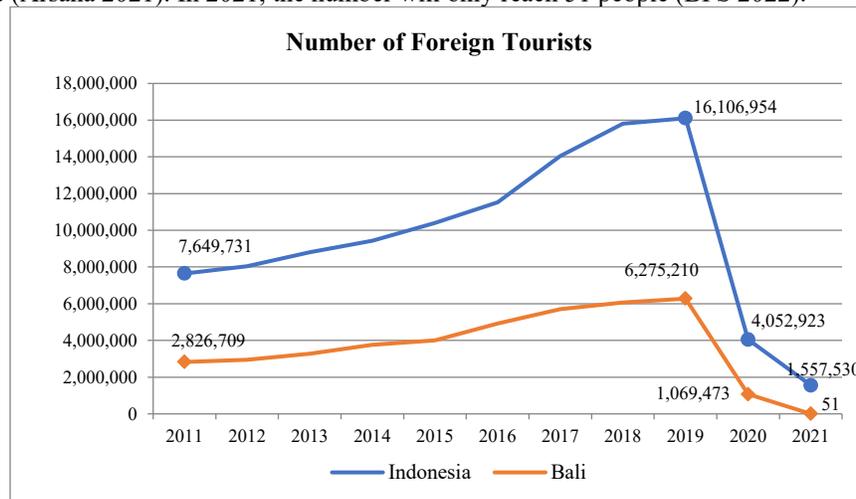


Figure 1 Number of foreign tourists to Indonesia and Bali for the period 2011-2021 (BPS 2022)

Figure 1 shows the trend of foreign tourists visiting Indonesia and Bali. The peak of tourist visits to Indonesia and Bali occurred in 2019. The number of foreign tourists visiting Indonesia reached 16,106,954 people, meanwhile, the number of tourists visiting Bali reached 6,275,210 people. In 2020 and 2021 the number will decrease. In 2021 the number of foreign tourists visiting Indonesia will reach 1,557,530, meanwhile, the number of foreign tourists visiting Indonesia will only be 51 people.

The United Nations World Tourism Organization (UNWTO), a United Nations world tourism organization said that 2020 was the worst year in the history of world tourism (Mangeswuri 2021). This existing condition needs attention, especially from the government so that tourism in Bali can bounce back. This study aims to describe the support provided by the Bali Provincial Government to increase tourism activities in the area.

2. Methodology

This study uses a descriptive qualitative approach, which is a qualitative study that aims to describe the problems discussed. The problem discussed is the support provided by the Bali Government to redevelop tourism activities which are constrained by the Covid 19 pandemic outbreak. The research data used include primary data and secondary data. Primary data was obtained through interviews and direct observations in the field, while secondary data was obtained from the documentation. Documentation is done by searching for data relevant to the topic being researched, such as data on tourist attractions, data on tourists visiting the island of Bali, and data on hotel usage in Bali. The research was conducted in 2021, but the secondary data used was time-series data, namely data from the last several years. The data that has been successfully collected is then analyzed using qualitative data analysis.

3. Result and Discussion

Tourism is one of the sectors most affected by the COVID-19 pandemic, considering that one of the instruments to suppress the increase in the number of cases is to limit human mobility. At that time, the boundaries between countries were tightened, even closed altogether, and only 'essential' mobility was allowed to pass through. Tourism,

of course, does not fall into this 'essential' category. Globally, the tourism sector is predicted to suffer a loss of USD 320 billion in 2020 (Nufaisa et al. 2020).

In Indonesia, tourism is one of the priority sectors because it contributes employment of 34 million people throughout Indonesia. The Indonesian tourism industry has great potential to continue to be developed. Its natural beauty and cultural diversity are the main attraction for national and international tourists. The tourism sector is one sector that can increase employment and is an important source of the growth of Gross Domestic Product (Mangeswuri 2021).

Bali Province is one of the provinces that has a high dependence on the tourism sector. Therefore, during the Covid-19 pandemic, the Bali economy experienced the deepest contraction and recovered the slowest compared to other provinces in Indonesia. Bali's economy, which is dominated by the tourism sector, makes it very vulnerable to shocks to global and domestic conditions (Bappenas 2021). The following are some of the tourism businesses that have been affected by Covid 19 in the economic sector (Purwahita et al. 2021):

