



INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE

**“Refocusing and Strengthening The Hospitality Sectors
with Local Wisdom and Community In The Aftermath of
The COVID-19 Pandemic”**

Bali Tourism Polytechnic, April 8th2021

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*“Refocusing and Strengthening The Hospitality Sectors with Local
Wisdom and Community in the Aftermath of the Covid-19
Pandemic”*

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PREFACE

Warm greeting from Bali!

We are honored and delighted to extend a heartfelt welcome to respective conference delegate who joins the 1st International Hospitality Entrepreneurship and Innovation Conference (InHEIC).

The theme that was raised in this first InHEIC is Refocusing and Strengthening the Hospitality Sectors with Local Wisdom and Community in the Aftermath of the Covid-19 Pandemic. In the International Hospitality Entrepreneurship and innovation conference will be focusing on entrepreneurship strategies discussion to centralize and strengthen the hospitality industry based on local wisdom and culture which is expected to provide solutions to problems in the hospitality industry so that it can be overcome and able to survive the changing tourism and hospitality industry towards a new normal era.

We are very pleased to report that this conference presented 3 keynote speakers and 3 invited speakers, with 48 papers presented in 8 parallel sessions. The conditions of the Covid-19 pandemic that hit most countries in the world, made the implementation of the first InHEIC conducted by hybrid, online with zoom meeting and offline for invitation at MICE Building of Bali Tourism Polytechnic.

In this great occasion we would like to give our highest appreciation to our International Partners are Universiti Teknologi MARA, Cawangan Melaka and Lyceum of the Philippines University, thank you for your corporation to collaborate with us. Our sincere gratitude to all distinguished keynote speakers, invited speakers and our supervisor Dr. Irene Hanna H. Sihombing, SE,MM,CHE., Ni Made Suastini, SE, MM., I Dewa Putu Hendri Pramana S.Kom. and also I Gusti Agung Gede Witarsana, S.St.Par,MM.,CHE. For support and guidance which we are truly indebted to. Thank you to all presenters, participants, organizing committee, sponsors, media



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partners and others who cannot be mentioned one by one, to make this conference happen.

On behalf of the organizing committee, thank you and we hope that InHEIC becomes an inspiration for another conference!

With Gratitude,



I Wayan Yogi Santika
Chairman of the Committee, InHEIC 2021

GREETING FROM THE DIRECTOR OF BALI TOURISM POLYTECHNIC



Drs. Ida Bagus Putu Puja, M.Kes.

Dear Authors and Readers,

It was a great honor for us, on behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), to host the International Hospitality Entrepreneurship and Innovation Conference 2021. We would like to appreciate all the presenters and participants who have taken time between the busy schedule to gather and share knowledge, insights, and experience. These proceedings are the result of our discussion and hopefully, there will be much further research could be done by taking this proceeding as the starting ideas.

We also would like to thank Universiti Teknologi MARA (UiTM) Cawangan Melaka and Lyceum of the Philippines University for the collaboration, thus this event could happen. We are certain that this conference will open new doors of networking and encourage broader community of discussion and insight sharing. Thank you very much.

Sincerely,



Drs. Ida Bagus Putu Puja, M.Kes.

Director of Bali Tourism Polytechnic

GREETING FROM THE COORDINATOR OF HOTEL ADMINISTRATION STUDY PROGRAM



I Gusti Agung Gede Witarsana, S.St.Par,MM,CHE

Om Swastiastu,

It is great pleasure for me to welcome you to the 1st InHEIC International Hospitality Entrepreneurship and Innovation Conference which organized by our Hotel Administration's student class B 2017. My name is Agung Witarsana, hotel administration program study coordinator.

Before we get started, I would like to express my appreciation to all of the keynote speakers, cohost from fellow academic institution, presenters, participant, the management of Bali Tourism Polytechnic, lecturer, all partners, and especially our beloved students who are generously helped us making this international conference comes true.

This international conference is one of the projects in our study program which refer as "Managerial Application". By conducting the project, our students enable to develop their managerial skill in area of hospitality industry. Creating this event such as great opportunity for our student to implement their competences and build networking for the future.



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Once again thank you very much for your participation and support. Hopefully this international conference gives us the new insight and perspective facing this uncertainty conditions, stay safe.

Om Santi, Santi, Santi om

Sincerely,



I Gusti Agung Gede Witarsana, S.St.Par,MM,CHE
Hotel Administration Coordinator



INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

HOSPITALITY

1



EXIT STRATEGY FOR BUDGET HOTEL FACING THE UNCERTAINTY THROUGH THE COVID-19 PANDEMIC

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Abstract

During the Covid 19 pandemic there were so many challenges faced by hotels. when there is a prohibition on traveling, crowding, and when economically the community decreases due to restrictions in various ways. Of course, in dealing with this, hotels must be adaptive and innovative to determine exit strategies to find solutions. This research was conducted at the Aston Inn Mataram hotel in West Nusa Tenggara, where this hotel could achieve 1,000% of the target to be achieved in the midst of a pandemic. This research uses a qualitative method in the form of a case study / case study. Data collection methods used were interviews and observations. A structured interview that will be conducted is to prepare a list of questions to obtain the information needed and develop these questions as long as these questions focus on the problem under study and collecting incidental sampling. building relationships with consumers through social media engagement by offering various attractive promos and local culinary specialties accompanied by improved service quality, a variety of products that are creatively and innovatively developed, value for money, and prioritizing the application of health protocols are the key to the success of hotels in dealing with the Covid-19 pandemic.

I. Introduction

West Nusa Tenggara Province is a province that has many advantages as a potential tourist attraction. Not only does it have a beautiful natural panorama, but both regional cultural attractions, various ancient relics and customs are also very stunning. Apart from its beautiful beaches, there are also beautiful lakes and stunning mountain panoramas. This province is the meeting place for the three major cultures in the archipelago, namely ancient Javanese, Islamic and Balinese Hindu culture, making this area so unique to be visited as a tourist destination.

Lombok is an island located in West Nusa Tenggara Province, with Mataram as its capital. With a population of 4,702 million people with a temperature of 20-30 degrees Celsius. The island itself is divided into 4 districts and 1 city, namely: Mataram City, West Lombok Regency, Central Lombok Regency, East Lombok Regency, and North Lombok Regency.

The indigenous people of Lombok are the Sasak people who are mostly Muslim and have a strong and respectful tradition. Lombok experienced strong Balinese influence in the past, but still has its own uniqueness. West Nusa Tenggara which consists of two large islands, namely Lombok and Sumbawa, has great potential to be developed. Lombok to the west and Sumbawa to the east. This study will focus on

Lombok as a research location in West Nusa Tenggara. The people who live in Lombok are mainly the Sasak tribe of Lombok, with a minority population then Bali, Sumbawa and Bima. Each group has a local language that is still interrelated.

One of the tourism areas in Lombok is Kuta Mandalika. The Government of the Republic of Indonesia is currently working on developing ten tourism areas in Indonesia, namely Borobudur Temple, Tanjung Kelayang, Tanjung Lesung, Thousand Islands, Bromo, Mandalika, Komodo Island, Wakatobi, and Morotai. (m.republika.co.id/berita/nasional/umum/16/01/29/o1puf3219-pemerintah-bentuk-badan-otorita-borobudur, downloaded 9 March 2016 at 17:35).

Lombok and the surrounding islands have various advantages, both from natural beauty as natural tourism potential, cultural tourism potential, historical tourism, marine tourism, culinary tourism, shopping tourism and recreation. The location of Lombok which is close to the Province of Bali makes Bali often a hub where many tourists visit Bali before making further trips to Lombok.

In developing the tourism sector in the country, especially in the West Nusa Tenggara area, the Regional Government has carried out various efforts, including the development of tourist destinations, facilities and infrastructure as well as holding a MICE Event (Meeting Incentive Convention Exhibition) both on a regional, national and scale scale. International to increase tourist visits. Where in West Nusa Tenggara's statistical center data, the number of hotel rooms available in West Nusa Tenggara is 10,664 rooms, the number of accommodation is 983 and 14,969 the number of beds. The following is a table of the number of accommodations, rooms, and beds available at star hotels by regency / city in West Nusa Tenggara Province, 2019 as follows:

Table 1: Number of Accommodations, Rooms, and Beds Available at Star Hotels by Regency / City in West Nusa Tenggara Province, 2019

Regencies	Number of Accommodation	Rooms	Numbers of Rooms
West Lombok	24	1 651	2 520
Central Lombok	10	489	729
East Lombok	1	11	11
Sumbawa	1	22	44
Dompu	-	-	-
West Sumbawa	1	57	61
North Lombok	11	795	912
Mataram City	24	2 148	3 714
Bima City	-	-	-
Total	72	5.173	7.991

Source: *BPS-Statistics Indonesia, Hotels Survey*

The Room Occupancy Rate of star hotels in April 2020 experienced a very drastic decline compared to March 2020, which reached 12.84 points. The ROR for April 2020

was only 6.23 percent, while the ROR for star hotels in March 2020 reached 19.07 percent. Moreover, when compared to the ROR for star hotels in April 2019, the decline was even more drastic, namely 33.20 points. The average length of stay (RLM) of star hotel guests in April 2020 was recorded at 2.89 days. This has increased by 0.69 days compared to the RLM in March 2020 of 2.20 days. The number of guests staying at star hotels in April 2020 was recorded at 2,790 people consisting of 2,720 domestic guests (97.49%) and only 70 foreign guests (2.51%).

Of course, many things have changed in conditions that certainly cannot be predicted, namely during a pandemic. There is a policy for Lock Down, limiting travel and activities outside the home, as well as various rules for various institutions in organizing events which are usually also carried out in hotels by staying overnight and using various services owned by the hotel.

Of course, with extraordinary events that greatly affect tourism, where tourism is a business where the market moves to travel from the area of origin of tourists to tourist destinations and often even done in groups consisting of many people, of course, it results in tourism having to stop. The large number of Indonesians who depend on the tourism sector has made the economy of the community really feel the impact of the Covid-19 pandemic. In addition to territorial restrictions so that people cannot travel freely, the threat of disease transmission and economic limitations have resulted in tourism having to stop for a moment.

This can be seen from the decline in the occupancy rate of rooms in West Nusa Tenggara, especially non-stars. The ROR for Non-Star Hotels in April 2020 was only 4.49 percent, decreasing by 7.72 points compared to March 2020 with a ROR of 12.21 percent. When compared to April 2019, it decreased by 18.75 points from 23.24 percent. The average length of stay (RLM) of guests at Non-Star Hotels in April 2020 was 1.29 days, a decrease of 0.01 days compared to The RLM for March 2020 is 1.28 days.

(<https://ntb.bps.go.id/pressrelease/2020/06/02/647/ntb--april-2020--tpk-hotel-bintang-dan-non-bintang-turun.html>). The following will show the percentage of foreign guests staying at star hotels in 2019 because in fact foreign guests previously played an important role in the room occupancy rate of star hotels in West Nusa Tenggara.

Table 2: Percentage of Foreign Guests Staying at Star Hotels Per Month by Star Hotel Class in 2019 (Person) in West Nusa Tenggara

	Class of Hotel					Total
	1	2	3	4	5	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
January	0,00	0,56	21,58	60,31	17,55	100,00
February	0,39	1,66	17,47	58,10	22,40	100,00
March	0,70	3,37	22,02	53,53	20,38	100,00
April	0,34	2,66	19,38	57,47	20,14	100,00
May	0,94	2,96	20,45	51,41	24,24	100,00
June	0,66	3,74	23,48	55,16	16,97	100,00
July	0,77	4,01	18,62	54,73	21,88	100,00
August	0,66	3,41	20,05	54,16	21,73	100,00
September	0,73	4,00	19,37	54,79	21,10	100,00
October	1,01	4,69	16,51	56,90	20,89	100,00
November	1,14	3,69	20,66	57,47	17,04	100,00
December	1,02	3,79	18,21	55,55	21,44	100,00
Total	0,74	3,48	19,63	55,51	20,64	100,00

Source: BPS-Statistics Indonesia, Hotels Survey

Through a preliminary interview conducted with the General Manager of Aston Inn Mataram, it was found that during the Covid-19 pandemic, Hotel Inn Mataram was still operating. This strategy is taken that the management believes that there is still a need for guests for accommodation, especially for tourists or guests who are on official duty who have not been able to return to their country or region of origin. However, the number of occupancies in March was very low. Through the preliminary interview, it was also known that in this covid-19 recovery condition, Aston Inn Mataram was able to achieve 1,000% of the set target. So that this achievement is a topic that is worthy of research. So through this research, we want to know the role of social media which is one of the information channels used by Aston Inn Mataram in promoting various events and promos at the hotel to increase hotel revenue during Covid-19 pandemic.

II. Research Methodology

This research uses a qualitative method in the form of a case study / case study. Robson (in Altinay & Pareskevas, 2008: 77) explains "a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence". Sources of data in this study are various documents related to research problems, interviews with key informants, observations, attending various meetings and others. With various sources of data and evidence, it will further increase the reliability and validity of the data obtained.

Data collection methods used were interviews and observations (Suprpto, 2017: 109). Observation is a method of collecting primary data, namely recording behavior patterns of subjects, objects, or systematic events without any communication with the individuals studied (Suprpto, 2017: 102). The interview is a data collection method using oral questions to the research subjects, then the interview results are recorded by the interviewer as research data. (Suprpto, 2017: 94). A structured interview that will be conducted is to prepare a list of questions to obtain the information needed and develop these questions as long as these questions focus on the problem under study. This study uses incidental sampling (Incidental Sampling), which is a sample taken from anyone who happens to be there to ask their opinion about the problem under study (Rai & Mahadewi, 2012, 74).

The qualitative data analysis technique used refers to the technique developed by Miles and Huberman (in Kurniadi, 2012; 60), namely dividing it into four stages: a) data collection, b) data reduction, c) data presentation, and d) withdrawal conclusion.

III. Results and Discussions

Star Hotel is an effort to provide short-term accommodation that meets the requirements as a star hotel and is determined by the special agency that manages it (Regional Tourism Office) (Primadianti, 2019: 3). Some of the criteria in determining hotel classifications include:

1. Physical requirements include the condition of the building and its equipment
2. The form of service provided
3. Workforce qualification in terms of education and employee welfare level
4. Number of rooms available
5. Availability of meeting room facilities, sports and entertainment.

West Nusa Tenggara in Figures 2020 (286) Hotel is the provision of daily accommodation in the form of rooms in one building that can be equipped with food and drink services, entertainment activities and / or other facilities. Hotels consist of star hotels and non-star hotels. Star hotels are the business of providing lodging services, eating and drinking and other services for the public by using part or all of the building. This business is managed commercially and meets the requirements as a star hotel (including diamonds) as stipulated in a decree from the agency managing it. For example, five star hotels, four star hotels and so on.

According to Gasperz (in Laksana, 2008: 10) there are three definitions of customers, namely:

- a) Internal customers (internal customers) are people who are in the company and have an influence on the performance of our work or company.
- b) Intermediate customer are those who act or act as intermediaries not as end users of the product.

c) External customers (external customers) is the buyer or end user of the product, who is often referred to as a real customer.

According to Greenberg (2010: 8), customers or customers are individuals or groups who are accustomed to buying a product or service based on their decision on benefits or price considerations who then make contact with the company via telephone, letter, and other facilities to get a new offer from company.

From these two definitions, it can be concluded that a customer is an individual or group who buys or uses a product or service on a regular basis who then makes a relationship with the company to get a new offer from the company.

Customer value is a combination of quality, service, price from a product offering. Value is delivered to customers and the amount of value for customers is a group of benefits that customers expect from certain goods or services (Kotler & Keller, 2009: 14). According to Sunarto (2004: 7), states that customer value is the difference between the value obtained by customers by owning and using a product, and the costs incurred for a product. Customer value is the emotional bond that exists between customers and producers after customers use the products and services of the company and find that these products or services provide added value (Tjiptono, 2005: 296).

The definition of customer satisfaction according to Kotler (2014: 150) is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results) According to Thamrin and Tantri (2013: 45), customer satisfaction is the result that is felt. buyers of company performance that meet their expectations. Customers are satisfied when their expectations are met and happy or happy when their expectations are exceeded. Satisfied customers stay longer, buy more, be less price sensitive and leave good comments about the company.

According to Irawan (2009: 37) there are five factors that affect customer satisfaction, namely:

a) Product Quality

Customers will feel satisfied if their evaluation results show that the products they use are of good quality. Rational consumers always demand a quality product at every sacrifice made to obtain the product. In this case, a good product quality will add value in the minds of consumers.

b) Quality of service

The quality of service in the service sector will make customers feel satisfied if they get good service or what they expect. A satisfied customer will indicate the possibility of purchasing the same product or service again. Satisfied customers tend to give perceptions of a company's products or services.

c) Emotional

Customers will feel proud and get the confidence that other people will be amazed by him when using a product with a certain brand that tends to have a higher level of satisfaction. The satisfaction obtained is not due to the quality of the product but social value or self-esteem that makes customers satisfied with certain brands.

d) Price

Products that have the same quality but set relatively cheap prices will provide higher value to their consumers. This element affects consumers in terms of costs, usually the more expensive the price of a product or service, the customer or consumer has a higher expected value.

e) Convenience

Customers will be more satisfied if it is relatively easy, comfortable, and efficient in obtaining products or services.

There are various measuring tools for customer satisfaction. According to Kotler (in Tjiptono & Chandra, 2011: 314), tools to track and measure customer satisfaction can be done by:

a) Complaint and Suggestion System

Every company that is customer-oriented needs to provide opportunities to customers freely in providing suggestions or complaints regarding products or services owned by the company. Media that can be used are in the form of suggestion boxes, customer comments via questionnaires, or special channels such as customer call service. This is done to find out what and how the product or service the consumer wants, as well as to find out what difficulties and complaints consumers face for information for the company in developing a strategy for continuous improvement.

b) Customer satisfaction survey (Customer Satisfaction Survey)

The consumer satisfaction survey was conducted to find out direct feedback from guests as a form of company concern for customers. This method can be done in several ways, namely:

– Directly reported satisfaction

This measurement is done by asking questions to consumers (respondents) whether they are very satisfied, satisfied, quite satisfied, dissatisfied, or very dissatisfied with various aspects of the performance provided by the company.

– Derived dissatisfaction

The questions posed to customers (respondents) concern two aspects, namely regarding the size of their expectations of a certain aspect and the amount of performance they feel related to that aspect.

– Problem-analysis

Customers (respondents) were asked to disclose two main points regarding the company's offering, namely the problems faced and suggestions for improving the company's offering.

– Importance-performance analysis

Customers (respondents) are asked to give a rating to the company's offer based on the level of importance.

c) Shopping in Disguise (Ghost Shopping)

Ghost Shopping or commonly known as Mystery Guest is a person who secretly assesses the performance or service of a company by posing as a buyer and assessing the weaknesses and strengths of the company. This Mystery Guest can also do the same for competing companies to find out the weaknesses and strengths of competitors as a benchmark for corporate strategy formulation and company improvement.

d) Analysis of Lost Customers (Lost Customer Analysis)

This method aims to find out the causes of customer cessation from consuming the company's products or services, this can be done by calling back customers who have not made transactions, interviewing, or observing the level of customer decline. This method is good for companies to develop strategies to increase customer satisfaction and loyalty.

Based on this, Aston Inn Mataram continues to innovate based on the trends and needs that exist in its market. Aston Inn Mataram continues to build engagement with its customers. One of the ways this is done is through social media, namely Instagram. (Ryan, D & Jones, C. 2009; 169-171) An important key to remember is that in Social Media, that people online to interact and exchange information are the same as people generally think offline. The market wants content that is interesting, fun, and fast. In social media, marketers must not only send messages, but must invite responses and may not be what you want or what you want. Marketers must plan to build good relationships with the market through social media marketing, be flexible and respond to the existing community.

Through an interview with the General Manager, Aston Inn Mataram is a city hotel located in the center of Mataram. With a strategic location, of course, is an advantage that must be supported by unique products and quality services. One thing that was put forward by the General Manager of Aston Inn Mataram during his almost 2 years of leadership was the uniqueness that this hotel had to highlight as a distinct advantage that accommodated consumer needs.

It is realized that in a hotel operation it is not only possible to rely on sales of rooms, but by combining the existing facilities appropriately to produce attractive products for each customer. With the potential for meeting rooms, swimming pools,

restaurants and rooms, Aston Inn Mataram continues to create and innovate which ultimately positions Aston Inn to become a trendsetter for similar hotels in Mataram which are also approved by visitors who provide similar responses.

Various Social Media have their respective uniqueness and advantages. Through the attached data, it is known that Facebook is the Social Media with the most number of users in the world. However, of course the characteristics of the media used must be in line with the characteristics of the company.

In compiling a product, this hotel is expected to prioritize quality with excellent service while maintaining the uniqueness of the Lombok culture where this hotel is located. Instagram is a social media that is the mainstay of promotional media used by Aston Inn Mataram. The reasons for Instagram being used as a medium for building customer relationships are as follows:

- Whereas Instagram users are users with an interest in lifestyle, food, fashion, personality and with an interest in luxury brands.
- Shareable content is visual content which can consist of short videos
- The frequency of posting per day is 1-2 times
- The best time to improve the relationship (engagement time) is at 14.00-17.00.

From various social media with various advantages, it is felt that Instagram can best facilitate the needs of Aston Inn Mataram in communicating its products to the intended target market. Responsive admin, interesting and informative content, quality and unique products, affordable and competitive prices, responsive and friendly staff with consumers are a work culture that continues to be built.

The Role of Front Office Departments in Building Engagement with Customers

The Front Office Department also plays a role in digital marketing at Aston Inn Mataram. One thing that is a strategy that has a positive impact on guests who will and have visited Aston Inn Mataram is by processing safe protocols certification at the Online Travel Agency. One of the Online Travel Agencies (OTA) that has a positive impact on room occupancy is Traveloka, in addition to other OTAs such as Agoda, Booking.com and so on.

This is also proven through the results of interviews with guests who feel confident that using the services of Aston Inn Mataram and attending various events being held is that they feel safe about the implementation of the Covid-19 Protocol at Aston Inn Mataram. So that through interview information and distributing questionnaires it is known that the safety protocol that is well socialized through digital marketing information is the success of promotional content that has been well-socialized in the community and consumers who have visited.

The Role of the Food and Beverages Department

The products offered at various events that are marketed using social media, namely Instagram, are the best products that have gone through various selection



processes and careful consideration. Excellent service is a priority so that periodic assessments of market tastes, trends and market interests are continuously carried out so that quality products can be conveyed to the visitors of Aston Inn Mataram.

As in choosing the concept of the event that will be applied in the event, the food menu will consider the market's desires so that it can satisfy visiting guests by prioritizing quality and excellent service from all staff on all lines. The combination of modern and Lombok specialties remains the hallmark of the products and services applied at Aston Inn Mataram. The Sasak Maknyus event which is held every Wednesday is an event that is always awaited by event visitors at Aston Inn Mataram. Traditional Lombok food is packaged in such a way as to become hotel food that has prestigious value at affordable prices, as well as performers who enliven the event to provide attractive colors for visitors. The right combination of food, decoration, events, prices and excellent service makes the Sasak Maknyus Event always crowded with visitors. Other than Sasak Maknyus, "Oh My Grill" is a Barbeque event every Saturday which is also a favourite event for the guest.

Being unique in the implementation of events and services to consumers is an important thing that makes Aston Inn Mataram superior in the minds of consumers who have used the services of Aston Inn Mataram. Consumers are satisfied with good food, and various unique and interesting things that are provided more than what was in the initial agreement. Complimentary such as sometimes committee rooms, ice cream and the food menu that is served gives a more positive image to consumers who use the services of Aston Inn Mataram. Coffee and Ice Cream Stands as a bonus / compliment in every event as a feature that distinguishes Aston Inn Mataram from other similar hotels in Mataram. Friendly staff who are ready to serve the best is the commitment of all teams.

Sales Department Role in Building Social Media Engagement

That the marketing success of a hotel is not only the responsibility of the Sales and Marketing Department. Commitment from all lines to build a warm work atmosphere will result in excellent service in the work process and service to visiting guests.

One interesting thing to point out is that the relationship between the sales person and consumers is not only built from the good products and services offered but also through the personal relationships and relationships that are built so that clients / consumers feel comfortable to continue working together for a relatively long time with various events. which continues to be implemented.

When consumers are satisfied with all the services provided, they will come back even though many competitors offer other similar products. Not only through social media that accommodates the needs of certain large and potential segments, but offline marketing is also being carried out. Making regular sales calls with a few gifts



will give an impression to clients who have used the services of Aston Inn Mataram, or to clients who may have never held an event at Aston Inn Mataram for the government market segment, association or other segments besides the general social events. can be reached through social media.

Digital marketing is carried out through various existing platforms such as social media and online travel agents. The social media used are Instagram and Facebook which are connected at the same time. Currently Instagram is the main media used and has received a positive response from the market.

Promotional content has been planned and prepared since a month before broadcast. This is done to anticipate important moments so that you don't miss and can broadcast interesting content, events and promos according to the existing moments. The market will immediately respond whenever there is interesting content, event or promo. So that the content, events and promos that will be published are already interesting content.

Aston inn Mataram also uses Influencers and Adds in promoting the event being held. As for choosing an influencer, Aston Inn chose an influencer profile that has a character in line with the image of Aston Inn Mataram. By automatically using Influencers when Aston Inn posts content with the influencer model, automatically the followers of the influencer also visit the Aston Inn Mataram Instagram account, and it is hoped that afterwards they will also become followers.

The Role of the Food Production Department in Building Engagement with Consumers:

Generating creativity and always innovating are important keys that have been carried out so far. Working with a heart to achieve excellent service is something that all visiting teams and customers continue to build. During work, all staff are built with enthusiasm which makes work fun. This can build a positive atmosphere that results in a positive response from visiting consumers. Through distributing questionnaires to 50 event visitors at Aston Inn Mataram which was carried out by accidental sampling, the following results were obtained:

That 70% of information sources for event visitors are through Instagram, 22% invitations, 6% information from friends and 2% information from family. This shows that Instagram is a source of information that is an effective medium for conveying information to the target market segment.

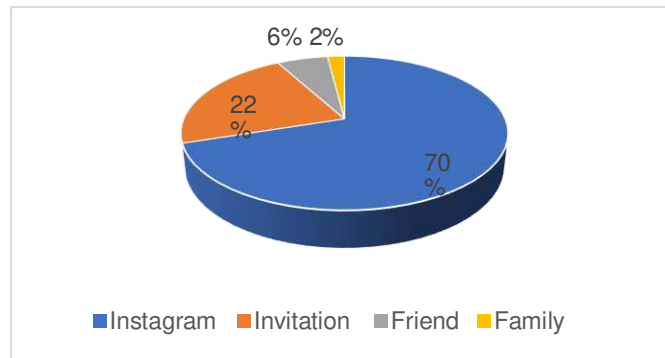


Figure 1: Source of the Information of the Events
Source: Processed data

For visitors to the Aston Inn Mataram event who have followed the Aston Inn Mataram Instagram, it is known that 74% rated promotional content as very good and 26% rated it as good.

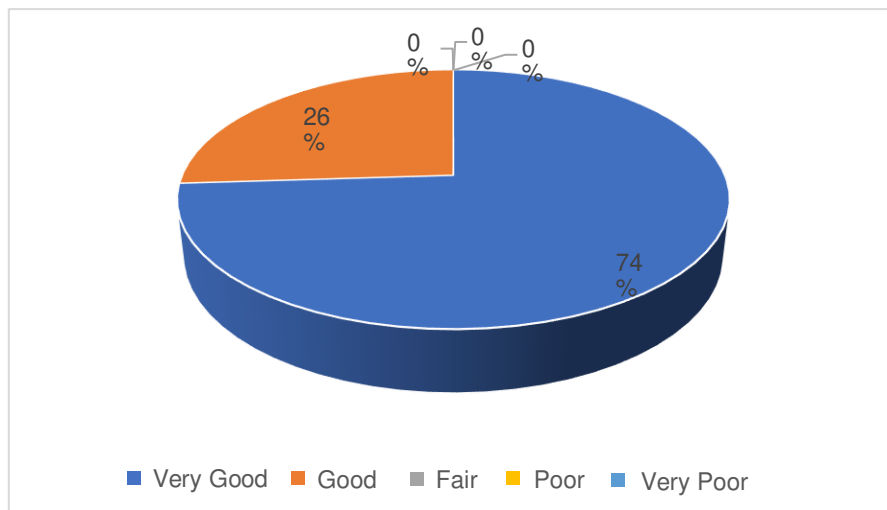


Figure 2: Rating of Instagram Content Promotion
Source: Processed data

It is known that the goal of followers visiting Aston Inn Mataram Instagram is 46% to see attractive price promos of the products offered, 32% looking for event information, 14% looking for new product information, and 8% wanting to see informative content displayed on the Aston Inn Mataram Instagram account.

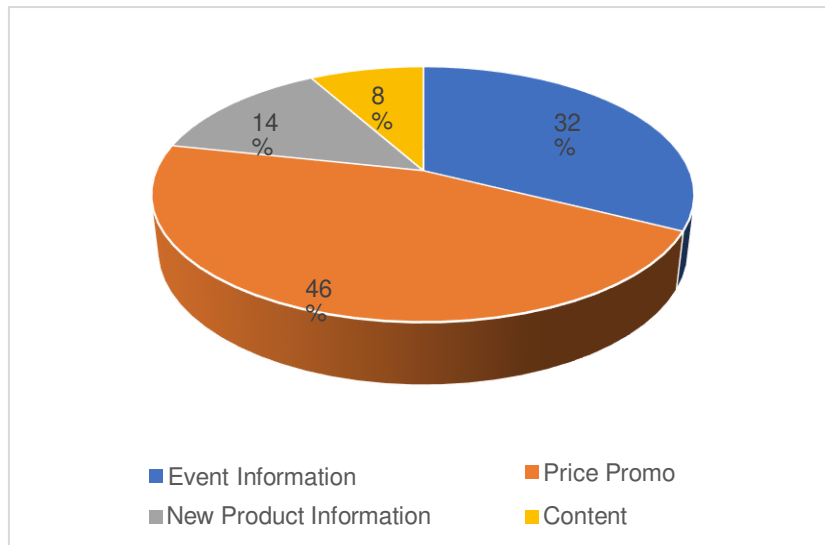


Figure 3: Visitation Purposes to Aston Inn Instagram
Source: Processed data

The advantages of Aston Inn Mataram according to the perceptions of event visitors are as follows:

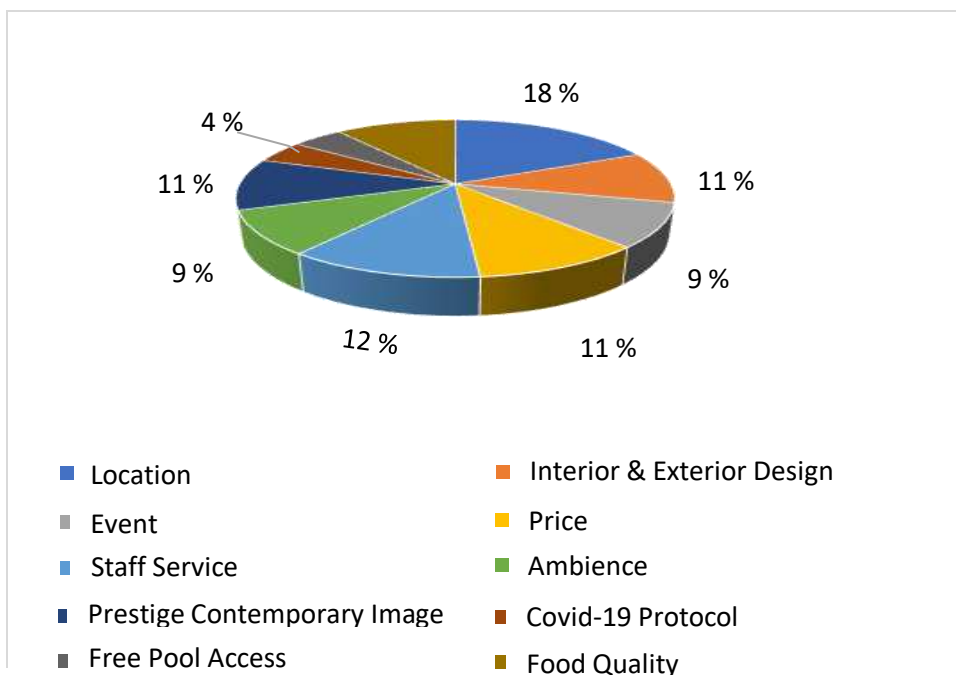


Figure 4: The Advantages of Aston Inn Mataram According To The Perceptions Of Event Visitors
Source: Processed data

The various advantages of Aston Inn Mataram are things that must be maintained and continuously improved to make the Positioning of Aston Inn Mataram stronger in the minds of consumers. The superior things in the minds of consumers are 18% prestige and contemporary image, 12% friendly and good staff service, 11% price, location, food quality, interior and exterior design, 9% event and ambience, and free pool access and interior and exterior design is another advantage at 4%.

In addition to the various advantages that attract Aston Inn Mataram, there are also some suggestions given by event visitors, including: improving Instagram designs such as feed design, more frequent promo updates, more interesting, innovative and creative event content, more events, give away, improve the covid-19 protocol, pay attention to the cleanliness of toilets in public areas, and maintain them as the best among similar competitors in Mataram, West Nusa Tenggara.

IV. Conclusion

The conclusions in this study are as follows:

- Social Media which is the promotional media for Aston Inn Mataram Hotel is Instagram. Through Instagram, with the consistency of posting feeds and stories with interesting content, the IG followers of Aston Inn Mataram are always waiting for new things to be offered by Aston Inn Mataram. In August 2019, Aston Inn Mataram's Instagram followers were 800 and in November 2020 it had reached 4,768 Followers.
- The steps taken by Hotel Aston Inn Mataram in building social engagement in event marketing to consumers are as follows:
 - Determine the person in charge who is responsible for handling social media marketing owned by Aston Inn Mataram.
 - Consistently prepare and publish Bio, Feed, Story and Highlight with attractive promotional content.
 - Using paid promote local media such as celebgram, Inside Lombok and Mataram culinary
 - Paying attention to Insights (which are only available on Instagram business accounts), which is a feature on Instagram where the account owner can get information about the number of interactions that occur on Instagram, which content is of interest and less interest, demographics of followers who have interests such as gender, age, and geographic position where followers access.
 - Increase Insights by doing promotions through the paid Ads feature where the amount can be adjusted to the budget and coverage of the area you want to target as the target market segment.

- Collaborate with influencers with good images and a high number of followers so that followers who follow these influencers will also follow the Aston Inn Mataram Instagram account.
- Stimulate the market by giving giveaways and building relationships with followers who actively interact every time Aston Inn posts information.

Some suggestions that can be given through this research are as follows:

1. Build a more personal relationship (personal) to consumers in a balanced manner with general relationships to build deeper relationships at the same time on a large scale.
2. Appreciate feedback from consumers by paying attention to reviews on social media so that consumers feel cared for and feel close to Aston Inn Mataram, and implement future hotel strategies.
3. Increasingly activating the entire internal team at Aston Inn Mataram to take part as marketers who become ambassadors for hotel brands to the community and society in general (target market).

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THE SURVIVAL STRATEGY OF METLAND HOTEL DURING PANDEMIC COVID 19 IN CIREBON

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1. Introduction

Tourism industries are among those impacted the most by covid-19. The spread of covid-19 in Indonesia since early 2020 has weakened the tourism industry. To overcome this problem, Indonesian Government has issued a policy which is the circular number 2/2020 on the continued prevention and transmission of the corona virus disease 2019 (covid 19) outbreak. The commitment of the government to suppress the number of covid-19 spread in Indonesia includes several prevention measures. One of which is the issuance of the aforementioned prevention policy. This policy is expected to positively impact on tourism sector in Indonesia particularly on hospitality industry, F&B industry, tourism destination, exhibition and other cultural events

In the second year of covid-19 pandemic, Indonesian government has issued various preventive policies to reduce the transmission rate of covid 19. Those policies include 3M's health protocols (washing hands, avoiding crowds, and wearing masks), Large Scale Social Restriction (PSBB) in red or black zones, provision of vaccines to the front liners such as teachers, lecturers, government officials, and practitioners in the tourism industry.

Covid 19 has still become a source of paranoia for some people. According to the survey conducted by Persakmi and Public Health Alumni Association, Universitas Airlangga on 2020 showed that 63% of the total 8031 respondents still felt anxious to socially interact with other people. People are afraid and worried to do activities outside the house, especially tourism activities. Many reports stated that Indonesia is in emergency status by the end of 2020. The mortality rate has increased in the beginning of 2021. This condition has certainly impacted on the tourism industry. One of the indicators is the lower number of domestic and international tourist visits from 2020 until the beginning of 2021 than the previous years.

The implementation of rapid test or Swab PCR for all Indonesian citizens who plan to travel by public transportation has affected the visits of local and international tourists visiting Indonesia.

The decreased number of tourist visit in a destination is in line with the decreased demand of the accommodation. According to the previous studies conducted by Pendit (2003) "the growth of tourist visits is in line with the growth of

hotels". He also explained that the tourist in a destination will most likely to book a hotel or accommodation in the same destination during uncertain times. It inferred that the decrease of tourist visits has impacted on the hotel and accommodation sector. The data from Indonesian Hotel and Restaurant Association (PHRI) showed that nearly 40.000 hotel room cancellations resulted in a total loss value of 1 trillion Rupiahs ("Mengukur Dampak Wabah Virus Corona ke Bisnis Hotel," 2020). Those data has retrieved in 2020. Those problems forced the hotels to shut down and many employees were laid off due to the inability of the company to pay the salary.

Cirebon is one of the cities in West Java Province affected by covid 19 pandemic. Cirebon has been known to be a metropolitan city with a more adequate accessibility rather than other big cities in Indonesia such as Jabodetabek, Semarang, Yogyakarta, and many others. Before the pandemic, there were many people outside Cirebon come to visit Cirebon for its famous Batik Trusmi. Speaking of tourist attraction, Cirebon is famous for its abundant culinary delights, Kasepuhan Palace culture and Sunan Gunung Jati pilgrimage tourism. Before the pandemic, many tourists from various places in Indonesia and even from overseas come to visit and liven up the faces of tourism in Cirebon. Moreover, RPJMD targeted 2,1 million tourist visits to Cirebon in 2020.

However, during the pandemic of covid 19 in Indonesia, the tourist visits to Cirebon has significantly declined. The number of tourist visits only reached 40,5% out of the targets. Those also affected the occupancy rate of the star hotels or non-star hotels. According to the data from BPS Cirebon, the occupancy rate of the star hotels were 51,80% while 31,57% was for non-star hotels in 2019. Nonetheless, the occupancy rate has declined significantly in 2020 by only reaching 10% to 20% in the beginning of pandemic, and it might still continue to decrease up to now.

The government's appeals on social distancing deemed to provide a serious impact on the hotel sales (Masrul et al., 2020). Currently, many hotel providers are unable to survive and decide to close their hotels. Hotel sector is one of the main drivers of the nation economies, particularly in Cirebon. There were many people make a living through the hotel sectors. Thus, it is necessary to formulate the strategies addressing these emerging problems.

Metland Hotel located in Cirebon is one of the hotels harmed by the pandemic. However, Metland Hotel is still operating by implementing various strategies to survive and sell their products. Despite the current situation and condition, Metland Hotel conducts various innovations and strategies to stabilize the occupancy rate of the hotel. According to the aforementioned problems, this study aims to analyze the survival strategies of Metland Hotel during the covid 19 pandemic to provide a contrast of the covid 19 impact experienced by Metland Hotel by Horison. This study began with the description of the Metland Hotel occupancy rate before the pandemic

and described the strategies chosen by the hotel manager to survive during the pandemic.

The pandemic has resulted in a total crisis on tourism industry all over the country, especially in Cirebon. As a new crisis, the reports on the impact of covid 19 transmissions have permeated public discourse on every mass media in the past two years. Nonetheless, in general, the studies on survival strategies of the hotel during the pandemic have been done by some scholars such as the study conducted by Nuruddin et al.(2020).

Nuruddin et al.(2020) argued that pandemic has paralyzed the global tourism. The pandemic has a major impact on tourism in Bali. Almost all hotels closed down. Those which are still operating are the one used for self-quarantine. This article studied the condition of hotel in Bali and the survival strategies adopted during the outbreaks. This study focused on the certain hotels such as Four Seasons Resort Bali at Sayan, Alia Seminyak Bali, and Puri Saron Seminyak with an argument that these hotels represented the star hotels and types of the customers. The result of this study showed that the impact of the pandemic resulted in the almost empty hotel occupancy. The strategies adopted includes terminating the staff permanently or temporarily, limiting the use of hotel facilities, expenditure efficiency, selling non-room products online, and refusing to refund bookings by rescheduling the stay.

2. Research Methodology

This study is a qualitative research with a case study approach. Qualitative research methods generally emphasize on the process rather than quantity (Lincoln: 2009). This study only focused on one hotel in Cirebon namely Metland Hotel. Thus, this research is considered as a case study. The researcher chose Metland Hotel as the object of study is due to the representation of the level and class of the customer as well as the willingness of informants to be the participants of the study. Metland Hotel is a 3-star hotel that has a prominent branding and is trusted by various stakeholders either from corporate sector or government. The excellent service from the hotel staffs fosters good communication between the hotel parties and various stakeholders such as media, academics, and other vendors partnering with Metland Hotel. It is proven by the amount of MOU and collaborations carried out by the hotel and related stakeholders. Metland Hotel is also popular among millennial due to its innovation through digital marketing in social media.

The interviews were conducted with the hotel managers who understand about the management of the hotel to obtain the data on the number of the guest and the strategies of the hotel to survive during the pandemic. The data were collected by the interviews of the hotel managers and various literatures obtained from books, articles, scientific journals as well as online sources.

This study used in-depth interview methods that support the descriptive qualitative research design. The participant of the study was determined by the ability of the informant to provide the information on the managerial level and the willingness of the informant to participate on this study. The participant of this study is Mrs. Wily Asih who works as a marketing sales manager and public relation of the hotel.

This study used management theory and marketing theory approach. According to Hasibuan (1989), every company generally has a strategy as a reference for the managers to conduct all the activities to achieve a certain goal.

3. Expected Results and Conclusion

Before the pandemic, the number of guests in Metland Hotel reached 27.361 guests in 2019 with a percentage of 76,49% (interview with public relation officers of Metland Hotel). Until the end of 2019, the occupancy rate of Metland Hotel was the highest among others nearby. Metland Hotel has collaborated with many corporate sectors and governments. It also includes the collaboration to create a long-stay program with certain companies over the past 3 years. A long-stay program is a reliable program while other program has declined. It is due to the exact target and segmentation which lead to the high revenue of the Metland Hotel and occupancy rate before the pandemic.

The indicator to comprehend the condition of Metland Hotel occupancy during the pandemic includes the number of rooms used, monthly room rental income and income from other products such as events, culinary products, and other products relevant in the pandemic context. The emergence of the covid 19 pandemic significantly impacted on the tourist visits in Metland Hotel which was considered as a favorite hotel among tourists visiting Cirebon. This study tries to describe the strategies applied by the hotel managers to survive during the pandemic.

In addition, Metland Hotel is one of the hotels capable to survive during the pandemic because it has sufficient resources to meet the hotel operational needs and is able to maintain the occupancy rate in 2020. Rooms sold in 2020 amounted to 18.950 rooms with a percentage of 52,83% (interview with the public relation officers of the hotel). It is perceived to be very high when compared to the other hotels around Cirebon. Some hotels decided to shut down due to its significant decrease of occupancy rate. It is interesting to understand how Metland Hotel is able to survive amidst the exacerbation of the industry during the pandemic. Therefore, this study discusses on the strategies carried out by Metland Hotel in overcoming covid 19 pandemic problems.

Metland Hotel Survival Strategy

Metland Hotel is one of the 3-star hotels in Cirebon. It has an initial capacity of 98 rooms consisted of 52 superior rooms, 39 deluxe rooms and 7 suites rooms. In 2019, the occupancy rate of the Metland Hotel was always full. It is because of the collaboration between the hotel and corporate sectors to create a product such as group bookings (Metland Hotel Management Team, interview on March 24th, 2021).

In addition to sell the room services, Metland Hotel also gain the revenues by selling other products such as F&B, Laundry service, Eid Al-Fitr Hamper Delivery, MICE package including wedding package, meeting package, birthday package, and Outdoor facility rental. The revenues generated by these products are capable to provide additional income to the hotel (interview with hotel management team on March 24th, 2021).

In the beginning of pandemic, precisely on March 2020, Metland Hotel was still unable to grasp the impact of the pandemic since the occupancy rate at that time was stable. However, in the Ramadhan month, the hotel management had begun to prepare various strategies to survive during the pandemic. They tried to look for the opportunities through their existent products to meet the demands of the market.

On April to May, they managed to increase the sales of food and beverage and hamper delivery during Eid Al-Fitr period. The roasted chicken menu was offered to the previous guests online in order to keep in touch with the previous guests who stayed or cancelled the rooms. Roasted chicken hampers costs around 250.000 rupiahs for 5 to 6 portions. The demands were high and considered as success because it sold 10 to 15 packages per day.

From this hamper package selling, hotel was able to cover the revenue on April and May, 2020. The hotel management teams were aware of the fact that hamper package sales were only relevant during Eid Al-Fitr period. Thus, the management teams and marketing teams rethought the survival strategies of the hotel by creating strategic schemes as follows:

1. Intimate Wedding Package.

There is a certain season believed by Indonesian people to be the perfect time to celebrate the wedding ceremony, for example in the Shawwal month of Islamic calendar. At this time, it can be the opportunity for the hotel managers to target this type of customers. Despite the pandemic, there were still many couples celebrating their wedding according the current situation. The trends of this celebration shifted from the mass wedding to the intimate wedding due to the restrictive rules from the government regarding the wedding celebration regulation. This opportunity can be benefitted by the hotel managers to increase the revenue on June to August. Hotel revenues generated by the intimate wedding package obtain from the room sales for the family of the bridegroom as well as the outdoor facility rental and food

and beverage for the guests. The vendor of the wedding celebration is decided by the hotel through bidding process.

The attractiveness of this intimate wedding package relies on its outdoor atmosphere. Metland Hotel has a large outdoor area and it becomes one of the strengths offered by the hotel. Better circulation and natural nuance becomes an interesting appeal for the prospective customer intended to celebrate the intimate wedding in Metland Hotel (interview with marketing teams on March 24th, 2021).

2. Work from Hotel Package.

In the beginning of pandemic, there were many hotels nearby Metland Hotel created self-isolation package for people with high mobility due to the government policy that urged people to do self-isolation after arriving from overseas or domestic travel. Although many hotels used that strategy to increase the revenues, Metland Hotel decided to not take that measures and consider another long-term strategy. The researcher argues that Metland Hotel has taken a correct measure because they prioritized their hotel branding which is covid-19 free hotel verified by CHSE (Clean, Health, Safety, and Environment Sustainability) instead of being at risk by conducting self-isolation package.

According to the aforementioned condition, the hotel management teams created work from hotel package to target businessmen or company employees conducting business trip or field research in Cirebon. It was created by considering that there are many companies nearby Cirebon either public or private companies such as Pertamina in Indramayu, PLN, PT KAI, Jasamarga, toll road construction employees, media and others.

Work from Hotel Package has two types of packages which are 1-week package and 2-weeks package. Most of the customers choose 2-weeks package because it is more satisfying and cheaper. Work from Hotel Package in Metland Hotel has full service facilities with a strict health protocol standard including 3 times meals delivered to the room, unlimited Wi-Fi connection, laundry service, and a convenient office in the hotel room (interview with the marketing teams on March 24th, 2021).

3. Long-stay Package

Long before the pandemic, Metland Hotel had already conducted a long-stay package. It is one of the B to B marketing strategies carried out by the hotel management. In its implementation, the hotel management sends proposal to corporation or government to establish cooperation in the hospitality sectors. Cirebon is an industrial area surrounded by many public or private corporations. Hence, those corporations most likely need the accommodation sector to meet their needs during their visit to Cirebon. Metland Hotel held the MoU with one of the corporations to conduct a long-stay package for 5 years. This is quite useful to

maintain the revenue of the hotel since it contributes around 20% of the hotel occupancy rate during the pandemic. It is also due to the integrity of the hotel management and marketing teams to work harder to meet its targets.

4. Wedding Drive through Package.

The strict regulations in organizing event amidst the pandemic change people way of thinking about the wedding celebration. Metland Hotel read this opportunity and created a unique wedding celebration package through drive-through system.

The drive-through system is known as an ordering system in a fast food restaurant. The hotel management teams adopted this system by creating a package for the invited guests to congratulate the bridegroom via drive-through. Having a spacious parking area as well as a lobby connected to the entrance and exit routes makes wedding drive through package at Metland Hotel in a great demand.

Before congratulating the bridegroom, the guest must comply with the health protocols which include wearing a mask and checking their body temperature through the car window conducted by the hotel staff in the entrance. Before entering the area of wedding, the guests are required to scan the invitation barcode provided by the wedding organizers (hotel staff). Next, the guests are able to meet and congratulate the bridegroom from inside the car at a certain distance. After that, the guests can take away the wedding souvenir and catering box. The procession ends in the e-money or m-banking barcode scanning point for the guests who intend to give the congratulatory money (interview with public relation officer on March 24th, 2021).

5. Staycation Package

During the covid 19 pandemic, the government imposed lockdown regulation in several areas in Indonesia to suppress the transmission rate of covid 19. Some sentiments emerged such as the boredom due to the stay at home regulation. It gradually becomes a new habit to live up to. It also triggers the desire to travel and experience and a new atmosphere. However, it is impossible to travel to other destination considering the safety and strict health protocols.

One of the popular ways to escape from the boredom is to do a staycation with a family in the hotels around their living area. According to Silvia Agmasari (2020), staycation is a vacation done within the city where the individual lives. This term first emerged in 2003 when Unites States experienced financial crisis. One of the strengths of staycation is the savings in travel budgets because the tourists are not required to buy flight tickets and pay for the vehicle rentals. The activities to be done during staycation include staying over in hotel or villa, swimming in the pool, watching movie marathon, enjoying the coziness of the room, ordering the food



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provided by the hotel, playing video games. Staycation can be an alternative to release a stress during the pandemic with a low budget.

6. An Integrated Social Media Strategy.

The final strategy is to design an integrated information or advertisement of the programs created by the hotel management teams. The advertisement design was integrated so that the formulated innovation can be promoted to the public. Therefore, the hotel management teams employ three principles in creating the advertising campaign in the social media, including (1) a campaign to support the enforcement and implementation of health protocols in every activity; (2) a pentahelix collaboration; and (3) a campaign on the ATM concept or *amati* (observe), *tiru* (imitate), and *modifikasi* (modify) in creating an innovation.

Keywords: *Survival Strategic, Hospitality, During Covid 19.*

AIRBNB – THE UNDERDOG IN THE ACCOMMODATION SECTOR: ADVANTAGES, DISADVANTAGES, SURVIVAL STRATEGIES, RESTRICTIONS, POLICIES AND PROTOCOLS

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Abstract

This secondary research titled “Airbnb – The Underdog in the Accommodation Sector: Advantages, Disadvantages, Survival Strategies, Restrictions, Policies and Protocols” aimed to determine Airbnb’s advantages, disadvantages, survivability amidst the competition, legality and restrictions, and its policies and protocols to analyze whether Airbnb is an underdog in the accommodation sector.

Data gathering was done by utilizing credible and reliable research websites like Google Scholar, Elsevier-Mendeley, ScienceDirect, Scopus, Semantic Scholar, Gale Cengage Learning, and ResearchGate.

Results showed that people prefer to stay in Airbnb accommodations because of the uniqueness and the authenticity of the experience. However, some respondents chose another type of lodging because of the trust, safety, and security issues of Airbnb. A personalized and flexible type of service is one of the reasons why Airbnb is still on the market despite the competition. Airbnb is restricted in some areas due to its failure to comply with tax policies. Also, some accommodation units are not in proper zoning which makes the business operates illegally. Airbnb’s policies and protocols are not as standard as other accommodation options. The policies and protocols vary depending on the location and the hosts.

Airbnb is an expanding business that poses a threat to traditional hotels. Airbnb is somehow an underdog in the accommodation sector, but it has found its way to be known by providing highly personalized, flexible services, unique, and authentic experiences at an affordable and reasonable price.

Amid fierce competition, Airbnb needs to utilize its competitive advantage to gain customer loyalty. Also, the implementation of standardized policies and protocols will help minimize customer complaints and disruptive impacts in the local community. It is also advisable for Airbnb to comply with the local government’s certification for the legality of the units available for listing.

Keywords: accommodation sector, personalized services, unique experience

I. Introduction

Airbnb stands for “Air mattress bed and breakfast”. It is a marketplace where people showcase local homes which can be rented by those who are looking for short or long-term accommodation. The company was established in 2008 which eventually prospers over the years as people tend to patronize this type of service (Airbnb, 2020).

This study will unravel the nature of why Airbnb has been a staple choice for people to stay. In comparison, travelers have gathered advantageous factors of having Airbnb accommodation better than traditional hotel reservations. First, most people become more knowledgeable about the culture that the place offers. Intimate connections can be established through actual conversations with the residents living in the area.

Statement of the Problem

This secondary research aimed to assess the ins and outs of Airbnb. Specifically, this study answered the following sub-problems:

1. What are the advantages of using Airbnb?
2. What are the disadvantages of using Airbnb?
3. How does Airbnb survive amidst the competition?
4. Why is Airbnb illegal and/or restricted in some areas?
5. What are the Airbnb policies and protocols before the COVID-19 pandemic?

II. Literature Review

A tourist can learn more in terms of the Dos and Don'ts in a country. Through this advantage, most people discover new attractions which are not touristy. Locals and even homeowners usually share the hidden gems of the location for a better experience for travelers (Qin et al., 2020). Another factor why Airbnb is favored by tourists is because of its affordability with the comfort of a home. It is cozy because the ambiance is more laid-back and authentic (Zervas et al., 2016).

On the other hand, there are also downsides to Airbnb. One of the issues on Airbnb is the security and safety of the tourists. Compared to hotels, Airbnb utilizes regular houses and is not secured by guards or company personnel (Sthapit et al., 2019). There is also an issue on trust level. It is undeniably hard to have a stranger living in your house with the thought of accidents happening (Hawlitshchek et al., 2016). Rudeness is also a factor because some homeowners do not offer the same accommodating and pleasing attitude towards tourists (Sthapit et al., 2019). A possible gap on this issue is the difference in language, culture, and perspective.

Airbnb has diversely impacted the accommodation sector. The generation has evident changes in trends, attractions, and likings of people including their preferred type of accommodation. The advent of Airbnb has been successful and became a boom for people due to its convenience, affordability, and experience. This trend has helped

the company in obtaining higher revenues as it is available in a wide market. If we grasp this change deeply, we could see this as a threat because it exhibits the edge of Airbnb among the other competitors (Sedlacek, 2016).