- 1) Travel Agency. The travel agency is one of the sectors directly affected by the coronavirus, where many cancellations of travel plans that have been scheduled long in advance have finally been canceled due to this virus. The percentage of cancellations caused by this virus has almost touched 100%.
- 2) Hotels. Similarly, the decline in the number of tourists and almost nil also has an impact on the number of hotel room occupancy. Hotels are the sector that has been hardest hit by the Covid-19 virus pandemic, in which many hotels rely on income from cooperation with travel agencies.
- 3) Restaurant. Restaurants are also affected by the COVID-19 pandemic, where many restaurants have been forced to close operations due to the absence of buyers visiting due to the closure of tourist attractions in their respective areas, with no support from travel agencies and tourist attractions, many restaurants think realistically about closed his restaurant.
- 4) Souvenirs Center Store. The gift center is also directly affected by the coronavirus because the closure of tourist attractions in regional areas has resulted in no tourists coming, resulting in many souvenir centers being closed. For example, in Bali, Krisna, the center for Balinese souvenirs, was forced to close all of its outlets and lay off almost 80% of its employees. This happened because there were no local or foreign tourists visiting Bali. Local tourists who are known to themselves now in Indonesia are subject to travel restrictions in any form.
- 5) Transportation (Land, sea, and air). Airline companies, car rentals, and any public transportation are the ones who are most affected by this incident, considering that many travel agents and travel agencies have canceled all their travel agendas to visit a tourist destination or for various other purposes.
- 6) Tourism Employees. Employees referred to here are human resources (HR) who are directly related to the world of tourism such as travel agent employees, hotel employees, restaurant employees, center employees by souvenirs, car rental employees, drivers, tour leaders (TL), tour guides (TG). All of whom depend on businesses that are directly related to the tourism industry.

The birth of tourism in Bali started in Kuta in 1970, so Kuta is a barometer of Bali tourism. 90% of Kuta people live from tourism, so they feel the impact of the Covid-19 pandemic. Currently, the hotel occupancy rate in Bali only reaches 7-10% with 3,000-4,000 tourists per day. The recovery of tourism and the economy in Bali requires several stages. First, increasing the domestic market. Second, opening Essential Business Travel, international flights are opened because Bali is ready. Third, designing a Travel Corridor Arrangement with low-risk countries such as the UAE and South Korea. Fourth, open borders for foreign tourists. The Balinese people must be committed to carrying out health protocol discipline to restore the world's trust. The combination of virtual tours and offline tours, quality experience, and e-commerce is currently very important and requires collaboration, support, and digitization from various Penta helix parties (Mahadi 2021).

The central government and the provincial government of Bali are jointly undertaking economic recovery efforts as well as economic transformation. The impact of the Covid-19 pandemic has provided the momentum to evaluate and improve, strengthen and accelerate the recovery and transformation of the Balinese economy, which is based on the philosophy of Nature, *Krama*, and Balinese Culture. Economic recovery measures are short-term and must be taken immediately, especially to restore economic activity, to be able to create jobs, and restore the welfare of the Balinese people. Meanwhile, medium-long-term economic transformation is carried out to maximize the use of resources based on local wisdom, which emphasizes the harmony of nature, manners, and culture to achieve prosperity and happiness. Thus, the Balinese economy will grow more resilient (independent, high added value, competitive and resilient) against shocks. This economic transformation also builds Bali's economy to be greener and more sustainable (Bappenas 2021).

The government has also given an appealed to the tourism industry players to implement seven strategies in the current pandemic conditions. The seven strategies are (Suciati and Suadnya 2021):

- 1) High Standard Sanitation. Tourism actors will create sanitation standards that must be owned by a tourist attraction such as toilet cleanliness, hand washing facilities, availability of masks, body temperature measurement, checking health certificates, and vaccinations.
- 2) High Standard Security. Improved security standards such as: checking luggage, installing CCTV on every side of tourist attractions throughout Bali, and adding security personnel such as security guards and *pecalang*.
- 3) Staycation. This staycation is a tourist choice for tourists who still don't dare to mingle with other tourists. This will encourage hotels in Bali to provide extra facilities such as various Balinese classes such as yoga courses, Balinese dance, Balinese cooking, and meditation. Providing additional attractions such as various Balinese dances, Balinese traditions, and ceremonies so that tourists can get to know Bali or release their longing for Bali with high safety standards.
- 4) Niche tourism. The choice of niche tourism is very important because they will be in small groups with similar hobbies, interests, or shared visions. Examples of this niche tourism include tours to visit mysterious (haunted) places in Bali, *tirtha yatra* (making holy visits to temples in Bali), culinary tours of authentic Balinese cuisine, learning Balinese dance from Balinese dance maestros, charity tours with making donations to remote areas on the island of Bali, as well as travel to study *lontar* in Bali. With the development of this new type of tourism, creative tours and travel will emerge to find specific market shares according to the needs of tourists.
- 5) Solo travel tour. The use of individual transportation will be higher than mass transport because this physical distancing will last longer than we previously thought so that tourists' fear of being in one mode of transportation can be avoided. Another alternative that can be done by tourism actors is to provide the best service for tourists by arranging seats in the car, providing hand sanitizer, hand washing soap, tissue in each car and also prioritizing private transportation modes for small groups.
- 6) Wellness tour. This wellness tour offers the perfect balance of stunning destinations, rejuvenating activities, and wholesome food experiences that will help travelers return home feeling better than they were before they left. This wellness tour includes spa, yoga, meditation, *melukat*, self-cleaning to holy springs, tasting healthy culinary and spiritual tour packages, including trips to holy temples in Bali.
- 7) Virtual tourism. The technology that is developing in the tourism sector is increasing platforms or applications that can provide real experiences of traveling to tourist objects in Bali.