III. Research Methodology

This study used a qualitative method of research. Through this research method, the advantages, disadvantages, survival strategies, restrictions, policies and protocols of Airbnb were gauged.

The study gathered its data from primary sources. The primary sources are the acquired information from primary research which can be found online through trustworthy research websites such as Google Scholar, Elsevier-Mendeley, ScienceDirect, Scopus, Semantic Scholar, Gale Cengage Learning, and ResearchGate.

The maturity date accepted in terms of the primary research documents is within the year 2015 to 2020 because the information within these years of publication is credible and reliable in presenting data and discussing certain topics in the research.

IV. Results and Discussions

Advantages of Airbnb

For decades, Airbnb has been a person's ideal vacation to be able to get away in a place where there are both the experience and the comfortability. It is undeniable that one of the most important boxes to be ticked on the list is the pleasing accommodation because it makes the journey more meaningful and relaxing (Guttentag, 2015).

Based on the data gathered, 11 out of 15 are convinced that the uniqueness and authenticity of the experience is one of the greatest advantages of Airbnb. It has been apparent that most tourists find their travels more genuine and closer to culture. Airbnb lets its guests do fun activities while on their stay (Tussyadiah & Pesonen, 2015). Social interaction also plays an important role because it gives the guests the idea of living naturally with the locals and experiencing their culture and traditions first-hand (Heo, 2016) (Sthapit & Jimenez-Barreto, 2018). In terms of affordability, 8 out of 15 research findings believed that affordability is one of the reasons why customers patronize Airbnb. It is one of the best options for people traveling on a tight-budget, young travelers, and families. It is a cheaper alternative when it comes to accommodation. Guttentag (2015) mentioned in his study that Airbnb is approximately 20-50% cheaper compared to hotels and (Varma et al., 2016; Lehr, 2015; Zervas et al., 2016) support this claim. Personalized service is also a factor why customers book Airbnb accommodation. Customers can freely choose the property type, price, amenities, and facilities they prefer. Lastly, a comfortable stay is a must (Lehr, 2015; Zervas et al., 2016). Accommodation is not going to be worthy without

having a cozy and home-like stay. Home comforts like kitchen, washing machine, and dryer are widely available in Airbnb units (Guttentag et al., 2017).

Table 1: The advantages of Airbnb in terms of affordability, comfortability, uniqueness, authenticity of the experience, and personalized services

Title of the Study/ Year of Publication	Authors /Locale	Advantages of Airbnb			
		Affordability	Comfortable Stay	Uniqueness and Authenticity of the Experience	Personalized Service
The Future of Airbnb in China: Industry Perspective from Hospitality Leaders (2020)	Qin, D.; Lin, P.; Feng, S.; Peng, K.; Fan, D. China; Hong Kong; Macau; U.K.			Customers get the chance to experience the cultural and knowledge exchange with the hosts and the locals.	
Spend Less and Experience More: Understanding Tourists' Social Contact in the Airbnb Context (2019)	Lin, Pearl; Fan, Daisy; Zhang, Hanqin Lau, Chloe. Kowloon, Hong Kong.			Airbnb lets the guests take part in various activities and interactions with the locals.	
Exploring Tourists' Memorable Hospitality Experiences: An Airbnb Perspective (2018)	Sthapit, E.; Jimenez-Barreto, J. Spain.			Social interactions between guest to host and guest to another guest can be achieved	
Why tourists Choose Airbnb: A Motivation Based Segmentation Study (2017)	Guttentag, D.; Smith, S.; Potwarka, L. Havitz, M. Canada.	Airbnb is considered a low-price competitor.	Tourists can use home benefits like household amenities, large space, and a homey atmosphere.	Guests explore non-touristy neighborhood and destinations with the residents in the area.	

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Title of the Study/ Year of Publication	Authors /Locale	Advantages of Airbnb			
		Affordability	Comfortable Stay	Uniqueness and Authenticity of the Experience	Personalized Service
The Accommodation Experiencescape : A Comparative Assessment of Hotels and Airbnb (2017)	Mody, M.; Suess, C.; Lehto, X. Boston University U.S.A.			Staying in an Airbnb accommodation may give customers a sense of belongingness.	
The Effects of Airbnb's Price Positioning on Hotel Performance (2017)	Xie, K.; Kwok, L. U.S.A.	Airbnb is an alternative type of accommodation that offers reduced prices compared to hotels.			
Sharing Economy and Prospects in Tourism Research (2016)	Heo, C. Switzerland			The recognition of sharing economy platform like Airbnb may reflect tourist's desire for socialization.	
The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry (2016)	Zervas, G.; Proserpio, D.; Byers, J. U.S.A.	Airbnb offers cheaper accommodations than hotels. It attracts people travelling on a budget, families, etc.			Customers can choose what kind of accommodation they are going to rent, from apartments to yurts.
Airbnb: The Future of Networked Hospitality Business (2016)	Oskam, J.; Boswijk, A. The Netherlands	Tourists book a cheap Airbnb instead of an expensive hotel room.		Guest can experience life as a local.	
Factors of Satisfaction and Intention to Use Peer-to-Peer Accommodation (2016)	Tussyadiah, I. University of Surrey.	Airbnb is cost saving.		Social relation with the host leads to customers' satisfaction.	

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Title of the Study/ Year of Publication	Authors /Locale	Advantages of Airbnb			
		Affordability	Comfortable Stay	Uniqueness and Authenticity of the Experience	Personalized Service
Airbnb: Exciting Innovation or Passing Fad? (2016)	Varma, A.; Jukic, N.; Pestek, A.; Shultz, C.; Nestorov, S. U.S.A.	Airbnb is a value for money, less expensive than hotels, and suitable for younger people, families, and people travelling on a budget.			
An Analysis of the Changing Competitive Landscape in the Hotel Industry regarding Airbnb (2015)	Lehr, D. U.S.A	Due to Airbnb's low-priced rooms and units, it attracts budget travelers.			Customers can look for a place to depending on their preferences in property type, location, price, amenities, facilities, etc.
Airbnb: Disruptive Innovation and the Rise of an Informal Tourism Accommodation Sector (2015)	Guttentag, D. Canada.	Airbnb's private room rental is relatively 20%50% cheaper compared to a 3star hotel room.	Airbnb provides comfortable and cozy type of service. It offers home amenities like washing machine, and dryer.	Having an accommodation in a residence lets guests experience the life as a local through the engagement with the community.	
Impacts of Peerto-Peer Accommodation Use on Travel Patterns (2015)	Tussyadiah, I.; Pesonen, J. University of Surrey; University of Eastern Finland.			Travelers tend to participate in more activities and engage in casual conversations with the host and other guests.	
Monetizing Network Hospitality: Hospitality and Sociability in the Context of Airbnb (2015)	Ikkala, T.; Lampinen, A. Finland.			Airbnb allows social engagement. Host and guests can freely communicate with each other.	

Disadvantages of Airbnb

Booking accommodations with Airbnb is not the same as booking a room at a hotel, where there is a reasonable assurance that the room you are booking will be as seen in the pictures or on their respective websites. In Airbnb, individual hosts create their own listings, and some may become more honest than the others. Airbnb seems to be growing rapidly across the globe because of the authentic experience it offers to its guests, but still, there has been a lot of issues reported in the past years. The most concerning issues of all are trust issues and safety issues among the guests and the hosts, as well as their properties (Guttentag, 2015).

Many researchers are convinced that Airbnb is not always safe for guests and there were times when the guests were cheated on by the hosts by showing a different image on the internet and a different room when they meet in person (Tussyadiah & Park, 2018). So, in many cases, for the guest to be convinced and reassured, the host and the guest need to form a special bond to have a good level of trust. Also, the hosts need to have a higher level of trust for their guests as they are renting out their property at their own risk (Hawlitsek et al., 2016).

On the other hand, Airbnb has been a big issue for the local population since it became a competitor amongst the other accommodation sectors, and its growth rate leads to a shortage of housing and an imbalance between the rental fees in and around the area of its establishment (Edelman & Geradin, 2015). In some areas of some countries, Airbnb poses a big threat to the local population because of having unknown guests in the area (Stergiou & Farmaki, 2019).

Table 2: The disadvantages of Airbnb in terms of security, trust, disturbance of the local area, accommodation market, and disruptive impact

Title of the Study/ Year of Publication	Authors /Locale	Disadvantages of Airbnb				
		Security Issue	Trust Issue	The Disturbance of the Area of the Local Residents	Downfall of Accommodation Market	Disruptive Impact on the City and its Citizens
The Dark Side of the Sharing Economy: Balancing Value Co-Creation and Value CoDestruction (2020)	Buhalis, D.; Andreu, L.; Gnoth, J. New Zealand.		What customer booked through the app or platform is not what he/she actually ended up			

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Title of the Study/ Year of Publication	Authors /Locale	Disadvantages of Airbnb				
		Security Issue	Trust Issue	The Disturbance of the Area of the Local Residents	Downfall of Accommodation Market	Disruptive Impact on the City and its Citizens
			getting there.			
“Pop-Up” Tourism or “Invasion”? Airbnb in Coastal Australia (2020)	Gurran, N.; Zhang, Y.; Shrestha, P. Australia.			Unpredictable guests’ behavior towards local residents		
Determinants of the Continuance Intention of Airbnb Users: Consumption Values, Co-Creation, Information Overload and Satisfaction (2019)	Sthapit, E.; Del Chiappa, G.; Coudounaris, D.; Bjork, P. Finland; South Africa; Estonia.	Most guests complain about the security and the rudeness of the staff or the inexperience of the staff.				
Resident Perceptions of the Impact of Peer-to Peer Accommodation: Implications for Neighborhoods (2019)	Stergiou, D.; Farmaki, A. - Cyprus, Greece.			The increased noise and unruly behavior among shortterm tenants resulting to physical altercation and verbal disputes.		
Airbnb in European Cities: Business as Usual or True Sharing Economy?	Gyodi, K. Warsaw, Poland.				Locations of Airbnb establishments are within the proximity of	

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Title of the Study/ Year of Publication	Authors /Locale	Disadvantages of Airbnb				
		Security Issue	Trust Issue	The Disturbance of the Area of the Local Residents	Downfall of Accommodation Market	Disruptive Impact on the City and its Citizens
(2019)					traditional hotels.	
The Effects of Airbnb's Price Positioning on Hotel Performance (2017)	Xie, K.; Kwok, L. U.S.A.				The difference in price between Airbnb listings and other hotels.	
The Sharing Economy: Does Airbnb Pose a Threat to Hotels and Guest Houses in the Czech Republic? (2016)	Sedlacek, N. State University of New York Empire State College, U.S.A.					Participants using the platform have to work closely together or even share the same space which can lead to conflicts.
Airbnb: The Future of Networked Hospitality Business (2016)	Oskam, J.; Boswijk, A. The Netherlands				Tourists are most likely to book a cheap Airbnb instead of an expensive hotel room.	
When Guests Trust Hosts for Their Words: Host Description and	Tussyadiah, I; Park, S. U.K.		Hosts must provide a current, accurate, and authentic image of the place.			

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Title of the Study/ Year of Publication	Authors /Locale	Disadvantages of Airbnb				
		Security Issue	Trust Issue	The Disturbance of the Area of the Local Residents	Downfall of Accommodation Market	Disruptive Impact on the City and its Citizens
Trust is Sharing Economy (2018)						
Factors of Satisfaction and Intention to Use Peer-to-Peer Accommodation (2016)	Tussyadiah, I. University of Surrey.					Specific consumer's behavioral intention and need are determined by benefits received and satisfaction.
Understanding the Sharing Economy - Drivers and Impediments for Participation in Peer-to-Peer Rental in HICSS 2016 Proceedings (2016)	Hawlitshchek, F.; Teubner, T.; Gimpel, H. U.S.A.		Requires a higher level of trust due to people are sharing assets.			
Airbnb: Disruptive Innovation and the Rise of an Informal Tourism Accommodation Sector (2015)	Guttentag, D. Ontario, Canada		The perceived risks of trust required to let strangers or unknown people to share the same house			

Title of the Study/ Year of Publication	Authors /Locale	Disadvantages of Airbnb				
		Security Issue	Trust Issue	The Disturbance of the Area of the Local Residents	Downfall of Accommodation Market	Disruptive Impact on the City and its Citizens
			are more evocative to confident personalities.			
Collaborative Consumption: Determinants of Satisfaction and the Likelihood of Using a Sharing Economy Option Again (2015)	Mohlmann, M. Hamburg, Germany.					Sharing economy is complex and involves factors such as location, cleanliness, and friendliness.
Efficiencies and Regulatory Shortcuts: How Should We Regulate Companies Like Airbnb and Uber? (2015)	Edelman, B.; Geradin, D. California, U.S.A.			Shortages in housing and displacement of long-term tenants are caused by Airbnb.		

Survival Strategies Employed by the Airbnb Management Amidst Competition

Airbnb opens the door of possibility for unfamiliar destinations to be recognized. It helps the local community gain a constant income to help develop the destination. Airbnb caters to people with a steady income who travels on a budget and wants to experience the authenticity of a place. It accommodates guests' special requests to satisfy their needs that other establishments cannot. Interaction among the host and other guests makes the experience a lot more pleasurable for solo travelers in particular (Akarsu & Foroudi, 2020).

Based on the data found, 13 out of 15 researchers agreed that Airbnb has the capability of pleasantly personalizing your booking location, convenience to the desired destination, and experiencing the local scenery (Yang & Mao, 2019). The host tends to have an impact on the guests' stay. Social interactions between the guest and other guests form a relationship exchanging travel ideas, destinations, etc. Guests who often travel alone would not feel lonely because of the homey feeling that Airbnb offers (Zhu et al., 2019). Two of the researchers agreed that it is an alternative form of lodging services for a minimal price especially for people who travel on a budget. Bookings may vary from leisure, business, education, etc. (Voltes-Dorta & Sanchez-Medina, 2020).

Table 3: The survival strategies of Airbnb in terms of its cost and differentiation

Title of the Study/ Year of Publication	Authors /Locale	Competitive Advantages	
		Cost Advantage	Differentiation Advantage
Spanning across the Boundary of Airbnb Host Community: A Network Perspective (2020)	Cheng, M.; Zhang, G.; Wong, I; China.		Hosts pay attention to the customers' needs and request
What Makes Airbnb Likeable? Exploring the Nexus between Service Attractiveness, Country Image, Perceived Authenticity, and Experience from a Social Exchange Theory Perspective within an Emerging Economy Context (2020)	Akarsu, T.; Foroudi, P.; London, U.K.		Peer to peer interactions forms relationships, connections, etc.
Drivers of Airbnb Prices according to Property/Room Type, Season and Location: A Regression Approach (2020)	Voltes-Dorta, A.; Sanchez-Medina, A Canarias, Spain.	Conveniences of travel (business, leisure, medical, etc.)	
Substitution Threat between Airbnb and Hotels: Myth or Reality (2020)	Sainaghi, R.; Baggio, R. Milan, Italy.	Listings are determined seasonally	
Stars and Lemons. Survival of Peerto-Peer Marketplaces: The Case of Airbnb (2020)	Leoni, V. University of the Balearic Islands, Spain.		Hosts' local knowledge of the area

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Title of the Study/ Year of Publication	Authors /Locale	Competitive Advantages	
		Cost Advantage	Differentiation Advantage
Spend Less and Experience More: Understanding Tourists' Social Contact in the Airbnb Context (2019)	Lin, P.; Fan, D.; Zhang, H.; Lau, C. Kowloon, Hong Kong.		Witnessing the local's way of life
The Construction of Home Feeling by Airbnb Guests in the Sharing Economy: A Semantics Perspective (2019)	Zhu, Y.; Cheng, M.; Wang, J.; Ma, L.,; Jiang, R. Shanghai, China.		Guests' "home feeling" is achieved
Location Advantages of Lodging Properties: A Comparison between Hotels and Airbnb Units in an Urban Environment (2019)	Yang, Y.; Mao, Z. California State Polytechnic University.		Travelers met desired location in urban, suburban, and rural areas.
Exploring Tourists' Memorable Hospitality Experiences: An Airbnb Perspective (2018)	Sthapit, E.; Jimenez- Barreto, J. Madrid, Spain.		Socialization between the guests and hosts and to other guests
Who Adopts the Airbnb Innovation? An Analysis of International Visitors to Western Australia (2018)	Volgger, M.; Pforr, C.; Stawinoga, A.; Taplin, R.; Matthews, S. West Australia.		Travelers experience the authenticity of the environment
Disruptive Entrepreneurship Using Airbnb: The South African Experience (2018)	Henama, U. Pretoria, South Africa.		Consumers live in a similar way locals do
What Makes You Choose Airbnb again? An Examination of Users' Perception toward the Website and Their Stay (2018)	Wang, R.; Jeong, M. South Carolina, U.S.A.		Basic home offerings are available in the establishment (kitchenware, washer, dryer, etc.)
The Effects of Airbnb's Price Posting on Hotel Performance (2017)	Xie, K.; Kwok, L.	Airbnb's price difference against the hotel	

Title of the Study/ Year of Publication	Authors /Locale	Competitive Advantages	
		Cost Advantage	Differentiation Advantage
	Colorado, U.S.A.		
Airbnb: Online Targeted Advertising, Sense of Power, and Consumer Decisions (2016)	Liu, S.; Mattila, A. Ohio, U.S.A.		Homey experience and hosts local knowledge
An Analysis of the Changing Competitive Landscape in the Hotel Industry regarding Airbnb (2015)	Lehr, D. California, U.S.A	Affordability of the service	Highly personalized and flexible services

Reasons that Airbnb Restrictions are Imposed or Even Considered Illegal in Some Areas

Airbnb enables homeowners to rent out their spaces for side income. It is a major hit when it comes to budget-conscious travelers. But it is a challenge for the regulators because they might have fears when it comes to uncontrollable situations, example of this is the influx of travelers to quiet residential areas and there is also a lack of accountability over tax collection because some Airbnb hosts can find their chances to slip away when it comes to paying their taxes (Gurran et al., 2019).

Based on the data presented in table 4, 2 out of 8 research findings stated that the Airbnb hosts have failed to comply with the tax policies which results in them operating illegally (Stergiou & Farmaki, 2019) as mentioned by (Chang, 2020). Some of the hosts in some areas are having a hard time obeying the regulations regarding how to pay taxes.

According to Yeon et al., (2020), the policymakers do not have agreements on how to tax Airbnb. It is because the sharing economy progressed at a time when there was no existing law and regulations regarding the taxes. Some areas allowed Airbnb to operate because their law and regulations regarding the taxes are already revised. Through these changes, the policymakers helped the hosts to operate legally and earn in this kind of business. In New Orleans, new regulations were made so that the hosts can operate their businesses legally, but it has still some negative effects, the location is not in the proper zoning, and because of that, it affects the residential areas (Holm, 2020).

Table 4: The factors affecting the service of Airbnb in terms of legality and regulation

Title of the Study/ Year of Publication	Authors/ Locale	Factors Why Airbnb is Restricted and Illegal in Some Areas		
		Due to Tax Policies	Impacts of Short-term Rental Regulation	City Location/ Zoning Regulation
Evaluating the Impact of Short-Term Rental Regulations on Airbnb in New Orleans (2020)	Holm, E. University of New Orleans, U.S.A.	In 2016, Residents associated with each other saying that Airbnb is unfair because it doesn't pay any taxes.	New Orleans made new regulations, but they drifted away from the activities in the city. It falls heavily in residential areas.	
Does the RoomSharing Business Model Disrupt Housing Markets? Empirical Evidence of Airbnb in Taiwan (2020)	Chang, H. University of Texas at Austin, U.S.A.	Some Airbnb hosts in Taiwan do not comply with the registration and application process.		
An Empirical Analysis of Airbnb Listings in Forty American Cities (2020)	Jiao, J.; Bai, S. The University of Texas at Austin. U.S.A.	Some believe that the strict regulations might disrupt the modernization in tourism and hospitality industry.	Short-term rentals cause of the decrease in short-term listings and affect hotels' financial performance positively.	
Impact of Short-Term Rental Regulation on Hotel Industry: A Difference-in-Differences Approach (2020)	Yeon, J.; Song, H.; Lee, S. Pennsylvania State University, U.S.A.; Kyung Hee University, Seoul, South Korea.	It is unclear how short-term rental formats and Airbnb should or could be taxed.		
Price-Setting Behavior in a Tourism Sharing Economy Accommodation Market: A Hedonic Price Analysis of Airbnb Hosts in the Caribbean (2019)	Jadon, T.; Jacob, Q. The University of the West Indies, Barbados.	The development of Airbnb could put pressure on properties which can result in higher property taxes.		

Title of the Study/ Year of Publication	Authors/ Locale	Factors Why Airbnb is Restricted and Illegal in Some Areas		
		Due to Tax Policies	Impacts of Short-term Rental Regulation	City Location/ Zoning Regulation
Resident Perceptions of the Impacts of P2P Accommodation: Implications for Neighborhoods (2019)	Stergiou, D.; Farmaki, A. Hellenic Open University, Greece.	Some Airbnb hosts breach short-term rental laws by renting their properties for more days without paying associated taxes on long-term rentals.		
Understanding Airbnb Spatial Distribution in a Southern European City: The Case of Barcelona (2019)	Lagonigro, R.; Martori, J.; Apparicio, P. University of Vic, Barcelona, Spain; Montreal, Canada.			The lack of regulations led to an uncontrolled expansion of Airbnb locations.
Taming Airbnb: Toward Guiding Principles for Local Regulation of Urban Vacation Rentals Based on Empirical Results from Five U.S. Cities (2017)	Wegmann, J.; Jiao, J. University of Texas at Austin, U.S.A.			Revision of zoning and residential development controls must be done to distinguish different forms of listings.

Policies and Protocols of Airbnb before the COVID-19 Pandemic

Airbnb is heavily technology-based. Visitors can book rooms on the app or via the Airbnb website wherein they can also write reviews about their experience from the property. Often, Airbnb uses automation. If a host does not respond to a message from a guest, Airbnb will automatically send a text to the host. Rooms can't be booked without technology. They can't touch the hosts. Airbnb is not going to work as smoothly as it does. When bookings are canceled under the policy of extenuating circumstances, guests can choose whether a full refund or a travel credit if available for a sum that includes fees (Guttentag, 2019).

According to table 5, 3 out of 11 researchers highlighted the efficient and convenient way of booking an Airbnb accommodation through online transactions, the duration of stay, and the charges and service fees (Gurran et al., 2019; Su & Matilla, 2018; Chang, 2018). In terms of Airbnb's cancellation and refund policy, 2 out of 11 mentioned the cancellation situations of Airbnb in the past and its protocol if the client doesn't show up (Kwok et al., 2019; Auriolles, 2017). According to Auriolles (2017), it is

only fair that the lodging industry came up with its policies when it comes to cancellation so that the business will not be at a loss and its rooms will not be compromised as other guests are waiting and willing to occupy them. Lastly, 9 out of 11 researchers pointed out the accommodation policy. To maintain the brand reputation of Airbnb, guests can rate and evaluate the service, cleanliness, location, and convenience of their stay in accommodation (Ding et al., 2020; Chang, 2018). Guests must abide by the house rules such as smoking is not allowed in some buildings because of the shared facilities and amenities (Jiang et al., 2019; Liang et al., 2018).

Having policies and protocols implemented has a good outcome for Airbnb as it keeps the guests safe, informed, and the system that they have is controlled (Briel & Dolnicar, 2020).

Table 5: Policies and protocols implemented by the Airbnb management before the COVID-19 pandemic

Title of the Study/ Year of Publication	Authors/ Locale	Policies and Protocols		
		Booking Policy	Cancellation and Refund Policy	Accommodation Policy
The Evolution of Airbnb Regulation - an International Longitudinal Investigation (2020)	Briel, D.; Dolnicar, S. Australia.			Ensure guests' safety
Employing Structural Topic Modeling to Explore Perceived Service Quality Attributes in Airbnb Accommodation (2020)	Ding, K.; Choo, W.; Ng, K.; Ng, S. Malaysia.			The reviews from customers can evaluate the quality, property, and other facilities of Airbnb.
Power Dynamics in Peerto-Peer Accommodation: Insights from Airbnb Hosts (2020)	Farmaki, A.; Kaniadakis, A. London, U.K.			Contribute to the land being cleaned and preserved
Together We Tango: Value Facilitation and Customer Participation in Airbnb (2019)	Jiang, Y.; Balaji, M.; Jha, S. China.			Responsibilities and compliance with house rules and methods

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Title of the Study/ Year of Publication	Authors/ Locale	Policies and Protocols		
		Booking Policy	Cancellation and Refund Policy	Accommodation Policy
The 7Ps Marketing Mix of Home-Sharing Services: Mining Travelers' Online Reviews on Airbnb (2019)	Kwok, L.; Tang, Y.; Yu, B. New York, U.S.A.		Cancellations have not occurred in the past year and inquiries are answered.	Prior to accepting or denying the request, review the travelers' request
"Pop-Up" Tourism or "Invasion"? Airbnb in Coastal Australia (2019)	Gurran, N.; Zhang, Y.; Shrestha, P. Sydney, Australia	Offering short term rental accommodation		
Does Gender Bias Exist? The Impact of Gender Congruity on Consumer's Airbnb Booking Intention and the Mediating Role of Trust (2018)	Su, An; Mattila, A. U.S.A.	Online Transaction		
Does the Room-Sharing Business Model Disrupt Housing Markets? Empirical Evidence of Airbnb in Taiwan (2018)	Chang, H. Taiwan.	9% to 12% service fee will be charged to guests depending on the length of the reservation.		Guests use star rating to evaluate their stay with regard to the cleanliness of the property, convenience, and location.
The Importance of Marketer-Generated Content to Peer-to-Peer Property Rental Platforms: Evidence from Airbnb (2018)	Liang, S.; Schuckert, M.; Law, R.; Chi, C. Las Vegas, U.S.A.			There will be no ashtrays open, and the host will also forbid visitors from smoking in the building.
Why are Flexible Booking Policies Priced Negatively? (2017)	Aurioles, B. London, U.K.		If the client does not turn up, at least an overnight fee is paid.	The room can be instantly booked without the host's prior approval.

Title of the Study/ Year of Publication	Authors/ Locale	Policies and Protocols		
		Booking Policy	Cancellation and Refund Policy	Accommodation Policy
Exploring Airbnb Service Quality Attributes and Their Asymmetric Effects on Customer Satisfaction (2017)	Ju, Y.; Back, K.; Choi, Y.; Lee, J. Hong Kong.			The host plays an important role in engaging with guests during the check-in and out phase of their Airbnb stay and solving problems.

V. Conclusion

The study concluded that Airbnb showcases its advantages in affordability, comfortability, and experience. Tourists support these factors which are why their service is a demand. The disadvantages of using Airbnb happen when the expectations of the customers were not met. It is confusing and heartbreaking for accommodation to be different than what you have booked. Also, safety is a concern because Airbnb offers typical and ordinary houses without security personnel.

Airbnb is evidently new in the accommodation sector. It is a new venue for people to experience culture and traditions. It is difficult for businesses to survive and strive for success. However, Airbnb managed to soar high by valuing the service it offers. The open doors to new destinations, the close encounter with people, the unique hidden spots, and the experience of being a local are offered by Airbnb the most. These reasons are what made Airbnb a topnotch in its field. The survival strategies have gone above and beyond its objectives by continuously providing a quality service to all people with travel desires of any destinations.

Airbnb is restricted in some areas due to the absence of laws and unspecified regulations. Regulations were not available before, therefore, the company operated by providing very limited services. Zoning is also a factor, there are places that do not accept tourist accommodations in residential areas because it changes the meaning and purpose of the locality.

The research exhibits the policies and protocols of Airbnb being a technology-based platform. Reviews and comments and star scales evaluate the greatness of the accommodation. It also follows a systematic online process on booking and contacting which is convenient for both hosts and guests.

At this period, when everything can be searched through the internet, Airbnb is holding its ground amid the fierce competition in the accommodation sector and still growing exponentially.

Airbnb is somehow an underdog in the accommodation and lodging sector, but it has found its way to be known in the hospitality industry by providing highly personalized and flexible services, and unique and authentic experience with affordable and reasonable price.

VI. Recommendations

Advantages of Airbnb

The data acquired from the primary sources revealed that comfortability is the least among the advantages of Airbnb. Using this information, the researchers recommend Airbnb to promote a much more comfortable place to stay to its guests by adding more amenities to cater its guests' needs. Also, offering a more peaceful environment and implementing specific regulations in terms of the privacy and sensitivity of the guests renting the accommodation, can be beneficial for both guests and host. The guests may decide to extend their stay or come back for another stay and the hosts can earn more. It is also advisable for Airbnb to continue catering a superior and unforgettable stay and experience to its guests.

Disadvantages of Airbnb

It would be so much better if Airbnb and the hosts can provide well-secured and very trustworthy services to the guests without compromising the lives of the residents and their environments where accommodations are situated. Airbnb should ban or send a stern warning to their hosts when it comes to dishonesty. A lot of guests were conned by the photos posted on the application; Airbnb needs to require a feedback button in the application so they can monitor the standing of its hosts. Low ratings can affect the image of Airbnb.

Survival Strategies Employed by the Airbnb Management Amidst Competition

In terms of marketing strategies, it is recommended that Airbnb implements tax to all short-term rentals and assure that half of the collected taxes go to the tourism department. Airbnb may also offer a membership card for loyal users around the world, unlike any other membership cards, this card may be obtained by collecting points which will give the users discounts or rewards. Some hosts in Airbnb are amateurs and do not know how to price their property when the holiday season arrives, Airbnb can offer an automated pricing feature that changes the rates for holiday seasons, it will be more convenient for their hosts to operate the application.

Reasons that Airbnb Restrictions are Imposed or Even Considered Illegal in Some Areas

Airbnb should do more research regarding the proper zoning because according to (Lagonigro et al., 2019), Barcelona is lacking regulations that is why it led to an uncontrolled expansion of Airbnb in some locations. By researching this topic, the company may figure out what Airbnb and the policymakers need to do so that it will not affect the locals and residents in some areas. Some hosts are listing their property on Airbnb, but the area of their listed property does not allow room-sharing businesses. Airbnb should monitor their hosts and hold them responsible for doing illegal things so that their image will not be affected.

Policies and Protocols of Airbnb before the COVID-19 Pandemic

Hosts need to obey existing rules and regulations. Hosts must adhere to the terms and conditions given by Airbnb, by promising to comply with the rules on taxes, lodging, and tourism (Kladuo, 2020). Airbnb's policy in bookings is the non-refundable rate and group bookings. For non-refundable bookings, there should be no cancellation or changes possible. In order to prevent costumers from cancelling their bookings, cancellation fee will be charged. For group bookings who availed more than 2 rooms are required to pay the total cost of the booking in advanced. If the costumer cancels the booking 60 days prior to the date of arrival, cancellation fee will not be charged. In case of no-show, 90% of the reservation will be charged. Guest are required to send an identification card upon confirming their bookings, and special requests of the guests are subject to additional charges. Also, during the pandemic, Airbnb should establish thorough guidelines. The company should assign property inspectors to monitor whether the hosts are complying with their protocols regarding health and safety practices or not.

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THE ROLE OF CUSTOMER SATISFACTION IN THE RELATIONSHIP BETWEEN SERVICE QUALITY ON REPURCHASE INTENTION: HOTEL GUESTS DURING PANDEMIC COVID-19

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1. Introduction

Covid-19 has affected the tourism business, especially the hospitality. The low number of international tourist arrivals make hotels in Bali only have occupancy rates ranging from 5% -10% every month. The fact that only local residents can stay at the hotel does not in fact make the hotel business any better following data in Table 1. In the end, the hotels expect return visits from guests who have stayed previously during pandemic or called as repeater guests. Also, because there is no clear information when exactly international tourists will come back to visit Bali.

Dixon *et al* (2005) stated that by increasing the level of re-purchase, companies are able to increase company profits, development companies, reduce marketing costs and generate consumers' willingness to buy more expensive products. Hotels in the Tanjung Bena area before the pandemic are generally dominated by guests who come from abroad. So that rate of return of visits is little or nonexistent today. Managing a good relationship with guests who have stayed overnight during the pandemic is a good option in an effort to bring in business with lower marketing costs, focused market segment and higher profit potential. Meanwhile, only domestic guests can travel up to unknown times since the pandemic happened. This statement was supported by Chang *et al* (2014) there is an effect to the revenue and profit with less effort for industry to gain that by keeping an existing customer. In an effort to present consumer's repurchase intention, of course, there are factors that influence it.

Table 1: Average Occupancy Hotels in Tanjung Bena, Aug 2020-Dec 2020

No	Hotel's	%Occupancy	%Domestic
1	Sadara Boutique Resort	10%	95%
2	Conrad Resort	14%	91%
3	Sol Beach House Bena	10%	96%
4	Grand Mirage	9%	95%
5	Ibis Style	7%	100%
6	Novotel Bena	8%	95%
7	Camakila Bena	7%	95%



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It is well known how important repurchase is when the market is as slow as it is today. However, when observing the hotels through media reviews such as Tripadvisor and several online travel agent channels, it was found that reviews were quite unfavorable regarding the services provided while staying at the hotel during the Covid-19 pandemic. Thus, affecting the level of guest satisfaction at that time which is reflected in the reviews given. The reviews are also recognized through replies made by the management of the hotel concerned. According to Agrawal *et al* (2012) the loyalty of a customer which is reflected in the intention to repurchase has a close relationship with the satisfaction felt by consumers when consuming the previous product and the role of the quality of the product consumed by the consumer. Referring to the facts that happened and this opinion, there was a reversal of the situation. When the company wants to repurchase, but the result of the company's treatment results in losses on the part of the consumer.

It's an important issue to find out exactly what is affecting the repurchase intention of the hotel's guest during a pandemic. Getting a new customer is costly, and many hotels are also in the competition today with a very small business in the market. Any limitation has happened, but business must run and be profitable. According to Yan (2006) maintaining the old customer is low cost 5 times, then the cost of acquiring a new customer. Wasting a marketing budget from losing to acquire a new customer is terrible and must avoid that at this time during pandemic. Chang *et al* (2014) explains that due to that matter many companies would like to keep the relationship between old customers and hope to raise their repurchase intention. It is known that the international market is currently unresponsive and operated hotels today can only rely on customers from the domestic market. Even by relying solely on the domestic market, the business did not move significantly. Utilizing guests who have stayed overnight during the pandemic with the aim of saving marketing costs and high potential income is the right way with very clear targets. As well as assessing the level of satisfaction received by guests during their previous stay so that it raises the intention to buy back. Repurchase intention is about the willingness of the customer to make another purchasing from the same company (Kim *et al*, 2012). Kotler (2012) explains that loyalty is a consumer commitment in making repeat purchases or protecting a preferred product or service in the future, even though there are situational influences and marketing efforts that have the potential to cause a change in their loyal behavior. That theory defines buying back as a reflection of the loyal behavior of a consumer. Loyal customer is about to make a decision to select a same service provider based on their previous experience (Ariffin *et al*, 2016). According to Kim *et al* (2012) repurchase intention of the customer can be measured from customer will such as; willingness to rebuy, willingness to know more, willingness to reference, priorities of the product and consistency to rebuy.

Herzberg's theory that written on Kotler (2012) saying, "the absence of dissatisfiers is not enough to motivate a purchase; satisfiers must be present. The theory has two implications. First, sellers must avoid dissatisfiers and do their best (poor service and training). Second, identify customer satisfaction and their motivation to purchase". Following that theory, satisfaction is having an important role that causes a purchase decision and by focusing on delivering the best product that will raise the customer satisfaction. According Oliver (1980) satisfaction is about the perceived gap between expectation and perceived after consumption (when performance is different from expectation then dissatisfaction is occurring). Customer satisfaction is the end result of all services received by consumers, so that customer satisfaction can only be measured based on the experience that has been felt during the purchase process or consumption of the service (Astuti, 2007). Adriani and Warmika (2019) stated to create a repurchase intention, the company has paid attention to customer satisfaction. Same with Adixio and Saleh (2013) that reveal a relationship between customer satisfaction with repurchase intention and states that to measure the level of customer satisfaction can be through satisfaction with the purchases, trust in products or services and pleasant experiences. Supriadi *et al* (2017) reveals a sign that the customer is satisfied with the product such willingness to reference the product and no complaints during the consumption.

H1: Customer satisfaction is likely to affect repurchase intention.

Based on the above explanation, repurchase intention and customer satisfaction is mostly about evaluation of customer feeling after their consumption of a product (goods or services) to fulfil their needs. According to Parasuraman *et al* (1985) services with a quality had a role to raise customer satisfaction. Service quality is about conformance to requirements. Serving a product isn't just enough, but also by giving a conformity with the requirements that have been determined or promised to the customer. Services have unique differences compared to goods or manufactured products and it is very difficult to assess their quality in achieving customer satisfaction (Andaleeb *et al*, 2007). According to Kotler (2014) the main way service companies can differentiate themselves is by providing a high quality and consistent service compared to their competitors. Su *et al* (2016) finding that service quality is helping to generate satisfactory relationships with customers and in return raised repurchase behavior. Service quality is able to measure by these dimensions such tangibles, reliability, responsiveness, assurance and empathy (Parasuraman *et al*, 1988). Some research has found a positive significant relation between service quality towards customer satisfaction (Parasuraman *et al*, 1988; Siddiqi, 2011; Simarmata, 2018), between service quality towards repurchase intention (Adriani and Warmika, 2019); Komaling and Suryani, 2018; Faradiba, 2013). According Kitapci *et al* (2014) presence of satisfaction will occur a good result between relationship of service quality

toward repurchase intention. A mediating role of customer satisfaction between relation service quality towards repurchase intention also found in some research by Saidani and Arifin (2012); Adriani and Warmika (2019); Adixio and Saleh (2013).

H2: Service quality is likely to affect customer satisfaction.

H3: Service quality is likely to affect repurchase intention.

H4: Mediating of customer satisfaction is likely to affect service quality toward repurchasing intentions.

According on previous literatures and proposes hypothesis, this research is aiming to examine the role of customer satisfaction in the relationship between service quality repurchase intention of hotel guest's during the COVID-19 pandemic condition at Tanjung Bena, Bali and the research model proposed in this study is as follow:

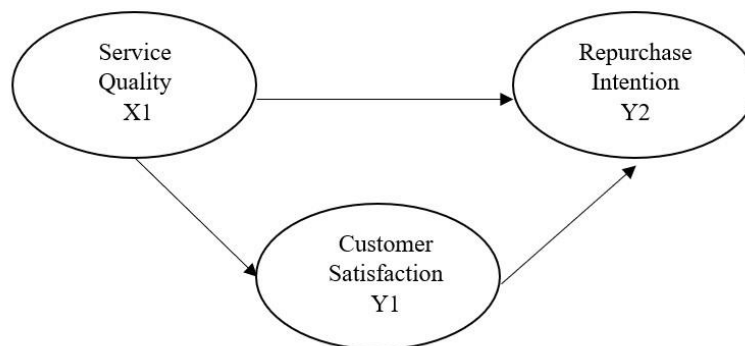


Figure 1: Research Model

2. Research Methodology

In this study is applied a quantitative method and using a designated questioned as a tool to get respondent response according questioners that proposed by Kim *et al* (2012) for repurchase intention, by Adixio and Saleh (2013) & Supriadi *et al* (2017) for customer satisfaction, and by Pasuraman *et al* (1988) for service quality as shown on Table 2. Likert scale 5 points will be used on purpose to catch the response of the respondents. According to Sugiyono (2014) "Likert scale is used to measure attitudes, opinions, and perceptions of a person or a group of people about social phenomena". Respondents will state the level of agreement or disagree from various statements about behavior, objects, people, or events.

Questionnaires will be distributed online with the target of the respondent being a customer or guest who was staying at hotels in Tanjung Bena Bali area during the pandemic situation from August 2020 till December 2020. Tanjung Bena is an area

adjacent to the exclusive BTDC area and is located in Badung district, Bali province. A minimum sample of this research is calculated using Hair et al. (2010) Ten Time Rule method by multiplier of 10 for the number of path directions in the structural model of the study ($3 \times 10 = 30$) and all of the population will use it in this research. When conducting the initial interview of this research, the hotel was willing to share some of the contacts of guests who had stayed overnight during the pandemic. A total of 7 hotels were operating during the pandemic and willing to share guest contact data, collecting as many as 107 guest contacts who would become respondents in this study. So that the entire population will be used as a sample or it is called a saturated sample (Sugiyono, 2014).

The designated questionnaires need to pass some validity and reliability test. The questioner is valid if the value of factor loading is minimum $> 0,7$ (Hair et al., 2010) and value of average variance extracted or AVE $> 0,5$ (Fornell and Lacker, 1981). That parameter will be used again for confirmatory factors analysis (CFA), since there is a high order variable (service quality). Then, the questioner's data should have reliability with *Cronbach Alpha* (α), value $> 0,60$ (Ghozali, 2006).

A confirmatory factor analysis (CFA) will be used in testing whether or not the measured variable can represent the construct. Confirmatory factor analysis can be divided into 2, first order and second order analysis. First order is a latent variable measured based on several dimensions that can be measured directly, while the second order latent variable is not measured directly through the assessment indicator, but through other latent variables or what is called an indicator (Hair *et al.*, 2010).

Second order measurement refers to the Joint Two Stage Approach technique by Ringle *et al* (2012) which uses latent variable (LV) processing data from repeated indicators approach. According to Wold (1982) during conducting data processing are allowing the use of the repeated indicators approach in the second order measurement in fulfilling the data requirements when using SmartPLS.

Structural equation model (SEM) will be used to find relation between each variable (direct and indirect) and answer the aim of the research with support SmartPLS 3 as a program to analyze the data (Hair *et al.*, 2010). SEM is a combination of path analysis and regression analysis that helps research in finding the relationship between variables (Hair *et al.*, 2010). Evaluating models based on research hypotheses can use the evaluation model of the outer (outer model) which explains the reflective relationship of factors to its latent variables. Evaluation of the structural model (inner model) which explains the influence and significance of the relationship between exogenous latent variables and endogenous latent variables in the research model. So that the research hypothesis can be interpreted clearly.

Table 2: Measurement Items

No.	Variable	Dimension	Indicator/Item
1	Service Quality (Parasuraman et al, 1988)	1. Tangibles	<ol style="list-style-type: none"> 1. Has up-to-date equipment. 2. Physical facilities are visually appealing. 3. Employees are well dressed and appear neat. 4. The appearance of the physical facilities is in keeping with the type of services provided.
		2. Assurance	<ol style="list-style-type: none"> 5. When company promises to do something by a certain time, it does so. 6. When you have problems, company is sympathetic and reassuring. 7. Company is dependable. 8. Company provides its services at the time it promises to do so. 9. Company keeps its records accurately.
		3. Reliability	<ol style="list-style-type: none"> 10. Company does not tell customers exactly when services will be performed. (-) 11. You do not receive prompt service from employees. (-) 12. Employees are not always willing to help customers. (-) 13. Employees are too busy to respond to customer requests promptly. (-)
		4. Responsiveness	<ol style="list-style-type: none"> 14. You can trust the employees. 15. You feel safe in your transactions with employees. 16. Employees are polite. 17. Employees get adequate support from company to do their jobs well.
		5. Emphaty	<ol style="list-style-type: none"> 18. Company does not give you individual attention. (-) 19. Employees do not give you a personal attention. (-) 20. Employees do not know what your needs are. (-) 21. Company does not have your best interests at heart. (-) 22. Company does not have operating hours convenient to all their customer
2	Customer Satisfaction Adixio and Saleh (2013) Supriadi <i>et al</i> (2017)	-	<ol style="list-style-type: none"> 1. Satisfaction with the purchases 2. Trust in products or services 3. Pleasant experiences 4. Willingness to reference the product 5. No complaining during the consumption
3	Repurchase Intention Kim <i>et al</i> (2012)	-	<ol style="list-style-type: none"> 1. Willingness to rebuy 2. Willingness to know more 3. Willingness to reference 4. Priorities the product 5. Consistence to rebuy

3. Expected Result and Conclusion

Based on the analysis technique used in this research, it is expected that the use of confirmatory factor analysis will show the role of each indicator or dimension in reflecting on the variable. So that it will be known which indicators and dimensions have a good enough role in explaining the variables. Meanwhile, the structural equation model will show the influence and level of significance between the variables and will answer the hypotheses that have been built in this study. In the end, it will provide information on how important service quality and customer satisfaction are in an effort to create repurchase intentions which have already been explained by the benefits of repurchase.

At the conclusion, the results of the analysis of the CFA can help service business managers especially those in the research location, in determining the factors and dimensions that reflect service quality, customer satisfaction and customer repurchase intentions. So that in the future, it can be a focus for making improvements and development in an effort to bring in guests back or make a repeat purchase. The results of this study can also serve as a basis for consideration for hotels that are currently closed during the pandemic and planning to reopen their businesses. So that it has good readiness in providing services to guests, providing satisfaction and finally the intention to buy back or repurchase intention.

The results of this study will also add other references related to service quality, customer satisfaction and repurchase intentions during the time of the COVID-19 pandemic which is certainly a difference from other studies. It is also expected, this research will show a picture of consumer behavior such as customer satisfaction, customer repurchase intentions and the quality of hotel services when the Covid-19 pandemic occurs. This research is limited with several independent variables and the research location is only located at the hotels in Tanjung Benoa. In the future, similar research can be developed again by adding different variables and locations.

Keywords: *Customer satisfaction, Repurchase intention, Service quality.*

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CONSUMER BEHAVIOR STUDY IN COVID 19 PANDEMIC: PERCEIVED RISK, TRUST, BRAND CREDIBILITY, AND BOOKING INTENTIONS

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1. Introduction

This study aims to investigate the effects of consumers' perceived risk, trust and brand credibility on hotel purchase intention in Covid-19 pandemic. The tourism industry is extensively as the vector for worldwide spread of corona virus since people movement from one destination to accros destinations. Due tue several travel restriction/ bans until applying of mass lockdowns to decrease the spread of the virus (Arezki and Nguyen, 2020; Stezhko et al., 2020; Yanga et al., 2020). Hotel business in one of the affected sector during this pandemic. The hotel occupancy in Bali significantly decreasing with only 15% average occupancy per month in 2020 (Central Bureau of Statistic, 2021). Bali has become more risky to visit than the other destinations with lower number of infected people. Meanwhile, Covid-19 infecting estimated 38.000 people in Bali and become as one of Covid-19 red zone area in Indonesia (Indonesia Covid-19 central information, <https://covid19.go.id/>).

Recently some research investigate the COVID-19 pandemic effect especialy in tourism. Zenker and Kock (2020) The research found there are six themes to consider for COVID-19 research: the level of complexity, destination image changes, tourist behavior changes, resident behavior changes, tourism industry changes, and long-term and indirect effects. This paper will focus on tourist behavior. The implication for consumer's behavior is the moment before they deciding to make a purchase, therefore what needs to be considered is consumers tend to have intentions in themselves (Erkan & Evans, 2016). In this case intention means consumers have already had sufficient information about the product to be purchased. Purchase intention is a stage of the consumer's tendency to act before actually making a purchase (Martinez & Kim, 2012). This stage refers to the evaluation activity, either the product or the company. The service provider should know better and deeper regarding their consumer final buying habits that can be predicted from their intention (Bai et al., 2008). This link has been empirically examined in hospitality and tourism industry (Bai, Law, & Wen, 2008; Sparks & Browning, 2011).

One of the antecedences from purchase intentions is perceived risk. Many studies have shown the positive correlation between perceived risk and purchase intention (Kakkos et al., 2015; Thanasuta, 2015). Based on consumer behavior research, perceived risk touch on consumers perceive risk in that will effected to their decision-

making process since the uncertainty possible make negative consequences (Shin and Kang, 2020). In regard, the concern of the future worldwide tourism industry are the residual effects of the pandemic of on travel and tourism in the form of perceived risk post-COVID-19 era (Matiza, 2020). Perceived risk is derived from unanticipated and uncertain consequences of an unpleasant nature resulting from product purchases (Bauer, 1960; Rehman et al., 2020). As a concept, perceived uncertainty highly associated with perceived risk. To reduce effect of perceived risk is by building customer trust level (Kakkos et al., 2015).

Currently hotel industry is struggling from corona virus since hotel properties it become high risk for environmental contamination (AHLA, 2020; Zemke *et al.*, 2015). Factually, the main focus of research on risk to health has been to understand how tourists perceive health risk when they engage in risk-taking activities in adventure tourism contexts (Bentley and Page, 2008; Buckley, 2012). The travel reluctance during and after the COVID-19 pandemic is resultant from high health risk (Shin and Kang, 2020). Tourist have main concern with health risk when visiting tourist destination and enjoying hospitality services. (Kozak et al., 2007). Health risk become consideration for tourist to decide their choices. The most consideration to visit a tourist destination is when the believe with high level of perceive of health risk. (Law, 2006; Williams and Bala'z, 2013).

Perceived risk equals to the probability of consequences occurring, multiplied by negative consequences of poor brand choice (Mitchell, 1992). When consumers are uncertain about brands and the market is characterized by asymmetric information (for instance, firms have better understanding of their products rather than the consumers), brands can serve as signals of product positions (Wernerfelt 1988). Product positioning means credibility play vital in a brand and trustworthiness in part of credibility (Association for Consumer Research). Brand credibility play vital when decision making process made by consumer, particularly with high-risk products, since perceived credibility towards a brand able to reduces perceived risk of consumption (Erdem et al., 2020; Gotlieb et al., 1992; Kerstetter and Cho, 2001; Sweeny and Soutar, 2001; Jun, 2020). Therefore the perceived risk about the uncertainty of hotel product can be reduce by brand credibility of the product.

To achieve success as service provider, building consumers trust is play vital role (Kim, et al., 2012). Many studies examining that purchase intention effected by trust using the TRA approach (Erkan & Evans, 2016; Hernandez, Jimenez, & Martin, 2008). However other research indicate assurance on purchase intentions is insignificant Lien et al., (2015). To build the trust in tourism and hospitality business Indonesian government (ministry of tourism and creative economy) launch the Indonesia Care program through CHSE (clean, health, safety, and environment sustainability) certification in 2020 with total 5863 businesses have been certified by March 2021. The

aim of this program is to give the assurance and gaining the trust for traveler also attract customers to the destinations including hotels. Thus, hotels require to take focus on increasing guest perceptions of safe travelling and minimize customers' anxiety levels by doing the CHSE. By this CHSE certification and brand credibility of the hotel, the perceived risk of customers is expected to reduce. It means the lower level of perceived health risk the higher intentions to travel will be. Therefore, the major key antecedents and mediators of purchase intentions to understand pre-purchase stage of guest specifically during Covid-19 Pandemic need to analyze.

2. Research Methodology

This research based on a quantitative approach to validate the research model. This studies use random sampling and data collection conduct using questionnaires. The target of respondents are all consumers who have intention to book hotel during covid-19 pandemic. the questionnaire consisted of questions regarding respondents' geographic, demographic, and psychographic. In this study, the indicator of purchase intention is taken according to Schiffman and Kanuk (2010) and Ling et al., (2010), which are as follows: 1) Interested in finding information about a product 2) Considering buying 3) Interested in trying 4) The desire to make a purchase in the near future. To measure a trust, the indicators used are taken according to Mayer et al., (1995) and Mukherjee and Nath (2003), namely: 1) Integrity 2) Ability 3) Reputation 4) Perceived Risk. Data analysis using the partial least squares (PLS) program utilized to validate the measure. The research model consists of firstly, identification of perceived risk and trust. Secondly, examination of effects of perceived risk, trust and brand credibility on purchase intention. Finally, examination of trust, brand credibility mediating perceived risks on hotel purchase intention. The research model is shown in Figure 1.

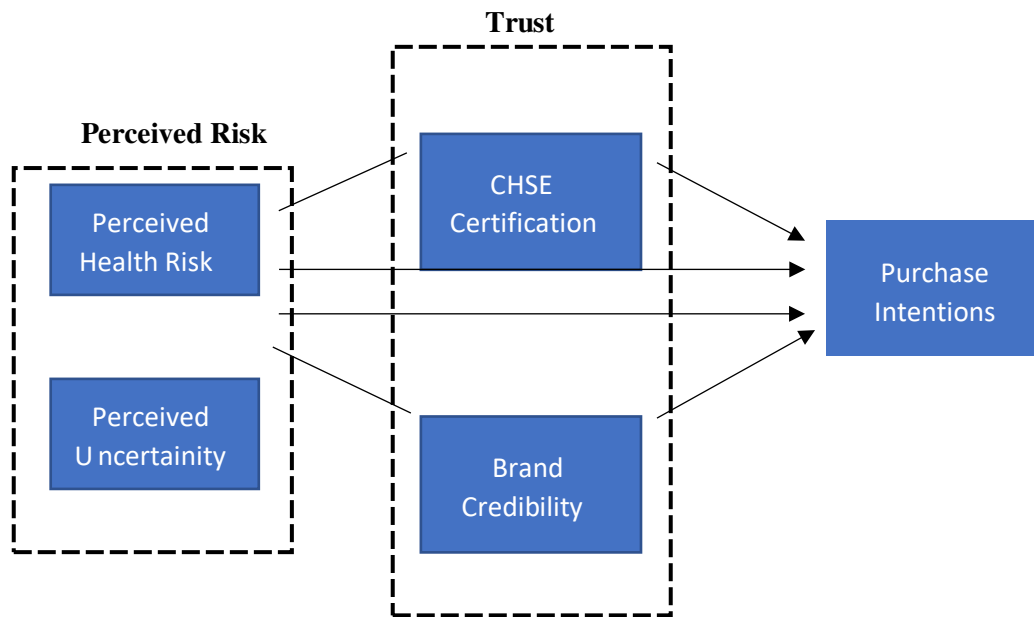


Figure 1: Research Model

3. Expected Result and Conclusion

This study benefit to the literature in assesing the effects of perceived risk, trust, brand creadibility, and booking intentions on consumer behavior hotel booking in covid-19 pandemic. Perceived health risk and perceived uncertainty act as antecedents to consumer trust. CHSE certification and brand creadibility as mediator variables which significantly affect the consumers behavioural intentions to book hotel. The results from studies expected that CHSE certification positively influences purchase intentions. The consumer will choose hotel that applied standart program by the Ministry of Tourism and Economy Creative as a form of trustworthy of service providers. The consumer mark CHSE as guarantee indicator of sense of security and comfort to tourists when they visit a destination that applies the health protocols. Brand creadibility have a significant impact on purchase intentions. The variable trust give positive impact and fundamental on consumer repurchase intention to book hotel by online. Perceived risk will be decreased if hotel able to implement trust variable that will boost purchase intention.

This study outcome have practical implication for hotel management in design strategic plans to improve hotel booking perfromances during pandemic. Perceived of health risk and perceived of uncertainty of the antecedents of consumer trust online is useful for managers who should develop strategies and actions in decreasing risk that might be consumer think before book the hotel. Hotel providers should have clear communication to consumer. For instance, hotel management should share update information regarding government regulation to prevent covid-19, several test that

applied if guest travel from other city and new hotel regulations to adapt with health protocols. Findings from our study imply that trust of consumer build by application of CHSE program and hotel brand credibility to attract consumer of hotel purchase intention in pandemic covid-19.