Bali's economic downturn due to the policy of restricting people's mobility caused economic activity to weaken during the Covid-19 pandemic and difficult to recover due to Bali's less resilient economic structure, thus requiring immediate government intervention to reorganize Bali's economy through economic transformation. To that end, the Balinese economy requires two stages of intervention, namely: (i) Economic Recovery Stage; and (ii) Economic Transformation Stage (Bappenas 2021). The recovery of Bali tourism includes 3 (three) stages consisting of 6 (six) main strategies or quick wins that must be immediately implemented by all stakeholders in the effort to restore the Bali economy involved, namely:

- 1) Preparation Stage
 - a. Strengthen the control of the Covid-19 pandemic and accelerate the vaccination program. The main targets are adapting health protocols, completing vaccinations for Balinese citizens, and coordinating the improvement of security at Bali's entrances following the health protocols.
 - b. Continuing efforts to protect the purchasing power of Balinese people, especially those who cannot afford it, through social assistance programs and labor-intensive programs.
- 2) Transition Stage
 - a. Continuing to provide incentives and facilities to business actors. It is carried out by restructuring loans under Rp10 billion and financing facilities, tax incentives, import duties, and export facilities, providing ease of starting a business and simplifying business licensing.
 - b. Improve the image of Bali to strengthen the trust of tourists. Build the image of Bali as a healthy and safe tourist destination, and make Bali a remote working destination.
- 3) Recovery Stages
 - a. Strengthening the opening of tourism and increasing collaboration between parties, including through bilateral and multilateral cooperation, as well as ensuring that Bali tourism business activities can immediately run after the end of the pandemic.
 - b. Increasing non-tourism economic activities, including infrastructure development, increasing activities in the agricultural, fishery, and industrial sectors, improving the quality of the workforce, supporting the creative economy sector, and accelerating digital transformation in Bali (Bappenas 2021).

The central government is very serious about restoring Bali tourism, including by implementing the Work from Bali policy. In addition, the government has also set four other programs so that Bali tourist destinations rise from adversity due to the Covid-19 pandemic. The five strategic programs launched by the government are intended to

support the recovery of the tourism economic sector in Bali. Work From Bali (WFB) is a program from the government that is expected to invite people to work from Bali, especially in the Nusa Dua area, and help the tourism sector affected by the pandemic (Firdaus 2021). The next program is the provision of grant funds for tourism recovery because many districts or cities in Bali have been affected by the pandemic. The government provides relaxation to the tourism sector so that it does not get worse due to the impact of the pandemic. Another program is the travel bubble plan which includes Bali, Bintan, and Batam. A travel bubble is when two or more countries that have successfully controlled the coronavirus agree to create a bubble or travel corridor. This bubble will make it easier for residents who live in it to travel freely and avoid the obligation of self-quarantine. Currently, the government is finalizing the application of the travel bubble in the three regions, provided that the rate of positive cases, active cases, and hospital capacity are in a safe condition for easing public activities. In the process of implementing the travel bubble, the government will set certain conditions for foreign tourists entering Indonesia. In addition, the government will strengthen the capacity of 3T (testing, tracing, and treatment) as well as the implementation of accelerated vaccination. The first dose of vaccination in Bali has so far reached more than 1.5 million people and the second dose of vaccination has reached more than 676 thousand people from the total target of achieving 70 per cent group immunity of 3 million people in Bali (Jagaddhita 2021).

4. Conclusion

This study aims to determine the support provided by the government to increase tourism activities on the island of Bali. The current condition of Bali is the worst in the history of tourism in Bali. The tourism sector and almost all sectors related to the tourism industry were significantly affected. The affected sectors are travel agencies, hotels, restaurants, souvenirs center stores, transportation (land, sea, and air), and tourism employees. The government has also given an appeal to the tourism industry players to implement seven strategies in the current pandemic conditions, such as high standard sanitation, high standard security, staycation, niche tourism, solo travel tour, wellness tour, and virtual tourism. The government has established five main programs to support tourism development in Bali after the pandemic. The five programs are Work From Bali (WFB), provision of grant funds for tourism recovery, providing relaxation to the tourism sector, travel bubble plan, strengthening the capacity of 3T (testing, tracing, and treatment), implementation of accelerated vaccination. The recovery of Bali tourism includes 3 stages consisting of 6 main strategies or quick wins that must be immediately implemented by all stakeholders in the effort to restore the Bali economy involved, such preparation stage, transition stage, and recovery stages.

Bali, which is heavily on the tourism sector, needs to open up other sectors that are still attached to Balinese society, such as agriculture, trade, and fishing. The community is given the understanding to slowly return to opening up business opportunities in other sectors so that the economy does not continue to experience long-term problems. However, this does not necessarily leave the tourism sector. This is the right time to improve yourself in the provision of knowledge, add skills and education to continuously yourself so that later it will be ready when the tourism sector is open and normal again. The social sector is closely related to continuing to apply health protocols according to government recommendations; changing life habits to be healthier, cleaner, and stay active. Furthermore, the environmental sector emphasizes the community, tourists, and tourism actors to increase awareness of maintaining and preserving nature, so that it can be utilized, not only for now but also in the future.

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