Keywords: *Consumer Behaviour, Perceived Risk, Trust, Brand Credibility, Booking Intentions*

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EVALUATION OF HOTEL ROOM RENTAL RATES AT ADIWANA ARYA VILLAS DURING THE ADAPTATION/NEW NORMAL PERIOD

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Abstract

The purpose of this study was to find out whether the determination of hotel room rates at Adiwana Arya Villas Ubud during this new normal period is appropriate by using the break-even point analysis method. This study used the break-even point calculation method to determine hotel room rental rates. The results of this study indicate that room rental rates at Adiwana Arya Villas above BEP, therefore they will gain profit if the room rates is reduced. However, this study is limited in the calculation of the room rental rates at Adiwana Arya Villas. Based on this study results, managements hotel could determined an accurate decision especially on hotel room rental rates.

Keywords: *Break-even point, Hotel, New normal, Room rates*

I. Introduction

Bali is one of the most visited tourist destinations by both foreign and domestic tourists, therefore the number of hotels built into facilities to support tourist destinations is quite a lot. Based on data obtained from the Central Statistics Agency in 2020, the total star hotels and non-star hotels in Bali in 2019 were 4,419 hotels, 507 were star hotels and 3,912 were non-star hotels. In addition, the total number of foreign and domestic tourist arrivals in 2020 were 5,665,630 people consisting of 1,069,473 foreign tourists and 4,596,157 domestic tourists. As time goes by, the number of hotels on the island of Bali continues to increase, which means the competition between them will automatically increase. Considering to this issue, hotels are required to be able to provide satisfying services for tourists, such as providing facilities in accordance with the retributions standard so that they can be one step ahead of competitors. Moreover, management must have a strategy to determine rental standards in order to match the price with the provided services.

These facilities were designed in order to satisfy tourists. The existence of good quality service indicates the existence of good facilities as well. Besides that, proper hotel promotions and affordable prices can also compensate for this. Management must consider thoroughly when determine hotel room rental rates to prevent loss. The rate of hotel is inversely propotional with the occuppancy rate of hotel room. It means

that if the rate is set too high, so the occupancy rate will decrease, and if the price is set low it will impact to operating costs that will be greater than the income earned.

The determination of rate is the most important decision for management, since to cover all costs and be able to generate profits it is necessary to set the price accordingly. Incorrect rate setting can cause difficulties and even losses for the company. The breakeven method is to determine rates by comparing two things or equal, such as the profit and loss must be equal to income and zero costs, while the rental price during the adaptation period with new habit is not the same / certain, therefore the income becomes zero. In non holiday season the hotel need to bear the expences, therefore the hotel apply lowest price but not cause loss. The determination of rates during the new custom adaptation period may also lead to intense competition among similar hotels. Therefore, management must consider the fees charged to tourists to prevent them switch to another hotel.

On April 2, 2020, the Government issued Regulation of the Minister of Law and Human Rights of the Republic of Indonesia Number 11 of 2020 concerning the Temporary Prohibition of Foreigners from Entering the Territory of the Republic of Indonesia. The regulation has residency permits and permanent residency permits, foreigners holding diplomatic and service visas, living persons holding diplomatic and service permits, medical aid and support personnel, food and humanitarian reasons, transportation crew, and foreigners who will be working on national strategic projects. With this regulation, several countries in the world are unable to travel to Indonesia, thus closing the entrance of foreign tourists to Bali.

The impact of Covid-19 on the hotel industry is increasingly felt with the Minister of Transportation Regulation Number 25 of 2020 concerning Covid-19 Control during the Idul Fitri 1441 H Homecoming Period, which contains a ban on international flights from 24 April to 31 May 2020. Although the route does not apply for aircraft serving citizens who are returning to their country and Indonesian citizens who are returning to Indonesia, however, these regulations still have an impact on the number of foreign tourists entering Bali. The decline in the number of foreign tourist arrivals due to the ban has caused hotel room occupancy in Bali to also decline. According to the Central Statistics Agency of Bali Province, during May 2020 there were only 2.02% of room occupancy including star or non-star hotels. If totaled during January to May 2020, the number of hotel room occupancy in Bali only reached 27%. According to Nuruddin and friends (2020) there are six defensive strategies that can be done and almost all hotels in Bali are also doing the same thing. First, lay off employees temporarily without a clear limit when they are reinstated. Second, the use of hotel facilities to carry out normal operations. Third, the efficiency of hotel expenses. Fourth, online sales of non-room products to acquaintances and former

room users. Fifth, do it with the “pay now stay later” model. Sixth, evaluate the booking money by changing the visit schedule.

Based on the descriptions above and in the second strategy to reduce operating costs and the third for the efficiency of hotel production, the authors are interested in conducting research in the financial sector, especially using the break-even analysis method with the title "Evaluation of hotel room rental rates at Adiwana Arya Villas during the adaptation/new normal period". According to Simamora (2012: 170) the break-even point is the sales volume where the amount of revenue and the amount of expenses are the same, there is no net profit or loss.

II. Literature Review

2.1 The Definition of Hotel

According to the Decree of the Minister of Transportation of the Republic of Indonesia number. PM 10/PW.391/Phb-77 in 1977, Hotel is a form of commercially managed accommodation, provided for everyone to get services and lodging along with eating and drinking. Apart from that, the Decree of the Minister of Post and Telecommunication Number. KM 37/PW.340/MPPT-86 also explained about the hotel. Hotel is a type of accommodation that uses part or all of a building to provide lodging, food and drink services as well as other supporting services for the public which are managed commercially (managed by taking into account the profit or loss).

According to Sulastiyono (1999: 5) a hotel is a company that is managed and owned by someone who provides facilities in the form of bedrooms, food and drinks to people who are traveling, and they can pay the price offered based on the services they receive. There is also no need for a special agreement, such as the purchase of accompanying goods through prior negotiation.

2.2 The Definition of Selling Price

According to Supriyono (1989: 53), the selling price is the total money by focusing on a unit of goods or services for buyers and guests for goods and services offered or given. The price is sufficient to have an influence on the attractiveness and interest of consumers to buy, so that in certain circumstances and conditions the selling price will change.

Pricing is a very important management decision because it is intended to cover all operational costs and generate profits. Incorrect pricing can result in losses for the company and often result in the company going bankrupt. High prices can make sales difficult, but low prices cause the company to lose money because it makes the company unable to pay operating costs.

2.3 Method of Determining Selling Price / Hotel Room Rates

According to Sugiarto (2002: 8) there are three well-known ways in determining room rental rates:

1. *The Rule of Thumb.*

Determining room rates using The Rule of Thumb technique is to calculate room rates in a very simple way and assuming that the average room price is the total cost / capital of a room divided by one thousand. Simply put, The Rule of Thumb formulates the following formula:

$$\text{Average Room Price} = \frac{\text{Investment Cost}}{1000}$$

2. *Break-even point analysis*

Break even point is an analysis that shows the hotel will not suffer a loss at the balance point, with the conditions that must be met is to find a hotel to break even at the occupancy level using the following formula:

$$BEP = \frac{\text{Total Rate}}{\text{Total Revenue of Period}} \times \% \text{ occupancy}$$

3. *The Hubbart Formula*

The Hubbart method is to develop a cost method in determining room rates. This approach can be declared as a bottom-up approach which means from bottom to top, because the main problem that must be considered is the lowest hotel revenue benefit. The Hubbart formula starts by calculating profit, taxes, fixed costs and additional expenses from operating expenses, afterwards estimate the total rooms that will be successfully sold during the year. In short, the Hubbart method uses the following formula:

$$ARR = \frac{\text{Room Income}}{\text{Number of rooms sold for 1 year}}$$

2.4 *Break-even Point Analysis*

The break-even point is representative of the analysis of costs, quantities and profits. Analysis of Cost, quantity and profit is an analysis used to study the correlation between costs, product income and profits. This type of analysis is useful for management, as it reduces the impact on the break-even point of fixed costs, or the effect of a price increase on profits. Therefore, this analysis is quite useful for management in planning and determined policies. The tool used in this analysis is the *break-even point analysis*.

The break-even point is a point that gives an indication that the total income is almost the same as the total cost, so that the pre-tax and debt interest income for one period is zero. Meanwhile, break-even point analysis is an analysis used

in planning the level of income so that it can cover all operational costs and pre-tax and interest income for a period of time that is zero.

In determining the break-even point, there are three factors that become important factors, namely the selling price, variable costs and fixed costs. If there are factors that change (without influencing other factors), it will have an influence on the break-even point. For more detailed information, the changes of the following three factors for the break-even point are as follows:

1. Changes in the composition of product sales

Companies that produce and sell products of more than one type will get a different composition of contribution margin. This is because the composition of sales between products is quite different. As a result, the total breakeven point will also vary at different sales compositions, based on the sales results resulting from one composition and different from other compositions. Of course, the variable cost will also experience differences, causing the composition of the contribution margin to be different. According to Rudianto (2006: 44) the contribution margin is the difference between variable costs and sales value. This amount will later be used to cover fixed costs and to generate profits for the period.

2. Changes in the composition of selling price

The selling price which changes individually (does not affect costs and other finances) will have an influence on the number of break-even points, either in rupiah or in units. Changes can be caused due to the ratio of the contribution margin and cost of sales which have different comparisons.

3. Changes in fixed costs

Changes in fixed costs will directly affect the break-even point, because the amount of costs that must be covered from the excess sales of products over variable costs is a fixed cost. Changes in fixed costs will change the break-even point into the amount of change divided by the ratio of the contribution margin, so that the break-even point value will increase.

To utilize the benefit of break-even point, company should meet the following criteria:

1. Calculate the break-even point by following steps:

a. Cost grouping

Cost grouping that to be carried out is a grouping of costs based on their behavior in relation to changes the volume of activities. Because in short-term decision making usually includes the addition and reduction of the number of activities.

b. Extracting informations and data by:

- Determine fixed costs

- Determine variable costs
- Determine selling price
- Determine total sales

In order to determine the factors of price, sales volume, variable costs and fixed costs, management must provide the likelihood estimation that could be occurred due to a change in these factors for the profit rate and the break even point.

2. Calculate the break-even point by considering the assumptions such as:
 - a. The analysis assumes that the input function and the cost function are compatible.
 - b. All costs owned are divided into variable costs and fixed costs.
 - c. The analysis assumes that the sales price, total variable costs per unit and fixed costs are known with certainty and will not change in one period.
 - d. Capabilities and efficiency stages do not change in the company.
 - e. The company only needs to sell one type of product. If a company wants to sell more than one type of product, it requires consideration of each type of product or combination of sales to remain constant.
3. Planning for sales using break-even points

The break-even point is a tool to assist management in preparing sales plans. By using the break-even point, it allows management to obtain useful information in preparing sales plans. The list of costs for sales to be compiled must be based on the information obtained from the break-even points.

The determination of break-even points can have an influence on management in planning sales in a given period. Some of the proposed activities could result in a decrease in the break-even point and would be of great interest to management for the increase in the break-even point. Because the decrease in the value of the break-even point means that the company has an increased opportunity to gain profit

2.5 Prior Research Study

This study was conducted based on prior study researches, as following:

Table 1: Prior Research Study

No	Title	Researcher	Analysis Techniques	Results
1	Determination of Cost of Goods Sold by Using <i>Activity Based Costing</i> at Whiz Hotel Semarang	Vonny Setyowati	<i>Activity Based Costing</i>	The room rental price used <i>Activity Based Costing</i> by Whiz Hotel Semarang was cheaper than the price that had been settled by the hotel
2	Determination of the Basic Price of Hotel Room Rates Using the <i>Activity Based Costing</i> System Method as a New Approach at Hotel Segoro Jepara	Paramita Indraswari	<i>Activity Based Costing</i>	The calculation of the cost of hotel room rates used the <i>Activity Based Costing</i> System was more expensive than the room rates of all types at Hotel Segoro Jepara
3	Determination of the Selling Price of Hotel Rooms during Low Season with the <i>Cost Plus Pricing</i> Method with the <i>Variable Costing</i> Approach (case study at Hotel Puri Artha Yogyakarta)	Hesti Triyanto	<i>Cost Plus Pricing</i> with <i>Variable Costing</i> Approach	The room rates set by hotels in low seasons were higher than the room rates calculated using the <i>Cost Plus Pricing</i> method with the <i>Variable Costing</i> Approach
4	Evaluation of Hotel Room Rates with <i>Activity Based Costing</i> Methods at Triantama Hotel Palembang	Zil Hifzahita	<i>Activity Based Costing</i>	The room rate obtained by using the <i>Activity Based Costing</i> method was smaller than the price set by the hotel because it had different consumption costs
5	Evaluation of Decision on giving discounts for Room Rental Rates (Case Study at Hotel Jentra Dagen Yogyakarta)	Ayu Maylisa	Case Study	Management decided to reduce the implementation of special rates for guests since it could reduce the profit.
6	Evaluation of Hotel Room Rental Rates Using the <i>Cost Plus Pricing</i> Method with <i>Full Costing</i> Approach	Gerardus Mayella Riyan Pambudi	<i>Cost Plus Pricing</i> with <i>Full Costing</i> Approach	There was a price difference of IDR 5,200 or 2.60% compared to the price of AC TV Room set by the hotel and IDR 4,600 or 3.07% compared

No	Title	Researcher	Analysis Techniques	Results
	(Case Study at Hotel Gedong Kuning Yogyakarta)			to the price of the Fan TV Room
7	Evaluation of Hotel Room Rental Rates (Case Study at Hotel Ros-In Bantul Yogyakarta)	Dicky Kurnia Ditya	<i>Break Even Point</i>	Hotel room rates were greater than the hotel room rates obtained with BEP which had a difference of 5.24% for Standard rooms, 6.23% for Deluxe rooms, and 17.56% for Suite rooms
8	Analysis of the Application of the Activity Based Costing Method in Determining Hotel Room Rental Prices (Case Study at Hotel Pandanaran Semarang)	Octavian Surya Pratiwi	<i>Activity Based Costing</i>	The price comparison using Activity Based Costing was greater than the room price set by the hotel
9	Determination of Hotel Room Rental Rates using the Break-even Point Analysis Method (Case study at Hotel Manohara Borobudur)	Bertillia Natalina	Break-even Point Analysis	The hotel was not applied Break-even point analysis method to determined room rental price, therefore the researcher suggested to use BEP analysis in order to get maximum profit.
10	Evaluation of Hotel Room Rental Rates during low season (Case Study at Hotel Santika Premiere Jogja)	Nona Satyawati Rahyu	Break-even Point Analysis	Santika Premier Jogja hotel was not applied BEP method at low seasons. The hotel room prices were determined by calculating the costs incurred in the previous year then add the expected profit.

III. Research Methodology

The researcher used information as a source to obtain data. The information obtained is primary data and secondary data. Primary data is data obtained from information, while secondary data is obtained based on documents at the research location (Sugiyono, 2016).

Table 2: Adiwana Arya Villas Statistic

DESCRIPTION	YEAR TO DATE 2019
	ACTUAL
STATISTIC	
No. of Days	365
Number of Rooms	28
Total Rooms Inventory	10,220
Total Rooms Out Of Order	37
Total Rooms Available	10,183
Total Room Occupied	8,879
Total Rooms Sold	8,760
Total Rooms Complimentary	119
Percentage of Occupancy	86.03%
Percentage of Double Occupancy	136.79%
Average Room Rate (Rp)	1,010,962
Average Room Rate (US\$)	-
RevPar (Rp)	869,687
RevPar (US\$)	-
Number Of Guest	21,025

Source: Adiwana Arya Villas (2020)

The primary data that used in this study was the result of interviews conducted with Mr. Purwo Prayogo as Sales Manager at Adiwana Arya Villas. Meanwhile, the secondary data used in this apprenticeship was the number of tourist visits to Bali, as well as a documentary study from Adiwana Arya Villas. The method used to collect the required data was in accordance with the variables studied using the interview method and documentation study.

Table 3: Room Rental Rates at Adiwana Arya Villas Ubud during the New Adaptation Period

Room Type	Number of Rooms	Room Rate (IDR)
<i>Deluxe</i>	2	1.000.000
<i>Deluxe Bathtub</i>	2	1.150.000
<i>Suite Gedong</i>	1	1.600.000
<i>Wooden Suite</i>	10	1.750.000
<i>Paddy Suite</i>	6	1.900.000
<i>2 Bedrooms Villas</i>	4	3.500.000
<i>3 Bedrooms Villas Batukurung</i>	1	3.600.000

Room Type	Number of Rooms	Room Rate (IDR)
3 Bedrooms Villas Gadis	1	3.750.000
3 Bedrooms Villas Family	1	3.800.000
Total	28	

Source: Adiwana Arya Villas (2020)

The difference in room rates for each room type was due to the physical differences in each room (including the facilities provided for each room type). The data analysis technique in this study used the following steps:

1. Prepared the data that needed to determine the hotel room rental rate and the steps to calculate the room rental rate that has been determined by Adiwana Arya Villas Ubud during the adaptation period of new habits.
2. According to Sugiarto (2002: 10), prepare a step to calculate the hotel room rental price based on the calculation of the break-even point analysis technique according to the following formula:

- a. Determine the number of rooms that successfully sold for 1 year

$$\text{Occupied room} = \text{room} \times \% \text{ occupancy} \times \text{days in period}$$

- b. Set the desired average room rate

$$\text{Average Room Rate} = \frac{\text{Total Room Rate for 1 year}}{\text{Number of rooms sold in 1 year}}$$

- c. Calculate the average room occupancy rate

- Formula *single occupancy* = 100% - *double occupancy*

- Formula *double occupancy*

$$= \frac{\text{Number of guests in 1 year} - \text{Number of rooms sold in 1 year}}{\text{Number of rooms sold in 1 year}} \times 100\%$$

- d. Calculate the total sales of rooms in 1 day

$$\text{No of room} = \% \text{ occupancy} \times \text{rooms}$$

$$\text{Single occupancy} = \% \text{ single occupancy} \times \text{no of room}$$

$$\text{Double occupancy} = \% \text{ double occupancy} \times \text{no of room}$$

- e. Determine hotel room rates using a breakeven analysis

- Sets the number of room entries per day

$$= \% \text{ occupancy} \times \text{rooms} \times \text{ARR}$$

- Set the room rental price per day

- Single Occupancy (X) + double occupancy (X + Number of days in 1 month)

$$= \text{total room sales per day}$$

$$\text{Room rate presentation} = \frac{\text{Room rate}}{\text{Standard room rate}} \times 100\%$$

- f. Determine the total selling price for each room type within 1 year

$$= \text{percentage of guests} \times \text{number of rooms for each types} \times \text{selling price of rooms} \times \text{number of days in 1 year}$$

g. Perform occupancy calculations at breakevenpoint

$$BEP = \frac{\text{Total rate}}{\text{Total revenue for period}} \times \% \text{ occupancy}$$

3. Compared with the calculation of the room rental rate determined by Adiwana Arya Villas Ubud during the adaptation period of new habits by using the break-even point analysis method in calculating the room rental price.
4. Concluded whether the determination of hotel room rental rates at Adiwana Arya Villas during the adaptation period of new habits using the break-even point analysis method was appropriate.

IV. Results and Discussions

The results of the research was obtained by using break-even point data analysis techniques which started from:

1. Determined the number of room which was sold during one year

The total rooms sold for one year was calculated by using data on the percentage of guests stayed in one year of 86.03%, the total rooms available as many as 28 rooms and the total number of days for one year in 2019, namely 365 days, with the following formula:

$$\begin{aligned} &= \text{percentage guess} \times \text{number of available rooms} \times \text{number of days in 1 year} \\ &= 86,03\% \times 28 \times 365 = 8.792 \text{ rooms} \end{aligned}$$

The result of total rooms sold for one year on 2019 in Adiwana Arya Villas is 8.792 rooms, after calculated the total rooms sold for one year next to determined the desired total average room price

2. Determined the desired total average room price

Comparing the number of room prices in one year with the total rooms sold in one year of 8,792 rooms. Consider that the desired total average room rate was IDR 1,010,962 (obtained based on the total sales of rooms for 1 year divided by the number of rooms sold in 1 year), therefore needed to calculated the number of room rates for one year, with a formula such as following:

$$ARR = \frac{\text{Total room rate for 1 year}}{\text{Number of rooms sold in 1 year}}$$

$$\begin{aligned} \text{Total room rate for 1 year} &= ARR \times \text{Number of rooms sold in 1 year} \\ &= 1.010.962 \times 8.792 = \text{IDR } 8.888.378.904 \end{aligned}$$

Total room rate for one year in Adiwana Arya Villas is IDR. 8.888.378.904, after calculate total room rate for one year next is set the average occupancy rate.

3. Set the average occupancy rate

Determined the average occupancy rate of *double occupancy*, by reduced the total number of guests visited for one year as many as 21,025 people with a total of 8,792 rooms sold for one year, then compared the results of the reduction with the

number of rooms sold during the past year and multiply by 100%, as following formula:

$$\% \text{ of double occupancy} = \frac{21.025 - 8.792}{8.792} \times 100\% = 139\%$$

$$\% \text{ of Single occupancy} = 100\% - 139\% = -39\%$$

From the formula percentage of double occupancy in Adiwana Arya Villas is 139% and for single occupancy 39%. The next is determined the total rooms sold in one day.

4. Determined the total rooms sold in 1 day

To determine the total rooms sold in 1 day, calculated the formula by using data on the percentage of guests staying in one year 86.03% and the total available rooms 28 rooms:

$$= \text{percentage of guests stayed in 1 year} \times \text{total available rooms}$$

$$= 86,03\% \times 28 = 24 \text{ Rooms}$$

$$\text{Single occupancy} = 39\% \times 24 = 9 \text{ Rooms}$$

$$\text{Double occupancy} = 139\% \times 24 = 33 \text{ Rooms}$$

The result of total rooms sold in one day is 24 rooms, and after calculated number of rooms for single occupancy is 9 rooms and double occupancy 33 rooms. Why the double occupancy room higher than the total available rooms is because Adiwana Arya Villas has type of room that has more than 1 bedroom. The next process is determined room rental rate by using the BEP method with 2 steps first is determined the number of room sales in 1 day and the second is set the rental room rental price per day.

5. Determination of hotel room rental rate by using the BEP method

a. Determined the number of room sales in 1 day

The number of room sales per day was calculated by using data on the percentage of guests staying in one year of 86.03%, total rooms available of 28 and the desired average room rate of IDR 1,010,962, with following formula:

$$= \text{percentage of guests stayed per year} \times \text{total number of rooms available} \times \text{average room price}$$

$$= 86,03\% \times 28 \times 1.010.962 = \text{IDR } 24.352.457$$

The result calculated that room sales in one day is IDR. 24.352.457,- from all type of rooms and the next to set the room rental price per day.

b. Set the room rental price per day

To determine the rental price for a deluxe type room, used data on the total rooms sold per day for 9 single occupancy rooms and 33 double occupancy rooms, the total days in one month is 30 days and the total number of room rental entries in 1 day is IDR 24,352,457 , and calculate with following formula:

$$9X + 33 (X + 30) = 24.352.457$$

$$9X + 33X + 990 = 24.352.457$$

$$42X = 24.352.457 - 990$$

$$42X = 24.351.467$$

$$x = \frac{24.351.467}{42}$$

$$X = \text{IDR } 579.799$$

Based on the result the room rental rates per day in Adiwana Arya Villas is IDR 579.799. After find the room rental per day for deluxe room IDR 579.799, next we can count the other type of rooms. To determine the room rental rates for types other than the deluxe type, the author uses a percentage of the comparison of the deluxe type room rates with the rates for other types of rooms that have been determined by the hotel and then multiplied by the deluxe type room rates calculated by the author. To determine room rates for other types, first determine the percentage of the price that will be used as calculation material.

<i>Deluxe Bathtub</i>	$= \frac{1.150.000}{1.000.000} \times 100\% = 115\%$
<i>Suite Gedong</i>	$= \frac{1.600.000}{1.000.000} \times 100\% = 160\%$
<i>Wooden Suite</i>	$= \frac{1.750.000}{1.000.000} \times 100\% = 175\%$
<i>Paddy Suite</i>	$= \frac{1.900.000}{1.000.000} \times 100\% = 190\%$
<i>2 Bedrooms Villas</i>	$= \frac{3.500.000}{1.000.000} \times 100\% = 350\%$
<i>3 Bedrooms Villas Batukurung</i>	$= \frac{3.600.000}{1.000.000} \times 100\% = 360\%$
<i>3 Bedrooms Villa Gadis</i>	$= \frac{3.750.000}{1.000.000} \times 100\% = 375\%$
<i>3 Bedrooms Villa Family</i>	$= \frac{3.800.000}{1.000.000} \times 100\% = 380\%$

After find other types percentage, now we can count the room rental price for other rooms as we can see on table 3 below:

Table 4: Calculation of the selling price of each room type with the Break-even Point Analysis Method

Room Type	Calculation	Room Rental Price (Rp)
<i>Deluxe</i>		579.799
<i>Deluxe Bathtub</i>	115% x Rp. 579.799	666.769
<i>Suite Gedong</i>	160% x Rp. 579.799	927.678
<i>Wooden Suite</i>	175% x Rp. 579.799	1.014.648
<i>Paddy Suite</i>	190% x Rp. 579.799	1.101.618

Room Type	Calculation	Room Rental Price (Rp)
2 Bedrooms Villas	350% x Rp. 579.799	2.029.297
3 Bedrooms Villas Batukurung	360% x Rp. 579.799	2.087.276
3 Bedrooms Villas Gadis	375% x Rp. 579.799	2.174.246
3 Bedrooms Villas Family	380% x Rp. 579.799	2.203.236

From the analysis table the calculation of Room Rental Price using break-even point method, obtained the price for Deluxe IDR 579.799, Deluxe Bathtub IDR 666,769, Gedong Suite IDR 927,678, Wooden Suite IDR 1.014.648, Paddy Suite IDR 1.101.618, 2 Bedrooms Villas IDR 2,029.297, 3 Bedrooms Villas Batukurung IDR 2,087.276, 3 Bedrooms Villas Gadis IDR 2,174.246 and 3 Bedrooms Villas Family IDR 2.203.236. Next step is calculating the total selling price of each type of room in one year.

6. Calculated the total selling price of each type of room in one year

Table 5: Total Selling Price Analysis Adiwana Arya Villas Ubud Hotel Room Rental Rates in 2019

Room Type	Calculation	Total Selling Price
<i>Deluxe</i>	86,03% x 2 x IDR 579.799 x 365	IDR 364.124.788
<i>Deluxe Bathtub</i>	86,03% x 2 x IDR 666.769 x 365	IDR 418.743.506
<i>Suite Gedong</i>	86,03% x 1 x IDR 927.678 x 365	IDR 291.299.831
<i>Wooden Suite</i>	86,03% x 10 x IDR 1.014.648 x 365	IDR 3.186.091.897
<i>Paddy Suite</i>	86,03% x 6 x IDR 1.101.618 x 365	IDR 2.075.511.293
2 Bedrooms Villas	86,03% x 4 x IDR 2.029.297 x 365	IDR 2.548.873.517
3 Bedrooms Villas Batukurung	86,03% x 1 x IDR 2.087.276 x 365	IDR 655.424.619
3 Bedrooms Villas Gadis	86,03% x 1 x IDR 2.174.246 x 365	IDR 682.733.978
3 Bedrooms Villas Family	86,03% x 1 x IDR 2.203.236 x 365	IDR 691.837.098
Total		IDR 10.914.640.526

From the analysis table the total selling price in Adiwana Arya Villas of all type of room as Deluxe is IDR 364.124.788, Deluxe Bathtub is IDR 418.743.506, Suite Gedong is IDR 291.299.831, Wooden Suite is IDR 3.186.091.897, Paddy Suite is IDR 2.075.511.293, 2 Bedrooms Villas is IDR 2.548.873.517, 3 Bedrooms Villas Batukurung is IDR 655.424.619, 3 Bedrooms Villas Gadis is IDR 682.733.978 and 3 Bedrooms Villas Family is IDR 691.837.098, also the total of Total Selling Price is IDR 10.914.640.526. After finding total selling price the next is to calculate the occupancy rate at the break-even point.

7. Calculated the occupancy rate at the break-even point

Calculated the occupancy rate of a room in order to reach break even by using the data on the total sales price of all types of rooms in one year of IDR 10,914,640,526, the total price of rooms in a year IDR 8,888,378,904 and the percentage of total guests staying in a year 86.03 %, with following formula:

$$\frac{\text{IDR } 8.888.378.904}{\text{IDR } 10.914.649.526} \times 86,03\% = 70,1\%$$

Based on the result occupancy rate at the break-even point that Adiwana Arya Villas must reach is 70,1% for the condition not loss or profit. If Adiwana Arya Villas can't reach 70,1% occupancy it means they loss and if they can pass 70,1% occupancy it means the hotel gain profit.

8. To conclude the difference between the actual hotel room rates with hotel room rates calculated in this study, could be calculated by comparing the results. The hotel room rates results are as follows:

Table 6: Hotel Room Price Analysis Results Adiwana Arya Villas Ubud in 2019

Room Type	Rates According to BEP Method (IDR)	Real Rates (IDR)	Conclusion
<i>Deluxe</i>	579.799	1.000.000	The difference is more 420.201
<i>Deluxe Bathtub</i>	666.769	1.150.000	The difference is more 483.231
<i>Suite Gedong</i>	927.678	1.600.000	The difference is more 672.322
<i>Wooden Suite</i>	1.014.648	1.750.000	The difference is more 648.352
<i>Paddy Suite</i>	1.101.618	1.900.000	The difference is more 798.382
<i>2 Bedrooms Villas</i>	2.029.297	3.500.000	The difference is more 1.470.703
<i>3 Bedrooms Villas Batukurung</i>	2.087.276	3.600.000	The difference is more 1.512.724
<i>3 Bedrooms Villas Gadis</i>	2.174.246	3.750.000	The difference is more 1.575.754
<i>3 Bedrooms Villas Family</i>	2.203.236	3.800.000	The difference is more 1.596.764

Based on the results of the hotel room rental rates that used breakeven method, it can be concluded as following:

1. Room rate for *Deluxe type* was IDR 579.799, *Deluxe Bathtub* was IDR 666.769, *Suite Gedong* was IDR 927.678, *Wooden Suite* was IDR 1.014.648, *Paddy Suite* was IDR 1.101.618, *2 Bedrooms Villas* was IDR 2.029.297, *3 Bedrooms Villas*

Batukurung was IDR 2.087.276, 3 Bedrooms Villas Gadis IDR 2.174.246, and 3 Bedrooms Villas Family IDR 2.203.236.

2. The break-even point occurred when the hotel room occupancy rate was 70.1%, while in 2019 the occupancy rate desired by Adiwana Arya Villas Ubud was 86.03%, therefore there was a difference of 15.93% as profit of the hotel.
3. The price of *Deluxe room* based on the break-even point analysis was IDR 579.799 compared to the price applied at the hotel of IDR 1.000.000, therefore there was a difference of IDR 420.201.
4. The price of *Deluxe Bathtub* based on the break-even point analysis was IDR 666.769 compared to the price applied at the hotel of IDR 1.150.000 therefore there was a difference of IDR 483.231.
5. The price of *Suite Gedong* based on the break-even point analysis was IDR 927.678 compared to the price applied at the hotel of IDR 1.600.000 therefore there was a difference of IDR 672.322.
6. The price of *Wooden Suite* based on the break-even point analysis was IDR 1.014.648 compared to the price applied at the hotel of IDR 1.750.000 therefore there was a difference of IDR 648.352.
7. The price of *Paddy Suite* based on the break-even point analysis was IDR 1.101.618 compared to the price applied at the hotel of IDR 1.900.000 therefore there was a difference of IDR 798.382.
8. The price of 2 Bedrooms Villas based on the break-even point analysis was IDR 2.029.297 compared to the price applied at the hotel of IDR 3.500.000 therefore there was a difference of IDR 1.470.703.
9. The price of 2.087.276 based on the break-even point analysis was IDR 3.600.000 compared to the price applied at the hotel of IDR 3,600,000 therefore there was a difference of IDR 1.512.724.
10. The price of 3 Bedrooms Villas Gadis based on the break-even point analysis was IDR 2.174.246 compared to the price applied at the hotel of IDR 3.750.000 therefore there was a difference of IDR 1.575.754.
11. The price of 3 Bedrooms Villas Family based on the break-even point analysis was IDR 2.203.236 compared to the price applied at the hotel of IDR 3.800.000 therefore there was a difference of IDR 1.596.764.

V. Conclusion

Determination of room rental rates at Adiwana Arya Villas Ubud during the adaptation period of new habits using target costing, by calculating the total cost of expenses in the past year is added to the desired profit to get the result of the room price that applied in the hotel. Based on this study results, the researcher suggests for

the management of Adiwana Arya Villas Ubud during the adaptation / new normal period, Adiwana Arya Villas can implement a strategy according to Nuruddin et al (2020), namely temporarily laying off employees, reducing operational costs, efficient hotel expenses, selling non-room products online to acquaintances and former room users, doing it with the pay now stay later model, refuse the refund of the booking by changing the visit schedule.

To reduce operational costs and efficiency hotel expenses and bring the hotel position in a point of no loss or no profit, Adiwana Arya Villas can apply a room pricing system using the break-even point method. Based on the calculation, Adiwana Arya Villas can sell rooms for the Deluxe type for IDR 579,799, Deluxe Bath tub IDR 666,769, Gedong Suite IDR 927,678, Wooden Suite IDR 1.014.648, Paddy Suite IDR 1.101.618, 2 Bedrooms Villas IDR 2,029.297, 3 Bedrooms Villas Batukurung IDR 2,087.276, 3 Bedrooms Villas Gadis IDR 2,174.246, 3 Bedrooms Villas Family IDR 2.203.236 and the desired benefits can be used to provide bonuses for all employees at the hotel. Adiwana Arya Villas must reach 70.1% for the occupancy. Even though hotel management has not used the break-even point in setting rental prices during the adaptation period of new habits, the company's operations are still running smoothly, which means that hotel management is successful in attracting foreign and domestic tourists to stay at Adiwana Arya Villas Ubud at the current rate.

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HOSPITALITY

2

GREEN PRACTICES OF SELECTED QUICK SERVICE RESTAURANTS IN CAVITE: CHALLENGES AND OPPORTUNITIES

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Abstract

The main thrust of this study is to investigate the activities of selected Quick Service Restaurants in Cavite relative to moving towards a greener approach to operations specifically in with regards to reduction of solid wastes, water consumption, water wastes, and energy consumption as well as the challenges they have faced and opportunities in stored in its adoption. It also investigated the relationship of demographic profile of the participants as opposed to the level of implementation of these practices. Identification of the variables included in the study, data gathering through the use of survey questionnaire and analysis of data were done to determine the green practices implemented by the selected QSRs and their extent of implementation as well as the challenges they faced and the opportunities in stored for them in their pursuit towards going green. The results show that stores have developed activities in relation to environmental protection and they are very consistent in terms of implementation of these green practices as it scored high in each of the assessed factor. It also displays that these green practices were focused on the main aspects of business operations like energy conservation, wastewater reduction, waste (solid and liquid) management, use of packaging materials and office activities. The conclusion points to all the participants are in unison in saying that the implementation of green practices entails challenges to the organization be it in cost, implementation, and productivity and efficiency; likewise in terms of the opportunities in store for these restaurants in their pursuit in becoming a green restaurant. It recommended several strategies, and development of ideas to the restaurant crew, managers, food service industry, local government, and future researchers.

Keywords: *Energy conservation, Green Practices, Quick Service Restaurants, Restaurant Challenges and Opportunities, Solid waste and Wastewater management*

I. Introduction

The impact of the industry on the environment has become a talked about issue since the last two decades. The issue is spreading like wildfire since the manifestations of global warming are becoming more obvious. According to Degan (2007), this concern is not only shared by environmental groups and legislators but also by customers, local community, public authorities, suppliers, financial institutions, and employees. Firms especially those who are in the manufacturing and food industry have been in the eye of some environmental groups since they are more likely to harm the environment with the kind of operation they are involved in. Integrating



environmental interest to business was formed to be a new source of competitive advantage that firms cannot afford to neglect the issue.

As consciousness of the significance of the conservation of the climate keeps on filling in 2010, organizations are searching for approaches to turn out to be harmless to the ecosystem, otherwise called "becoming environmentally friendly." Not just can green strategic policies and cycles help secure the climate, yet they may likewise assist an organization with improving its main concern - their bottomline.

Organizations that underline the way that they are endeavoring to be harmless to the ecosystem can acquire the kindness of similar shoppers. Putting forth organizations' attempts to become environmentally viable as a piece of their promoting effort by referencing the green changes they have made, for example, utilizing reused items or changing their assembling cycles to ones that are more secure for the climate. Moreover, they can likewise give cash to causes that advantage the climate and or environment.

As ecological awareness develops, purchasers are requesting more green items and administrations. Earth cognizant purchasers check names for items and bundling produced using reused materials. Because of this developing cognizance, the piece of the overall industry for green items has kept on growing in an assortment of enterprises. Organizations can take advantage of this market by offering more green items and administrations.

The measure of water devoured by restaurants is more than the typical family utilization, subsequently bigger utilization implies a huge amount of defiled water that will be delivered into the environment. Wastewater management is thusly a significant activity a restaurant needs to deliver to limit ecological effects.

Restaurants are colossal energy clients. Its activities require and utilize energy consistently. Bohdanowicz (2005) expressed that the utilization of the various types of energy by restaurants lead to the arrival of unsafe gases into the environment and lead air contamination. Further, QSR's generation of wastes is on a lot bigger scope contrasted with those created by families which demonstrates that waste management is a genuine natural issue for restaurants.

Henceforth, it was the primary reason for this research endeavor - to investigate the green practices identified with the areas of solid wastes reduction, water utilization, water wastes, and energy utilization which are carried out by the selected Quick Service Restaurants as well as the challenges that confronted them and openings in put away in its selection.

II. Literature Review

Environment management is neither a new concept nor a new need. Humankind has always had to interact responsibly with the environment or face the consequences.

By the Middle Ages, humankind's misuse of the environment had brought on a series of plights that first alerted society to the importance of developing friendly coexistence with the environment. Although plights led to some basic waste-related clean-ups in some big cities, those clean-ups were accomplished by sacrificing other aspects of the environment. At the end of twentieth century, progress in understanding and managing relationship between humans and environment was very evident.

Green Management Practices

In the last few decades, global warming has been an issue that only few took it seriously. Now, the manifestations of the negative effect of global warming to the environment caught the attention of many including the business sector. The business society has been doing their share in the exploitation of the environment but also thought about efforts to somehow decrease the harmful effects to the environment brought about by their business processes (Mendiola, 2013).

Green Management Practices (GMP) was instituted by Lun (2011) and he clarified that it is an assortment of internal endeavors at business arranging and execution. It is inseparable from ecological practices, natural administration frameworks, and environmentalism. GMP, he added, comprises of business strategy and a bunch of business measures that expect firms to survey their natural effects, decide ecological objectives, execute ecological activities, screen objectives achievement, and go through administration audit.

Lun (2011) specified the three components of GMP and these are participation with inventory network accomplices, harmless to the ecosystem activities, and internal administration support. Gadenne (2009), be that as it may, distinguished outer impacts of environmentalism and natural practices. Outside impacts incorporate providers, clients, and enactment while outer practices incorporate frameworks, preservation, and support. It is recognizable that there are develops that end up a similar which talk about buying, the company's ecological practices, and the executives choices.

GMP External Influences

Gadenne et al. (2009) said that small and medium ventures are not just mindful of the provider impact and compulsory consistence of environmentalism, but at the same time are educated that specific natural practices may prompt advantages for their business. This was likewise supported by Claver et al. (2007) where they said that proactive natural administration and monetary execution have a positive connection. On the other hand, Sarkis and Dijkshoorn (2007) found that when the environmental management was improved, the monetary performance had not improved fundamentally. Executing an ecological administration framework would mean extra venture particularly at the beginning phase of the undertaking.



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Clients are presently mindful of the issues concerning the climate and the environment. They are more likely destined to persuade entrepreneurs and business owners of the monetary effect of applying activities which are harmless to the ecosystem and the environment. They can straightforwardly affect the business through their spending, and providers through the dispersal of information about improved natural practices in the business (Gadenne et al., 2009). Mendiola (2013) expressed that having the option to show ecological obligation may likewise be utilized in showcasing methodology to keep up or increment piece of the overall industry and to separate the association from its rivals.

GMPs of firms are likewise affected by enactment as indicated by Gadenne et al. (2009). As per Williamson et al. (2006), ecological guidelines and enactments prompt better natural methods and practices. Some entrepreneurs consider them to be significant that it states what is expected of them and it is reasonable in light of the fact that there are punishments for non-conformance. To meet explicit prerequisites of enactments, standards and strategies are subsequently given by the public authority in the types of Presidential Decrees and Republic Acts. Such enactments are the RA No. 8479 or the Clean Air Act of 1999 and RA No. 6969 or the Toxic Substances and Hazardous and Nuclear Wastes Control Act of 1990. Through these model enactments, firms are anticipated from improved natural results. There is additionally a guideline about water protection to forestall water contamination. This Act is known as the "Philippine Clean Water Act of 2004. The State will seek after a strategy of economic development and growth in a way reliable with the protection and restoration of the nature of our new, saline, and marine waters. To accomplish this end, the system for reasonable advancement and sustainable development will be sought after. One of the arrangements written in the law is to form and implement an arrangement of responsibility for short and long haul unfriendly ecological effect of a venture, program, or action; and to support common society and different areas, especially work, the academe, and business undertaking environment related activities in their endeavors to coordinate, teach, and persuade individuals in tending to relevant natural issues and issues at the local and national levels. This Act applies to water quality administration taking all things together water bodies; gave, that it will basically apply to the decrease and control of contamination from land-based sources; gave, further, that the water quality norms and guidelines and the common obligation and correctional arrangements under this Act are authorized independent of wellsprings of contamination.

As per Lun (2011), the firm that adopted GMP will have a decent exhibition or good performance regarding terminal yield, profitability, and proficient and financially savvy operations. In the investigation of Mengue and Ozanne (2003) for Journal of Business Research, they have presumed that common habitat direction,

Corporate Social Responsibility (CSR), and obligation to the common habitat is decidedly and altogether identified with an organization's benefit and piece of the overall industry.

Sarkis (2006), nonetheless, uncovered that extra interest in ecological exercises at the beginning phase may be not able to give better monetary execution inside a brief timeframe. GMP execution needs contributing additional assets including reserves, advances, HR prompting additional expense.

Monetary contentions, as indicated by Darnall (2008), propose that associations ought to put resources into ecological exercises just to the degree that their peripheral advantage of doing so equivalents to their negligible expense. As is regular information, venture ought not go past the necessities of the ecological administrative framework since it is hindering to an association's monetary exhibition and requirements its monetary chances.

Environmental Policy

Woodside et al., (1998) expressed in their book ISO 14001 Implementation Manual that a very organized ecological administration framework or the Environmental Management System (EMS) is predicated upon a solid natural strategy that is set up by the top administration. There are several prerequisites that the natural strategy should meet including the following:

- It should be proper to the nature, scale, and ecological effects of the organization's exercises, items, and services.
- It should incorporate a guarantee to consistent improvement and avoidance of pollution.
- It should incorporate a pledge to consent to significant natural enactment and guidelines and with other (deliberate) necessities to which the organization subscribes.
- It should give a system for setting and assessing environmental goals and targets.
- It should be archived, executed, and kept up.
- It should be conveyed to all representatives.
- It should be accessible to people in general.

Besides, they have recognized goals to consider when setting or overhauling an Environmental Policy. These incorporate the accompanying: a) Commitment to limit the utilization of raw materials; b) obligation to limit releases to air, water, and land; c) obligation to conform to every pertinent law and guidelines; d) obligation to reuse, diminish, and reuse; e) commitment to utilizing reused items and sustainable power sources, where possible; f) obligation to item stewardship; g) obligation to shielding the climate for people in the future; h) obligation to sustainable turn of events and developments; I) obligation to make remedial moves; j) obligation to be a dependable neighbor; k) obligation to cultivate receptiveness and exchange with representatives

and the general population on natural issues and concerns; 1) obligation to ceaseless improvement of the ecological administration framework and additionally natural execution; and obligation to perform self-appraisals of consistence as well as ecological execution.

Green Impacts

In principle and practice, numerous activities were intended to help the management and administration in the travel and tourism as well as hospitality industry to accomplish more prominent productivity, decrease costs, increment benefits, and improve customer comfort. International Hotel and Restaurant Association (IH&RA) with the United Nations Environment Program (UNEP) Conservation International, Green Globe 21, and the International Tourism Partnership, relegate the environmental honor for perceiving accommodation's remarkable and proactive work to secure the environment since 1990 which is one of the primary award projects to advance environmental mindfulness among hospitality organizations.

As per Cano-Guillen (2006), the main environmental perspectives and effects in the travel and travel as well as hospitality industry are as per the following:

- Emission to air (gas emanation from the boiler plant, fumes outflow from kitchens, possible spillage of refrigerant from chilled plant to the air, likely spillage of unstable synthetic substances for example slenderer, plant, clothing synthetics containing ozone-exhausting substances, and so on)
- Water use and sewage release (cleaning measures in the kitchen, water utilization in the comfort rooms and back area)
- Energy use (lighting and HVAC framework, dishwashing machines, and other energy-escalated equipment)
- General solid waste (wastepaper, empty compartments, food squanders, bundling waste, broken equipment and utensils, building waste, and other consumables) associated with land defilement and utilization of landfill space.
- Noise discharges (HAVC framework, bars and parlors, designing and building support exercises, potential commotion emanations by caution frameworks like alarm systems)
- Health chances (from synthetic compounds and perilous merchandise dealing with, breakdown of hardware)

Benefits of Implementing Green Practices

The advantages of green practices execution are the accompanying:

- Continual improvement through contamination and pollution counteraction activities - ISO 14001 required constant improvement in environmental performance through the execution of pollution anticipation and prevention

activities. It expected organizations to distinguish and execute openings for lessening emissions and diminishing waste.

- Better cost regulation - Green practices improved expense control by encouraging protection of material information sources, decreasing energy use, expanding efficiency, bringing down treatment/removal costs, advancing asset reserve funds.
- Enhancing staff morale - One significant advantage accomplished was that the comprehension of ecological and environmental issues by the staff which assisted them with taking up obligations all alone. There was an acknowledgment that each climate debasing movement of theirs in a roundabout way affects their day by day lives.
- Reduced environmental risk - Environmental danger is viewed as the single biggest secret danger for some organizations. Undertaking environment danger appraisal as a feature of the environmental
- administration measures reduced the danger of the event of occasions that could have unfavorable environmental results.
- Improved public picture and local area relations

As per Mead, B and Pringle, J. (2007), the main errand for an eco-organization is the way toward presenting and building up an environmental culture, and practical activity which shapes the reason for creating ecological and environment arrangements and polices as well as general technique in waste management, energy and water protection, water quality, product purchase, indoor air quality, outside air emanations, noise, and so on. The cycle pushed is commendable including top-down responsibility, wide correspondence and counsel, the arrangement of a facilitator and working gathering, and illustrating an in-house program to incorporate environmentalism into staff culture, bring issues to light, form responsibility, offer help, compensate, and perceive endeavors, praise achievement and to make viable strides, and so forth.

Challenges and Opportunities

As per Rosenblum and Rowen (2010), for a restaurant, there are three motivations to order environmentally reasonable practices: to save cost, to reduce waste, and to fabricate a greener brand - eventually making client devotion. Truth be told, the best performing restaurateurs believe that green-minded customers care enough about a brand's environmental thrust and positioning and have it included in deciding "where to eat" choices, setting out a practical freedom to acquire new business. Nonetheless, the way to effectively establishing such practices require critical retooling of the organization as well as being tormented by rising ingredient and material expenses, the present restaurateur is tired of watching benefits depleted to wasted energy costs; fuel-based heat and energy costs. Wasted energy costs are a much more prominent test for the biggest stores. Packaging likewise presents a huge



trouble spot. Further, vulnerability and disarray cloud the space; numerous restaurateurs are reluctant to act because of the noise of "greenwashing." Restaurateurs accept that their greatest expense cutting freedoms lie in store energy decrease, in the kitchen, and in food planning and bundling. The bigger the activity, the more noteworthy the expense cutting freedom saw in food planning and bundling. Across all presentation and income levels, dry merchandise were called out as having the best potential. The waste related with the creation, bundling, and capacity of this product addresses an apparently fast success – and anything that decreases the measure of cardboard utilized is viewed as goodness. Both of these issues – energy and packaging – are persistently reflected overall retailer research as needle-in-the-eye issues. However both are perfect representations of how straightforward decrease can hold enormous freedom – there is no gimmicky (and conceivably destructive) elective needed to reduce expenses in one or the other packaging or energy arrangements; restaurateurs and their exchanging accomplices simply need to utilize less cardboard, squander less plastic, utilize less power and waste less energy.

III. Research Methodology

This study covered three selected company-owned Quick Service Restaurants in Cavite specifically Jollibee, McDonald's, and KFC. Jollibee is the biggest fast-food chain in the Philippines, working a cross country organization of in excess of 750 stores. More than 40 of the 750 stores are to be found in Cavite. Then again, McDonald's has developed to get one of the nation's driving fast-food chains with in excess of 400 stores across the country having more than 30 stores are operating in Cavite. Besides, KFC, another industry vital participant, has more than 237 outlets in the country and in excess of 30 stores are situated in Cavite. The participants were the restaurant managers and crew members.

Descriptive method was used in the study. The first phase is to identify the variables included in the study then the second phase is the collection of data from the participants using survey questionnaire which was developed by the researcher and was approved by the adviser, research panelists, and industry experts. The questionnaire was composed of 3 three parts (profile, level of agreement on the extent of implementation and challenges faced and opportunities in stored in its adoption. A total of 74 participants were asked to answer the survey. The third phase is the analysis of data gathered to determine the green practices implemented by the selected QSRs and their extent of implementation as well as the challenges they faced and the opportunities in stored for them in their pursuit towards going green. To analyze the data pertaining to the profile of the participants, the percentage frequency distribution method was used. In identifying the green management practices being observed in the stores and in identifying the extent of its implementation, level of agreement as to

the challenges faced and opportunities in stored in its adoption, the weighted mean was used. To test the relationship between the profile of the participants and the extent of the green practices implementation the researcher used the chi-square method.

IV. Results and Discussions

Demographic profile

The respondents of the study were employees of selected Quick Service Restaurants in Cavite. The profile of the respondents that was analyzed in the study included age, gender, position, and length of service.

Table 1: Demographic profile of the employees based on age

Age	Frequency	Percentage
16-20 years old	37	50.0
21-25 years old	28	37.8
26-30 years old	8	10.8
31-35 years old	1	1.4
Total	74	100.0

Table 1 shows that half of the participants (37 or 50%) belong to 16 to 20 years old age bracket. 28 out of 74 belongs to 21 to 25 age bracket (37.8%). 8 out of 74 belongs to 26 to 30 years old age bracket (10.8%) and only one of them belongs to 31 to 35 age bracket or is equivalent to 1.4% of the total sample who happens to be one of the managers in store A.

It is a fact that the labor force in the Philippines is being dominated by workers who are fifteen to twenty years old. It was reflected in the study conducted by the Philippine National Statistics Office on September 2014 that of the estimated 63.8 million population 15 years old and over in April 2014, the number of persons who are in the labor force, those who are either employed or unemployed was reported at 41.6 million. This number translates into a labor force participation rate (LFPR) of 65.2 percent, which means that six in ten of the population aged 15 years and over are in the labor force. Out of the 41.6 million persons in the labor force reported in April 2014, 93.0 percent were employed. In the same month of the previous year (April 2013) employment rate was 92.4 percent. The total number of employed persons was estimated at 38.664 million in April 2014 while an estimate of 37.011 million was reported in April 2013. CALABARZON's employment rate is at 91.0%.

As indicated by Keathley (2014), work in the fast-food area stays consistent and is relied upon to develop. Among various positives, the broad accessibility of areas and high turnover rates frequently mean predictable employment opportunities. Quick Service Restaurants additionally commonly request fewer broad capabilities of

candidates than different businesses. Food preparation comprises a fundamental piece of entry-level speedy assistance occupations. Work hopefuls ought to have the capacity to learn safe strategies for preparing and rapidly serving meals. Client care or service to customers likewise makes up an enormous bit of everyday duties. Communicating in cordial and proficient habits with patrons improves the profitability and notoriety of every business. Different duties may incorporate prolonged standing, cleaning work areas, and dealing with money. These abilities are considered as the base capabilities for a store team crew member. These assignments can be performed by an individual who is in this age section (15 – 20 years of age).

Twenty eight out of seventy-four participants belong to 21-25 years old age bracket or 37.8%. According to one of the store managers (personal conversation), in the Quick Service Restaurant industry, regularization is done in a very seldom manner. Stores hire crew members on a contractual basis. Crew members are required to render services to the store for five months except in cases of resignation or termination. In store A, there are three types of employment for store crew member, namely: contractual (5 months), SEEDS trainee (5 years), and service provider (through agency). Most of the employees belong to contractual basis and most of them are 15 to 20 years old. Most of the SEEDS trainees and service providers belongs to 21 years old to 25 years old age bracket. Store B and C has the same except for the SEEDS trainees.

Seven of the twenty-eight respondents under the 21 – 25 age bracket group are managers. QSRs are accepting applicants for management positions even if they just graduated from college. As indicated by Cancro (2014), being energetic, fiery, and eager are significant benefits youthful pioneers have today which can be equivalent to ascribes important to be effective in the overwhelming QSR industry.

A good manager should have enough experience in order for him/her to perform his/her duties well. This is why most of the managers get their store manager positions at the age of 26-40 (Business Times, 2007).

Table 2: Demographic profile based on gender

Gender	Frequency	Percentage
Male	39	52.7
Female	35	47.3
Total	74	100.0

Table 2 indicates that 39 out of the 74 participants are male (52.7%). 35 are female or 47.3%.

It is easier to get a job in the Quick service restaurants compared to other food service establishments like that of the fine dining restaurants as one of the managers

said during the conduct of study in one of stores that the researcher had visited, when asked questions on recruitment and selection procedure. The manager shared some measures in hiring for a store crew member position. Well-being, communication skills, poise and posture, and ability to deal with customers are some of the criteria in selecting the best persons to be part of the store team. The store's process in searching for crew level is not so critical in terms of criteria as long as the applicant is at the right age, no criminal report and is willing to work in a shifting schedule. Stores are not very particular in the gender since most of the tasks and activities being done in the restaurant can be done by both male and female.

In the Philippines, equivalent freedom for everything is being advanced. As indicated by Article III of the Presidential Decree No. 442 or the Labor Code of the Philippines, the state will bear the cost of security to work, advance full business, guarantee equivalent work openings paying little heed to sex, race, or ideology, and manage the relations among laborers and bosses.

Table 3: Demographic profile based on number of participants per store

Store	Frequency	Percentage
A	30	40.5
B	20	27.0
C	24	32.4
Total	74	100.0

The table above illustrates the number of participants per store. Almost half of the participants (30 out of 74 or 40.5%) are from store A. 24 of the 74 participants are from store C or is equivalent to 32.4%. 20 of the 74 participants or 27% are from store B.

The researchers used the purposive sampling technique where the number of participants or sample size was determined by the total number of crew and managers present during the time of visit by the researcher.

Table 4: Demographic profile based on position

Position	Frequency	Percentage
Manager	16	21.6
Crew	58	78.4
Total	74	100.0

Most of the participants, about 78.4% or 58 out of the 74 participants, are store crew members. 16 of the 74 participants or about 21.6% are managers.

Quick Service Restaurant is a particular sort of restaurant described both by its inexpensive food cooking and by insignificant table help. As indicated by Walker

(2011), food served in fast assistance eateries regularly obliges a "meat-sweet eating routine" and is offered from a restricted menu; is cooked in mass ahead of time and kept hot; is done and bundled to arrange; and is normally accessible prepared to remove, however seating might be given. Most of individuals are presently asking more from a fast assistance activity as per Davis, 2010. Quick Service administrators are getting much more key by they way they are taking a gander at their menus and taking bits of their menu to attempt to adjust to that buyer. They don't simply focus on the food and style however the attitude.

Most of the employees of the stores are crew members since most of the tasks to be done in a QSR operations can be performed by store crew member. These tasks involve receiving, transferring and storing of stocks, cooking, assembling, preparing, presenting and serving food, taking orders, bussing of tables, cleaning of restrooms and the likes. These tasks are more likely to be delegated to store crew members. There are also different stations or working area where store crew members should be assigned namely: dining area, counter area, soda station, pantry station, fry station, back-up station, grill station, and stockroom area. The number of managers per store ranges from four to sixteen depending on the sales volume of the store according to one of the restaurant managers. Their task is more on the management and administration. They oversee the overall performance of the store which includes sales, cash flow, and profitability of the store.

Table 5: Demographic profile based on length of service

Length of Service	Frequency	Percentage
Less than 6 months	26	35.1
6 months - 1 year	18	24.3
More than 1 year - 2 years	13	17.6
More than 2 years - 3 years	10	13.5
More than 3 years - 4 years	3	4.1
More than 4 years - 5 years	1	1.4
5 years and above	3	4.1
Total	74	100.0

The table displays the distribution of participants in terms of length of service. It shows that 35.1% of the participants have been working in the store for less than six months. According to the restaurant manager of store A and assistant restaurant managers of stores B and C, the stores' population is being subjugated by employees whose employment is on contractual basis (one month to five months). Two out of the twenty-six were management trainees or newly hired managers who are undergoing trainings as part of their Basic Operations Training Program. Twenty four out of the twenty-six were store crew members. Article 281 of the Presidential Decree No. 442 or

the Labor Code of the Philippines expresses that probationary employment shall not surpass six (6) months from the date the representative began working, except if it is covered by an apprenticeship understanding specifying a more extended period. The administrations of a worker who has been locked in on a trial premise might be fired for a worthwhile motivation or when he/she neglects to qualify as a normal representative as per sensible guidelines spread the word about by the business to the worker at the hour of his commitment. A worker who is permitted to work after a probationary period will be viewed as an ordinary representative.

Eighteen participants out of the seventy-four have been employed in the store for six months to one year. Participants who have been in the store for more than 1 year to 2 years comprise about 17.6% or 13 out of the seventy-four participants. Ten out of the seventy-four or 13.5% have worked in the store for more than 2 years to 3 years. Most of these participants (store crew members) were not directly hired by the company. They work in the company under the supervision of an agency. As indicated by Nicolas and De Vega (2011), contracting and sub-contracting are ordinary in many deals. Rather than employing their own couriers, janitors, and safety officers, among others, businesspeople have taken in the benefit of re-appropriating these services to contractors. Contracting out these positions is in reality more expense effective as far as time and cash for the typical money manager. Nonetheless, contracting courses of action are managed by Philippine work laws to guarantee that these plans don't bring about the abuse of legally binding representatives. Fourteen out of the 74 members were managers. Subsequent to finishing a half year trial period, a management trainee can be advanced as a regular employee on the off chance that he/she had the option to pass the entirety of the standards set by the organization.

Quick Service Restaurants' Green Practices and its extent of implementation

Table 6: Extent of implementation of green practices for energy conservation of selected Quick Service Restaurants in Cavite

	STORE A				STORE B				STORE C				OVERALL	
Energy Conservation	MGR	CM	OM	I	MGR	CM	OM	I	MGR	CM	OM	I	OM	I
1. Dishwashing machine is opened in a timely manner and used when necessary (volume of glassware, dishware,	4.86	4.74	4.77	AP	5.00	4.76	4.8	AP	5.00	4.00	4.25	AP	4.61	AP

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	STORE A				STORE B				STORE C				OVERALL	
silverware, and other equipment levels are high).														
2. CFL, or LED lighting are used in kitchen areas.	4.86	4.78	4.8	AP	5.00	4.71	4.75	AP	4.67	4.00	4.17	MP	4.58	AP
3. Light Emitting Diode (LED) for signages, menu boards, and exterior lightings are used.	5.00	4.78	4.83	AP	5.00	4.82	4.85	AP	4.83	3.83	4.08	MP	4.59	AP
4. Variable Speed Drives (VSDs) are used in the kitchen area.	5.00	4.74	4.8	AP	5.00	4.82	4.85	AP	4.83	3.67	3.96	MP	4.54	AP
5. Evaporatic fresh air blowers are used.	5.00	4.87	4.9	AP	5.00	4.76	4.8	AP	4.83	4.50	4.58	AP	4.77	AP
6. Chiller air conditioning system is used.	5.00	4.91	4.93	AP	5.00	4.82	4.85	AP	5.00	4.72	4.79	AP	4.86	AP
7. Air conditioning is maintained by the status of kitchen room.	5.00	4.78	4.83	AP	5.00	4.76	4.8	AP	5.00	4.50	4.63	AP	4.76	AP
8. Fuel ratio is adjusted for test boiler efficiency.	4.86	4.61	4.67	AP	5.00	4.76	4.8	AP	4.67	3.67	3.92	MP	4.46	AP
9. Toxic and Hazardous waste (e.g. fluorescent lamp, batteries, etc.) are listed.	4.86	4.74	4.77	AP	5.00	4.76	4.8	AP	4.50	3.89	4.04	MP	4.54	AP
10. Specified toxic and hazardous wastes are properly stored.	5.00	4.83	4.87	AP	5.00	4.76	4.8	AP	5.00	4.72	4.79	AP	4.82	AP
11. Contract with hazardous waste treaters and haulers has been signed and implemented.	5.00	4.83	4.87	AP	5.00	4.71	4.75	AP	5.00	4.61	4.71	AP	4.78	AP

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	STORE A				STORE B				STORE C				OVERALL	
12. Equipment and “standby appliances” (e.g., hot food holding cabinets, heat lamps, steamers broilers) are opened as needed.	5.00	4.65	4.73	AP	5.00	4.82	4.85	AP	5.00	4.78	4.83	AP	4.8	AP
13. Refrigerator and freezer shelves are not overloaded.	5.00	4.78	4.83	AP	5.00	4.88	4.9	AP	5.00	4.83	4.88	AP	4.86	AP
14. Refrigerator doors are closed and sealed properly (rubber gasket installed is in good working condition).	5.00	4.91	4.93	AP	5.00	4.88	4.9	AP	5.00	4.78	4.83	AP	4.89	AP
15. Refrigerator condenser coils are cleaned at least every three months and freezers are defrosted frequently.	5.00	4.43	4.57	AP	5.00	4.76	4.8	AP	5.00	4.56	4.67	AP	4.66	AP
16. Strip curtains are installed on walk-ins and all seals are checked regularly for air leaks.	5.00	4.83	4.87	AP	5.00	4.71	4.75	AP	5.00	4.44	4.58	AP	4.74	AP
Grand Mean	4.96	4.76	4.81	HP	5.00	4.78	4.82	HP	4.90	4.34	4.48	HP	4.71	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)

Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

Table 6 demonstrates the extent of implementation of green practices of selected Quick Service Restaurants in Cavite in terms of energy conservation. The participants from store A rated all the listed green practices for energy conservation as "always practiced" having *usage of the chiller air conditioning system and*

ensuring that refrigerator doors were closed and sealed properly as the highest with a mean of 4.93. The participants from store B gave an "always practiced" rating to all the

listed green practices for energy conservation having *not overloading the refrigerators and ensuring that it was always closed* as the highest with a mean of 4.90. Both stores were able to consistently practice the listed green practices that were geared towards energy conservation thus providing a positive contribution not only to the store but also to the environment since these practices were part of their program in their pursuit of becoming a green store. Installation of chiller air conditioning system can lessen the electrical power and energy consumption of the stores, saving up to about 80% of equivalent refrigerant air conditioning. Thus, installation of evaporitic fresh air blowers reduced the use of ACU and saved around 25,000 KwH of energy a year. In the same manner installation of chiller air conditioning system saved 32,000 kwh. The stores also maintain the condition of their refrigerators as part of their pursuit in becoming a green store. The stores ensure that refrigerators were not overloaded, doors were closed, and stop curtains were installed so as not to allow emission of air from the storage hence preventing the storages to overwork. Overloading of storages, chillers and freezers in particular, averts proper air circulation thus making the storages to overwork and consume huge amount of energy.

Contrary to stores A and B, participants from store C rated eleven out of the sixteen listed green practices as "always practiced" having *not overloading the refrigerator* as the highest with a mean of 4.88. Five out of the sixteen listed green practices were rated as "moderately practiced" having *fuel ratio is adjusted to test boiler efficiency* as the lowest. The reason for the burner is to blend particles of fuel in with atoms of air. An evaporator will run distinctly just as the burner performs. An inadequately planned boiler with an effective burner may perform better compared to an all-around planned boiler with a helpless burner. Burners are intended to augment ignition effectiveness while limiting the arrival of emanations. The use of LED lightings in the kitchen area, signages, menu boards, and exterior lightings, installation of VSDs in kitchen area, and listing of hazardous and toxic wastes were other green practices that are moderately practiced by store C. Managers of store C rated *dishwashing machine is opened in a timely manner and used when necessary (volume of glassware, dishware, silverware, and other equipment levels are high)* as "always practiced" with a mean of 5.0 which is contrary to the "moderately practiced" rating given by the crew members. In the same manner, *toxic and hazardous waste (e.g. fluorescent lamp, batteries, etc.) are listed* parameter was also given an "always practiced" rating by the managers and "moderately practiced" rating by the crew members.

As a whole, participants from all of the stores rated the green practices for energy conservation as "always practiced" having a weighted mean of 4.81 for store A, 4.82 for store B, and 4.48 for store C thus having an overall mean of 4.71.

Table 7: Extent of implementation of green practices for waste water reduction of selected Quick Service Restaurants in Cavite

	STORE A				STORE B				STORE C				OVERALL	
	MGR	CM	OM	I	MGR	CM	OM	I	MGR	CM	OM	I	OM	I
Waste Water Reduction														
1. Dishwashing machine operates in a low water cycle.	4.86	4.52	4.60	AP	5.00	4.76	4.80	AP	5.00	4.06	4.29	AP	4.55	AP
2. Food is scraped off from plates and greased before using a pre rinse spray valve.	5.00	4.74	4.80	AP	5.00	4.82	4.85	AP	5.00	4.67	4.75	AP	4.80	AP
3. Food is swept/mopped instead of hosing it down with water.	5.00	4.83	4.87	AP	5.00	4.71	4.75	AP	5.00	4.56	4.67	AP	4.77	AP
4. Water saving devices are installed in kitchen faucets (aerators).	4.86	4.91	4.90	AP	5.00	4.76	4.80	AP	4.83	4.11	4.29	AP	4.68	AP
5. Spray-nozzles that automatically close to rinse dishes are used.	4.86	4.70	4.73	AP	5.00	4.71	4.75	AP	5.00	4.78	4.83	AP	4.77	AP
6. Spray heads are replaced to reduce flow in the basin and sink.	4.86	4.48	4.57	AP	5.00	4.65	4.70	AP	5.00	4.78	4.83	AP	4.69	AP
7. Waterless urinals are installed and used.	4.86	4.70	4.73	AP	5.00	4.82	4.85	AP	5.00	4.78	4.83	AP	4.80	AP
8. Food wastes are directly placed inside the biodegradable waste bin to avoid filling up the drip pan.	5.00	4.91	4.93	AP	5.00	4.59	4.65	AP	5.00	4.22	4.42	AP	4.69	AP
9. Waste oil is disposed properly (placed inside the	5.00	4.87	4.90	AP	5.00	4.76	4.80	AP	5.00	4.83	4.88	AP	4.86	AP

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	STORE A				STORE B				STORE C				OVERALL	
biodegradable waste bin).														
10. Oil is collected in a used tin can and sold.	5.00	4.78	4.83	AP	5.00	4.71	4.75	AP	4.67	4.83	4.79	AP	4.80	AP
11. Waste on beverages is minimized by controlling the pre-dispensing of soft drinks and juices.	5.00	4.70	4.77	AP	5.00	4.65	4.70	AP	4.83	4.72	4.75	AP	4.74	AP
12. Filter screens on all kitchen drains are maintained.	5.00	4.87	4.90	AP	5.00	4.53	4.60	AP	5.00	4.89	4.92	AP	4.82	AP
13. Cleanliness and Sanitation procedures on equipment are followed.	5.00	4.96	4.97	AP	5.00	4.59	4.65	AP	5.00	4.89	4.92	AP	4.86	AP
14. Waste water sampling and analysis is conducted at least once a year.	5.00	4.74	4.80	AP	5.00	4.71	4.75	AP	5.00	4.83	4.88	AP	4.81	AP
Grand Mean	4.95	4.76	4.81	HP	5.00	4.70	4.74	HP	4.95	4.64	4.72	HP	4.76	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)
 Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

Programs or activities were conceptualized and implemented by the stores to address the environmental challenges by enabling them to comply with all applicable environmental laws on effluent standards to minimize the adverse impact of the business to the environment.

Table 7 presents the list of activities performed by the stores to ensure that less accumulation of oil, grease, and food wastes into the grease traps thus making the stores environment friendly due to better performance in terms of waste water quality and generation. The participants from all of the stores rated all the green practices listed in the table as "always practiced" having *cleanliness and sanitation procedures on equipment were followed* as the highest for store A with a mean of 4.97, *food is scraped off from plates before rinsing* and *installation of waterless urinals* as the highest for store B with a mean of 4.85, and *installation of filter screens on all kitchen drains and cleanliness*

and sanitation procedures were consistently followed as the highest for store C with a mean of 4.92. The stores were consistent in terms of conformance to all of the listed green practices to ensure that their waste water discharges conforms to what is prescribed by the law and the unit that governs and monitors stores performance (EMB-DENR and LLDA). There are only two among the fourteen parameters that were given a different ratings by the managers and crew members from store C. These are *dishwashing machine operates in a low water cycle* and *water saving devices are installed in kitchen faucets (aerators)* which was given by the managers an “always practiced” rating while the crew members gave it a “moderately practiced” rating. Participants’ over-all rating for the waste water activities for store A is 4.81, 4.74 for store B, and 4.71 for store C having an over-all mean of 4.76 which means that stores are always practicing the abovementioned activities.

Table 8: Extent of implementation of green practices for waste management (segregation) of selected Quick Service Restaurants in Cavite

	STORE A			STORE B			STORE C			OVERALL	
	MGR	CM	OM	MGR	CM	OM	MGR	CM	OM	OM	I
Waste Management - Segregation											
1. Wastes that can be recycled are segregated.	5.00	4.78	4.83	5.00	5.00	5.00	5.00	4.22	4.42	4.74	AP
2. Recycle bins are installed in all kitchen areas.	5.00	4.78	4.83	5.00	4.88	4.90	5.00	4.89	4.92	4.88	AP
3. Segregation of solid waste into the following categories: "compostable", "residual", "recyclable" or "special waste (such as health care waste, toxic & hazardous waste, bulky waste or white goods)", including or as seen fit by the establishment is implemented.	5.00	4.70	4.77	5.00	4.88	4.90	5.00	4.33	4.50	4.72	AP
Grand Mean	5.00	4.75	4.81	5.00	4.92	4.93	5.00	4.48	4.61	4.78	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)

Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

The participants from the three stores were in harmony in terms of extent of practice of green practices that are geared towards facilitation of segregation as part of waste management as presented in Table 8. The participants from store A gave an average rating of 4.81, 4.93 for store B, and 4.61 for store C. This means that all of the employees of the stores were always in conformance to the segregation procedures set. This table likewise notes that the stores were in conformance to the Section 21 of the Ecological Solid Waste Management Act of 2000 (Republic Act 9003) passed in January 2000 which requires the compulsory isolation of solid wastes at source to incorporate household, institutional, mechanical, business, and agricultural sources. The wastes will be isolated and appropriately set apart as can-be-treated by soil, non-recyclable, recyclable, or special wastes. Isolation and assortment of biodegradable, can-be-treated by the soil, and reusable wastes will be led at the barangay level, while the assortment of non-recyclable materials and special wastes will be the duty of the district or city.

Table 9: Extent of implementation of green practices for waste management (recycling) of selected Quick Service Restaurants in Cavite

	STORE A				STORE B				STORE C				OVERALL	
	MGR	CM	OM	I	MGR	CM	OM	I	MGR	CM	OM	I	OM	I
Waste Management - Recycling														
1. Waste paper, newspaper, glass/plastic bottles and cans are collected, separated, recycled, and sold.	5.00	4.91	4.93	AP	5.00	4.76	4.80	AP	5.00	4.89	4.92	AP	4.89	AP
2. Leftover food is separated and sold to hog raisers.	5.00	4.43	4.57	AP	5.00	4.53	4.60	AP	4.83	3.78	4.04	MP	4.41	AP
3. Used cooking oil is passed through an oil recycler, then reused for cooking or sold.	5.00	4.39	4.53	AP	5.00	4.65	4.70	AP	4.83	4.28	4.42	AP	4.54	AP

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	STORE A				STORE B				STORE C				OVERALL	
4. Used tarpaulins and rice sacks are converted into bags or other useful materials.	5.00	4.48	4.60	AP	5.00	4.76	4.80	AP	5.00	4.28	4.46	AP	4.61	AP
5. Suppliers are encouraged to use recyclable / packaging materials.	5.00	4.61	4.70	AP	5.00	4.76	4.80	AP	5.00	4.67	4.75	AP	4.74	AP
Grand Mean	5.00	4.57	4.67	HP	5.00	4.69	4.74	HP	5.00	4.38	4.52	HP	4.64	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)

Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

Table 9 displays the extent of conformance of the stores to the green practices that are geared towards reducing the negative effects of stores' day to day activities to the environment by means of recycling as part of waste management initiative of the stores. The participants from store A gave an average rating of 4.67 to these green practices having *collection, separation, recycling, and selling of waste paper, newspaper, glass/plastic bottles, and cans* as the highest with a mean of 4.93. Store B participants gave an average rating of 4.74 to the green practices listed in the table having *conversion of used tarpaulins and rice sacks into bags and other useful materials, encouraging the suppliers to use recyclable materials, and collection, separation, recycling, and selling of waste paper, newspaper, glass/plastic bottles, and cans* as the highest with a mean of 4.80. These stores, A and B, were always practicing the listed green practices in the table and are in unison in their pursuit in becoming a green store in terms of waste management – segregation and recycling. Store C participants rated the green practices listed in the table as “always practiced” with a weighted mean of 4.52. However, one of the five green practices listed was given a rating of "moderately practiced" by the participants from this store. This is the *leftover food is separated and sold to hog raisers*. Only four out of the five green practices were given a rating of as "always practiced" for this store having *conversion of used tarpaulins and rice sacks into bags and other useful materials, encouraging the suppliers to use recyclable materials, and collection, separation, recycling, and selling of waste paper, newspaper, glass/plastic bottles, and cans* as the highest with a mean of 4.92.

Article 4 (Sections 26-33) and Article 5 (Sections 34-35) of RA 9003 express that building up reusing and treating the soil programs, including an inventory of existing business sectors for recyclable and can-be-composted materials, the foundation of

materials recuperation facilities at the local level and setting-up of drop-off areas for recyclable materials are an unquestionable requirement. Guidelines for non-earth worthy items and packaging will be created and forced on assembling and commercial business establishments.

Table 10: Extent of implementation of green practices for packaging of selected Quick Service Restaurants in Cavite

	STORE A				STORE B				STORE C				OVERALL	
	MGR	CM	OM	I	MGR	CM	OM	I	MGR	CM	OM	I	OM	I
Packaging														
1. Reusable plates, utensils, and tumblers are used.	5.00	4.87	4.90	AP	5.00	4.94	4.95	AP	5.00	4.89	4.92	AP	4.92	AP
2. Paper bags for take-out orders are used.	5.00	4.91	4.93	AP	5.00	5.00	5.00	AP	5.00	5.00	5.00	AP	4.97	AP
3. Paper soft drink carriers for take-out order are used.	5.00	4.91	4.93	AP	5.00	4.88	4.90	AP	5.00	4.89	4.92	AP	4.92	AP
4. Dispensers for salt/pepper/sugar/sweeteners are used.	5.00	4.74	4.80	AP	5.00	4.94	4.95	AP	5.00	4.33	4.50	AP	4.74	AP
Grand Mean	5.00	4.86	4.89	HP	5.00	4.94	4.95	HP	5.00	4.78	4.83	HP	4.89	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)

Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

Table 10 demonstrates the responses of the participants from different stores with regards to the extent of implementation of green practices in terms of packaging. All of the participants from the three selected quick service restaurants are in agreement that the green practices listed in the table above are “always practiced” in their respective stores. The participants from store A gave an average rating of 4.89 to these activities having the *use of paper bags for take-out orders of food and use of paper softdrinks carrier for take-out orders of beverage* as the highest with a mean of 4.93. Store B participants gave an average rating of 4.95 to all the parameters listed in green practices for packaging while store C gave an average rating of 4.83. The participants from stores B and C gave an average rating of 5 for the use of paper bags for take-out orders making it the highest among the

four parameters in the category. The participants from all stores gave an overall rating of 4.89 for this category. This means that the stores were consistent in practicing all of the listed green practices that are geared towards the use of more environmental friendly packaging materials.

Cavite area says "no to plastic bags". This was formally emerged in a common mandate (Provincial Ordinance 007-2012) known as "The selective plastic ban and the use of eco-bag ordinance of the Province of Cavite", as affirmed by the Sangguniang Panlalawigan and endorsed by Gov. Jonvic Remulla.

There are particular kinds of plastic bags that are carefully disallowed while there are a few (biodegradable ones) that can be utilized yet directed. The "no plastic bag" crusade likewise advances the utilization of eco-bags as another option. The local legislature of General Trias passed a statute precluding, directing, and recommending certain employments of plastics for merchandise and items that end up as remaining waste and advancing the utilization of eco-bags and other climate amicable practices as an option in the area. City Mayor Luis "Jon-jon" Ferrer IV said that the plastic bag and styro boycott is contained in Municipal Ordinance No. 12-03. In a similar way, the City of Trece Martires executes the city statute 2011-200 or the Plastic Bags and Styrofoam Reduction Ordinance. City authorities are urging every one of their constituents to follow the said declaration and use climate agreeable materials like paper sacks, eco-bags or individual fabric bags when doing shopping on the lookout and other comparable spots.

Table 11: Extent of implementation of green practices for office activities of selected Quick Service Restaurants in Cavite

Office Activities	STORE A				STORE B				STORE C				OVERALL	
	MGR	CM	OM	I	MGR	CM	OM	I	MGR	CM	OM	I	OM	I
1. Scratch papers are used.	5.00	4.70	4.77	AP	5.00	4.82	4.85	AP	5.00	4.67	4.75	AP	4.78	AP
2. Paperless payroll for all employees is implemented.	5.00	4.87	4.90	AP	5.00	4.94	4.95	AP	4.83	4.72	4.75	AP	4.86	AP
Grand Mean	5.00	4.78	4.83	HP	5.00	4.88	4.90	HP	4.92	4.69	4.75	HP	4.82	HP

Scale: 1.00 – 1.79 NA (Not applicable); 1.80 – 2.59 NP (Never practiced); 2.60 – 3.39 SP (Slightly practiced); 3.40 – 4.19 MP (Moderately practiced); 4.20 – 5.00 AP (Always practiced)

Legend: MGR – Manager; CM – Crew Member; OM – Overall Mean; I – Interpretation; HP – Highly Practiced

For the most part, greening the office requires conscious choices, choosing reusable over disposable, and conservation over immediate convenience. Given how much time people spend at work, greening the office is a logical extension of people wanting to find eco-friendly solutions elsewhere in their lives. Table 11 shows the extent of implementation of green practices of the stores in relation to activities done in the office. All of the stores were consistent in ensuring that scratch papers are used and that paperless payroll system for all employees is implemented. These parameters were rated by the participants from all stores as “always practiced” having an overall mean of 4.82.

Challenges that QSRs faced in the adoption of green practices

Table 12: Challenges faced by the selected Quick Service Restaurants in Cavite in the adoption of green practices in terms of cost

Cost	A		B		C		Overall Mean	
The store will incur additional expenses for:								
1. Crew training	4.70	Strongly Agree	4.90	Strongly Agree	4.83	Strongly Agree	4.80	Strongly Agree
2. Raw materials (e.g. paper packaging)	4.80	Strongly Agree	4.85	Strongly Agree	4.71	Strongly Agree	4.78	Strongly Agree
3. Investing in energy efficient equipment (e.g. VSD, evaporator)	4.77	Strongly Agree	4.90	Strongly Agree	4.62	Strongly Agree	4.76	Strongly Agree
4. LED lighting installation	4.80	Strongly Agree	4.85	Strongly Agree	4.25	Strongly Agree	4.64	Strongly Agree
5. Installation of waste water reducing equipment (e.g. sampling station, grease trap)	4.87	Strongly Agree	4.90	Strongly Agree	4.67	Strongly Agree	4.81	Strongly Agree
Grand Mean	4.79	Strongly Agree	4.88	Strongly Agree	4.62	Strongly Agree	4.76	Strongly Agree

In terms of cost, participants from all of the stores were united in giving an average rating of 4.76 to all of the challenges in adoption of green practices listed in this category. This means that all participants strongly agree that all of the listed challenges were experienced by the stores when they embraced the go green practices and eventually championed it.

The participants from store A gave an average rating of 4.79 to all of the green practices listed in this category having *additional expenses for the installation of waste water reducing equipment* as the highest with a mean of 4.87. The stores need to install waste water reducing facilities such as grease traps, septic tanks, mixing tanks and sampling station. This is in conformance to the DENR Administrative Order No. 35 which provides the effluent standards applicable to industrial manufacturing plants and municipal treatment plants. Sarkis and Dijkshoorn (2007) discovered that when the environmental performance was improved, the economic performance had not improved significantly. Implementing an environmental management system would mean additional investment especially at the early stage of the project. Store B participants gave an average rating of 4.88 to all of the challenges listed in the table having *additional expenses for crew training, investing in energy efficient and waste water reducing equipment* as the highest having a mean of 4.90. Training of relevant personnel is integral to proper functioning of the environmental management system (EMS). Since training is dependent on the organization's activities, products, and services, the organization must identify training needs. The ISO 14001 standard necessitates that all staff whose work may affect the climate get proper preparation through training. The organization should set up and keep up methods to make employees or individuals at each applicable level know about:

- Importance of conformance with the environmental strategy and methods and with the prerequisites of the EMS
- Significant natural effects, genuine or potential, or their work exercises and the ecological advantages of improved individual execution.
- Roles and duties in accomplishing conformance with the natural strategy and methods and with the necessities of the ecological administration framework, including crisis readiness and reaction prerequisites.
- Potential outcomes of takeoff from determined working systems.

Communication – particularly internal communication – is one of the most important elements of the environmental management system. The ISO 14001 standard requires organizations to establish and maintain procedures for both internal and external communication about the significant environmental aspects and the EMS. Woodside et al., (1998) suggested some methods for communicating about environmental aspects and the EMS. Methods for internal communication include: a) meetings, b) newsletters, c) internal web page, d) periodic internal reports, e) a publicized internal phone number to provide information about the EMS and/or to allow feedback or recommendations for improvements. On the other hand, external communication methods include: a) external environment performance reports, b) communication through stockholder reports, c) external communications hot line, d)

external web page, e) presentations at industry and/or governmental meetings about the organization's EMS and environmental performance.

The stores conduct a separate training for environmental programs implemented in the store. In this venture, the store need to borrow crew members from other stores or extend the number of duty hours of their crew members who already attended the training so as to maintain smooth operations by means of having enough number of crew members to render duty on a particular time of the day. Typically, when the store borrows crew member or decided to extend the number of duty hours of their crew members because of the training for environmental programs implemented in the store, the store incurs additional expenses for the borrowed crew and for the duty extension which are normally not part of the budget for labor expenses. The amount to be paid to the crew members is determined by getting the product of the labor rate per hour and the number of rendered duty hours plus the fare incurred back and forth. Apart from the payment for crew members, the store also incurs additional expenses for the food that is given to the attendees of the training. Usually for four hours training, the store incurs not more than Php 50.00 per attendee.

The participants for store C gave an average rating of 4.76 to all of the listed challenges faced by the store in their adoption of green practices having *additional cost for training of crew* as the highest with a mean of 4.83.

Other challenge faced by the stores in their quest of becoming a green store is incurring additional expenses for packaging materials. According to the managers of stores A, B, and C, the stores' expenses for paper cost increased significantly when they started to adopt and use paper packaging materials. These materials include, paper cups, paper clamshell, paper bags for take-out orders, use of reusable wares and the likes. In the earlier years of operations of these stores, they make use of Styrofoam packaging materials to contain the food ordered by the customers. The use of this material is cheaper compared to the use of paper packaging materials. According to a restaurant manager, Ms. Watanabe (personal conversation), the shift from the use of styrofoam and plastic packaging materials created significant changes in their budget allocation for food and paper cost which is considered to have the biggest allocation in a restaurant's budget. There is a peso difference per piece in comparing the cost of a styrofoam packaging and paper packaging.

Zeng (2011) said that the connection among climate and financial performance might be more unpredictable in light of the fact that reception of a cutting-edge innovation costs more and great natural execution can diminish benefits. Sarkis (2006) uncovered that extra interest in ecological exercises at the beginning phase may be not able to give better monetary benefit inside a brief timeframe. GMP execution needs contributing additional assets including reserves, advancements, HR prompting additional expense.

Table 13: Challenges faced by the selected Quick Service Restaurants in Cavite in the adoption of green practices in terms of implementation

Implementation	A		B		C		Overall Mean	
1. Complete attendance in the training for green practices (for crew and manager)	4.80	Strongly Agree	4.85	Strongly Agree	4.63	Strongly Agree	4.76	Strongly Agree
2. Commitment of crew and manager in consistently following the set of standards	4.90	Strongly Agree	4.80	Strongly Agree	4.79	Strongly Agree	4.84	Strongly Agree
3. Commitment of managers to constantly check and monitor conformance of crew to standards that were set	4.90	Strongly Agree	4.80	Strongly Agree	4.88	Strongly Agree	4.86	Strongly Agree
4. Assigning of crew to do a specific task to ensure proper execution of green practices. (e.g. grease trap)	4.93	Strongly Agree	4.80	Strongly Agree	4.79	Strongly Agree	4.85	Strongly Agree
5. Organizing a team or squad to take the lead in the implementation of green practices	4.83	Strongly Agree	4.85	Strongly Agree	4.71	Strongly Agree	4.80	Strongly Agree
Grand Mean	4.87	Strongly Agree	4.82	Strongly Agree	4.76	Strongly Agree	4.82	Strongly Agree

As displayed in Table 13, participants from all of the stores “strongly agree” that they were able to experience all of the listed challenges in the table in terms of implementation of green practices. The participants gave an average rating of 4.82 to all of the listed challenges encountered by the employees of the stores in their pursuit of the implementation of green practices. As per Lin and Ho (2010), hierarchical components are regularly dissected in research on specialized development and environmental management. A variety of hierarchical factors like nature of HR, top administration's authority abilities, authoritative culture, and hierarchical size has

been examined on their effects on specialized developments and ecological technique (Etzion, 2007). Organization size, for example, has been ordinarily investigated for its impact on ecological administration that all in all, huge organizations will in general receive developments and green practices more effectively than little ones since they have adequate assets and solid foundation.

The participants from store A gave an average rating of 4.87 to the challenges listed in this category having *assigning of crew to do a specific task to ensure proper execution of green practices* as the highest with a mean of 4.93. One of the challenges that stores are facing is the consistency of cleaning the floor mounted grease trap, grease trap, and mixing tank. Some crew members are refusing to clean it because of its foul smell. Thus, assigning of crew to do this task is considered as a challenge for the store management team. Store B participants gave an average rating of 4.82 having *completeness of the attendees in trainings for green practices programs* and *organizing a team or squad to take the lead in the implementation of these practices* as the highest with a mean of 4.85. The store conducts training for green practices programs to store crew members once it was already communicated to the restaurant managers. The restaurant managers were given the responsibility to conduct the training and ensure that the store crew members were able to apply the theories and concepts communicated to them. According to Ms. Pia, scheduling of training, ensuring the complete attendance of the trainees, and creating a team or squad to take the lead in the execution are some of the challenges they faced during the implementation stage of green practices of the store. It is a must for all the store crew members to be given a training so as to ensure proper execution of these practices. However, smooth execution will not be possible if some of the crew members were not able to attend the training.

Store C participants “strongly agree” that they were able to experience all of the listed challenges in the table under the implementation category. This is reflected on the average rating that they gave in this parameter which is 4.76. *Commitment of managers to constantly check and monitor conformance of crew to standards that were set* got the highest mean of 4.88. Managers in quick service restaurants are required to be on floor most of the time. They need to ensure that everything is in place and in proper order so as to deliver what is expected from them by the customers. Apart from this primary task, they also have other duties to perform such as administrative works like making schedule, accomplishing different checklists, crew certification and the likes. Thus, implementing green management practices is considered as an additional responsibility for them.

Operational control involves all employees whose jobs functions have the potential to cause significant impact on the environment. As such, the employees play a key role in the proper functioning of the environmental management system

(Woodside et al., 1998). Section 4.4.2 of ISO 14001 requires that employees be aware of the environmental impacts of their actions and potential impacts from deviating from established procedures. The first requirement of this section is for the organization to identify operations and activities – including maintenance – associated with significant environmental aspects, and in line with the policy and objectives and targets. Once identified, the organization must then ensure that these operations and activities are carried out under specified conditions. In order to do that, organizations must first establish and maintain documented procedures to cover situations where their absence could lead to deviations from the environmental policy and objectives and targets. Then they must be able to stipulate operating criteria in the procedures. Then, establish and maintain procedures related to identifiable significant aspects of goods and services used by the organizations. Having this realization, managers should be able to be committed in ensuring that green management practices is in place so as to contribute to a more positive effect of the restaurants activities to the environment.

Table 14: Challenges faced by the selected Quick Service Restaurants in Cavite in the adoption of green practices in terms of productivity and efficiency

Productivity and Efficiency	A		B		C		Overall Mean	
1. Equipment to support green practices are functional	4.97	Strongly Agree	4.85	Strongly Agree	4.83	Strongly Agree	4.89	Strongly Agree
2. Well trained and knowledgeable crew members to execute the green practices	4.83	Strongly Agree	4.75	Strongly Agree	4.79	Strongly Agree	4.80	Strongly Agree
3. Assessment on the execution of the initiated green practices	4.87	Strongly Agree	4.70	Strongly Agree	4.79	Strongly Agree	4.80	Strongly Agree
4. Documentation of the self-initiated audits on the conformance to the standards set	4.93	Strongly Agree	4.85	Strongly Agree	4.71	Strongly Agree	4.84	Strongly Agree
5. Availability of raw materials and equipment to be used	4.73	Strongly Agree	4.80	Strongly Agree	4.79	Strongly Agree	4.77	Strongly Agree
Grand Mean	4.87	Strongly Agree	4.79	Strongly Agree	4.78	Strongly Agree	4.82	Strongly Agree

In terms of productivity and efficiency, the participants rated this parameter with an average rating of 4.82 which clearly states that the participants were able to “strongly agree” to the items (green practices) listed on the table. The participants were able to strongly agree that the challenge is not just only experienced during the conceptualization, planning, and implementation phase of the program/initiative but more so on the monitoring and documentation which determines the productivity and efficiency of the people and the project as a whole.

The requirements for Environmental Management System documentation look deceptively simple (Woodside et al.,1998). In essence, the standard requires the organization to establish and maintain information that describes the core elements of the EMS and their interaction, and to provide direction to related documentation. They have listed some examples of what might constitute Core Elements of EMS and Documents that interact with these. Documents that might be considered Core elements of the EMS include: a) environmental policy, b) EMS manual, c) Corporate to top-level procedures or instructions, d) directives from top management defining key EMS requirements. Documents that might interact with the core elements include: a) department operating procedures, b) master equipment calibration schedule, c) controlled inspection forms, d) controlled report forms, e) guidance manuals.

After launching the program, consistent observation and conformance to the set standards for going green which are geared towards energy conservation, waste water reduction, waste management which includes segregation and recycling, use of environment friendly packaging materials, and office activities are very vital in the stores’ quest in becoming a green store. However, there are still few things that the participants from all of the stores think must be taken into consideration in order to ensure that the execution will be geared towards the achievement of their goals and lead to stores’ productivity and efficiency. These include the use of functional equipment to support green practices, crew members to execute green practices should be well trained and knowledgeable, assessment on the execution of the initiated green practices, documentation of these assessments, and the availability of the raw materials and equipment to be used in support to the go green program of the stores.

Among these, participants from all stores are in union in saying that *ensuring that the equipment to be used is functional in support to the green practices* is the most challenging among the five items listed in the table under the productivity and efficiency category. The participants gave this an average rating of 4.89 while *availability of raw materials and equipment to be used* got an average rating of 4.77 which is considered as the lowest among the five parameters included in this category. It is important for the stores to ensure that materials, machine, and manpower headcount are complete and are in good working condition prior to execution so as to ensure that



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the store can execute what has been planned efficiently. Inventory count should be done so as to know the on hand materials and machine and what is lacking in contrast to the plan. Apart from the inventory, it is also noted that the functionality of the machine and materials should also be considered in doing the inventory so as to ensure that the machine and materials can be of great help in the stores' pursuit in becoming a green store. Same is done during the implementation stage where monitoring of the machine being used for green practices plays a vital role in the efficiency and productivity of the program. Participants "strongly agree" in the inclusion of *well trained and knowledgeable crew members to execute the green practices* as one of the challenges in the category of productivity and efficiency and was given an average rating of 4.80 (4.83 for store A, 4.75 for store B, and 4.79 for store C). Giving of classroom and hands-on training to crew members are important considerations in the stores' quest in consistent observance of green practices. As discussed in the challenges faced in terms of implementation, it was noted that completeness of crew is the second parameter that got a high rating from the participants next to installation of waste water reducing equipment. In the event that some store crew members were not able to attend the training, and were informed and given an overview in an informal manner there is a tendency for these people to not appreciate its execution. They will not do the activities consistently because their knowledge is too shallow. The management can expect commitment of deviations by these people and this can be detrimental to the stores. These are the reasons why there should be an activity that is geared towards the assessment on the execution of the initiated green practices which should be done by the store. However, this can also be a challenge on the part of the stores. The participants gave this parameter an average rating of 4.80 (4.87 for store A, 4.70 for store B, and 4.79 for store C). Assessment on the implementation of the green practices is to be done consistently by the managers on duty. Crew members were given assigned tasks to be accomplished and are audited or assessed on a random basis or what they call "spot audit". This activity is included in the manager's activity checklist. Every duty, managers need to have this accomplished, evaluated, give feedback to the concerned store crew members and communicate the result to the rest of the management team for corrective action. This activity is to be done on top of the regular duties and responsibilities of the managers on a daily basis. This activity became a challenge on the part of the managers since they are the ones who are assessing the outcome of the implementation of the program.

The participants were in unity in saying that *monitoring and documentation of the audit results* were also considered as challenges that the stores faced in adopting green practices. The participants gave an average rating of 4.84 (4.93 for store A, 4.85 for store B, 4.71 for store C) which means to say that they "strongly agree" that this parameter can be considered as a challenge under the productivity and efficiency

category. To execute the green practices efficiently, it is not enough that the stores comply with the standards set but they also have to monitor and document the results of the green practices execution so as to know the progress of the program and to assess whether the activities were conducted as planned. This has been the challenge bestowed upon the managers, to consistently check and document the conformance of the store crew members to the set green practices guidelines. The element of the ISO 14001 standard requires that the organization establish and implement procedures to monitor and measure, on a regular basis, key characteristics of its operations and activities that could have a significant impact on the environment. When conforming to this requirement, the organization must record information to track performance, relevant operational control, and conformance with the organization's environmental objectives and targets. Although the organization must ensure that its environmental objectives and targets are tracked, this requirement goes beyond that by requiring monitoring and measuring activities for all key characteristics.

Opportunities in store for the selected Quick Service Restaurants in the adoption of green practices

Table 15: Opportunities in the adoption of green practices of selected Quick Service Restaurants in Cavite

<i>Opportunities</i>	A Interpretation	B Interpretation	C Interpretation	Overall Interpretation
				Mean
1. Continuous improvement through pollution prevention initiatives	4.83 Strongly agree	4.75 Strongly agree	4.83 Strongly agree	4.81 Strongly agree
2. Strengthen leadership position	4.87 Strongly agree	4.90 Strongly agree	4.62 Strongly agree	4.80 Strongly agree
3. Increased brand value	4.90 Strongly agree	4.85 Strongly agree	4.83 Strongly agree	4.86 Strongly agree
4. Developing customer loyalty	4.63 Strongly agree	4.75 Strongly agree	4.79 Strongly agree	4.72 Strongly agree
5. Basis for inputs for amendments in the municipal/city/provincial ordinances	4.80 Strongly agree	4.85 Strongly agree	4.88 Strongly agree	4.84 Strongly agree
6. Creation of healthier environment	4.90 Strongly agree	4.80 Strongly agree	4.71 Strongly agree	4.81 Strongly agree

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<i>Opportunities</i>	A Interpretation	B Interpretation	C Interpretation	Overall Interpretation
				Mean
7. Creation of machines or equipment in support to the green practices in the restaurant	4.87 Strongly agree	4.75 Strongly agree	4.88 Strongly agree	4.84 Strongly agree
8. Improved public image and community relations	4.93 Strongly agree	4.80 Strongly agree	4.88 Strongly agree	4.88 Strongly agree
9. Reduced environmental risk	4.80 Strongly agree	4.80 Strongly agree	4.87 Strongly agree	4.82 Strongly agree
10. Increased trust among stakeholders	4.90 Strongly agree	4.85 Strongly agree	4.83 Strongly agree	4.86 Strongly agree
Grand Mean	4.84 Strongly agree	4.81 Strongly agree	4.81 Strongly agree	4.82 Strongly agree

Table 15 illustrates the responses of all of the participants from the selected quick service restaurants in Cavite in terms of the opportunities that are in store for them in the adoption of green practices. The participants were in accord in terms of their responses to this category giving an average rating of 4.82. This means that participants “strongly agree” with the listed opportunities that the restaurants can take full advantage in the adoption of green practices in the table presented above. *Improvement in the store’s public image and community relations* was considered by the participants as the highest with a mean of 4.88 followed by increased trust among stake holders and increased brand value with a mean of 4.86. Adoption of green practices created a positive impact not only on the environment but also to the stores as well. The stores were able to improve their image and position themselves as companies that care for the environment. As per Watts, J (2013), boosting the restaurant's green certifications can altogether improve its public picture. At the point when a restaurant practices environmental safety, it will seem to be an organization that cares, and this can assist with pulling in clients who share similar qualities. Being a harmless to the ecosystem business can likewise set out some incredible PR open doors, and it could find that it positively affects business. Notwithstanding the fascination of more clients, it can likewise draw in the best employees who need to work for a business that shares their own eco convictions. Numerous employees decide to work for an organization that shares their own qualities. Clients love restaurants that care and they are more pulled in (and faithful) to organizations that respect the climate. Somewhat recently, ecological issues moved from being under the shadows into a very genuine point to the degree that customers are done taking a

gander at "making strides toward environmental friendliness" as an additional exertion, however they really request it.

Table 15 also shows that the participants "strongly agree" that the restaurants' adoption of the green practices can be a basis for inputs for amendments in the municipal or provincial ordinances. This parameter was given by the participants an average rating of 4.84. Likewise, creation of machines or equipment in support to the green practices in the restaurant was given the same rating by the participants. There were changes or modifications on the operations that restaurants initiated in relation to greening the restaurant that created an immediate impact on their business, and these changes implemented created a long-term benefit for these restaurants. These practices can be considered by the Local Government Unit as a basis for improvements in the regulations that are currently being implemented in their city/ municipality or province. Some ecological guidelines are useful for financial rivalry as they invigorate advancement that can counterbalance the expense of consistence. By carrying out measures notwithstanding cultural and administrative pressing factors, startling, however generous expense investment funds, just as expected new regions of benefit, might be found. Improvements or innovations in the machines or equipment that are used by the restaurants so as to fully implement the green practices can also be one of the opportunities that can be considered. In the process of stores' conceptualization and implementation of initiated green practices, the stores were able to design their own equipment and materials to support and make the planned green practices happen.

Reduced environmental risk was also considered by the participants as one of the opportunities in stored for the stores in the adoption of green practices. The participants "strongly agree" that this can give the stores who are to implement green practices an advantage. The participants gave this parameter an average rating of 4.82. Natural danger is considered as a solitary biggest secret danger for some associations. Undertaking ecological danger appraisal as a feature of the environmental management measure can reduce the danger of the event of occasions that could have unfriendly natural outcomes.

The participants "strongly agree" that *continuous improvement through pollution prevention initiatives and creation of a healthier environment* were opportunities in adoption of green practices by the restaurants. An average rating of 4.81 was given by the participants to these parameters on this category. ISO 14001 required constant improvement in natural execution through the implementation of contamination and pollution avoidance activities. It expected organizations to distinguish and carry out promising circumstances for decreasing discharges and diminishing waste. In restaurants, asset preservation like water and power has a prompt positive effect after the execution. Restaurants are the main user of power and water in the retail area.

Including the restaurant business claims an enormous effect upon the air that individuals inhale, the food that individuals eat, and the water that individuals drink. Certified Green Restaurants position themselves as mindful residents of the business world making and giving a better climate inside the area of the store as well as to the local area.

The participants from the selected quick service restaurants in Cavite “strongly agree” that adoption of green practices provided them an opportunity to strengthen the store’s leadership position and develop customer loyalty. These parameters were given by the participants an average rating of 4.80 and 4.72 respectively. Eating out has consistently been viewed as a lavish expenditure or lavishness in the normal client's financial plan. The developing pattern in restaurant is that customers need to feel as though they have accomplished something great, other than having a pleasant feast. This reality alone can drive in new clients and make faithful ones. As ecological awareness develops, customers are requesting more green items and administrations, as per the Green Business Bureau site. Naturally cognizant shoppers check names for items and bundling produced using reused materials. Because of this developing awareness, the piece of the pie for green items has kept on growing in an assortment of ventures. Restaurants tapped this market section by offering more green items and administrations.

Relationships between demographic profile and the implementation of green practices

Table 16: Relationship between the extent of implementation of green practices and age of the participants

Green Practices	Chi-square value	p-value	Interpretation
Energy conservation	.126	.722	Not Significant
Wastewater reduction	.158	.691	Not Significant
Waste management segregation	3.00	.223	Not Significant
Waste management recycling	.462	.496	Not Significant
Packaging	4.229	.040	Significant
Office activities	.158	.691	Not Significant

Relationships between age of the respondents and the level of implementation of green practices were presented on table 16. Among the categories of green practices, only packaging was found to be significantly related to the age of the respondents with p-value less than 0.05. Participants belonging to the lower age bracket rated the criteria higher compared to those belonging to the 21 and above age bracket.

A huge collection of proof backings the idea that psychological capacities decay from some stage in adulthood. As indicated by Skirbekk (2003), thinking, speed, and

long-winded memory decay essentially by the age of 50. The diminished psychological capacities of more established specialists can prompt lower profitability except if their long insight and undeniable degrees of occupation information exceed the decreases in mental capacities. At the point when more established and more youthful grown-ups were differentiated with respect to preparing authority scores, the outcomes supported more youthful grown-ups.

Then again, the excess measures were not essentially identified with the age of the respondents. This infers that the respondents have similar evaluations on green practices whatever their ages are.

Table 17: Relationship between the extent of implementation of green practices and gender of the participants

Green Practices	Chi-square value	p-value	Interpretation
Energy conservation	.033	.855	Not Significant
Waste water reduction	.061	.805	Not Significant
Waste management segregation	.845	.655	Not Significant
Waste management recycling	.748	.387	Not Significant
Packaging	1.302	.254	Not Significant
Office activities	3.380	.066	Not Significant

Table 17 presents the relationship between gender of the respondents and the level of implementation of green practices. Based from the table presented, all of the categories in the green practices was not significantly related to the gender of the respondents. This implies that the respondents have the same ratings on the green practices whatever their genders are.

Gender diversity may enhance employees' overall creativity and innovation because of the combination of different skills, perspectives and backgrounds (Egan, 2005). McMillan-Capehart (2003) used the resource-based view of the firm to argue that gender diversity at the management and organizational levels can provide a firm with a competitive advantage. The study's results found a positive relationship between organizational gender diversity and performance when performance was operationalized as return on equity. Further, Frink et al. (2003) conducted two organizational level empirical studies to examine the relationship between women's representation and performance, measuring performance differently in each study. The overall results supported the authors' argument that an organization's performance would be greatest when gender diversity is maximized (50 percent women's representation).

Table 18: Relationship between the extent of implementation of green practices and store where the participants work

Green Practices	Chi-square value	p-value	Interpretation
Energy conservation	8.007	.018	Significant
Waste water reduction	2.290	.318	Not Significant
Waste management segregation	6.058	.195	Not Significant
Waste management recycling	4.124	.127	Not Significant
Packaging	3.757	.153	Not Significant
Office activities	2.193	.334	Not Significant

Relationships between the store where the participants work and the level of implementation of green practices were presented on table 18. Based on the table presented, among the categories of green practices, only energy conservation was found to be significantly related to the store where the participants work with p-value less than 0.05. The extent of implementation of all the green practices of stores A and B in the energy conservation category was found to be always practiced by the participants compared to the extent of implementation of the participants from store C where five out of the listed sixteen green practices were rated by the participants as moderately practiced and the remaining as always practiced. This stipulates that there is a significant relationship between the extent of practice of the initiated green practices for energy conservation and the store where these practices are being implemented.

On the other contrary, the remaining criteria were not significantly related to the store where the participants work. This implies that the respondents have the same ratings on the green practices whatever brand of quick service restaurant they are working.

Table 19: Relationship between the extent of implementation of green practices and job position of the participants

Green Practices	Chi-square value	p-value	Interpretation
Energy conservation	2.827	.093	Not Significant
Waste water reduction	2.133	.144	Not Significant
Waste management segregation	1.801	.406	Not Significant
Waste management recycling	3.190	.074	Not Significant
Packaging	1.167	.280	Not Significant
Office activities	2.133	.144	Not Significant

Table 19 presents the relationships between position of the respondents and the level of implementation of green practices. Based from the table presented, all of the categories in the green practices were not significantly related to the extent of

implementation of the respondents when they are compared to the job position of the participants. This implies that the respondents have the same ratings on the green practices whatever positions they are occupying in the restaurants.

As indicated by Mead, B and Pringle, J. (2007), the main assignment for an eco-association is the way toward presenting and building up an ecological culture, and reasonable activity which structure the reason for creating natural arrangement and system in waste management, energy, and water protection, water quality, item buy, indoor air quality, outer air discharges, and so on. The interaction pushed is commendable including top-down responsibility, wide correspondence and counsel, the arrangement of an organizer and working gathering and illustrating an in-house program to incorporate environmentalism into staff culture, bring issues to light, form responsibility, offer help, compensate and perceive endeavors, praise achievement and to make functional strides and so forth.

Implementation of the green practices in the stores were properly planned and communicated from the top management (managers) down to the rank-and-file employees (store crew members). The stores provided manuals and task checklists so as to ensure that execution of the go green initiatives is being done in a proper manner. Managers and store crew members were given training on go green practices of the stores so as to ensure that the stores will take full advantage of the program and that appropriate actions were executed. Execution and extent of implementation of these practices is the same regardless of the position that the participants occupy in the store.

Table 20: Relationship between the extent of implementation of green practices and length of service of the participants

Green Practices	Chi-square value	p-value	Interpretation
Energy conservation	13.516	.036	Significant
Waste water reduction	9.333	.156	Not Significant
Waste management segregation	7.701	.808	Not Significant
Waste management recycling	7.671	.263	Not Significant
Packaging	14.273	.027	Significant
Office activities	7.551	.507	Not Significant

Relationships between the length of service of the participants and the level of implementation of green practices were presented on Table 20. Based on the table presented, among the categories of green practices, energy conservation and packaging was found to be significantly related to the length of service of the participants with p-value less than 0.05.

Employees who have been in the company for more than six months tend to have high extent of conformance to the green practices initiated by the store. Familiarization and mastery were already imbibed by these employees since these practices were already part of their day-to-day routine and training was already given to them. These employees were also expected to be the champions and advocates of the green practices since these employees were either scholars of the store, service provider (previously termed as coop members), and managers who were already regular employees. Employees who has just been part of the company for less than six months tend to have an inconsistent level of conformance in the green practices most especially in the activities that are geared towards energy conservation and packaging. Thirty five percent of the participants belong to this category thus, execution of some practices in the energy conservation and packaging was inconsistent.

V. Conclusion

The challenge of the study was to identify the different green practices of selected Quick Service Restaurants (QSRs) in Cavite and how these practices affect these restaurants. The results show that majority (50%) of the participants belongs to the 16 to 20 years old. Most of the participants were male (52.7%). Majority of the participants (30 out of 74 or 40.5%) were from store A. Most of the participants, about 78.4% or 58 out of the 74 participants, were store crew members while sixteen of the seventy four participants or about 21.6% were managers. About 35.1% (26 out of 74) of the participants has been working in the store for less than six months making the stores' population subjugated by employees whose employment is on contractual basis (one month to five months). Only two out of the twenty six participants were management trainees or newly hired managers who are undergoing trainings as part of their Basic Operations Training Program and the rest were already regularized, occupies a Restaurant manager position and has been in the company for more than six months.

The stores' activities towards greening the restaurant in terms of energy conservation include opening of dishwashing machine in a timely manner and used when necessary (volume of glassware, dishware, silverware, and other equipment levels are high), use of Light Emitting Diode (LED) in kitchen areas, signages, menu boards, and exterior lightings, installation of Variable Speed Drives (VSDs) in the kitchen area, use of evaporatic fresh air blowers, use of chiller air conditioning system, air conditioning was maintained by the status of kitchen room, adjustment of fuel ratio to test boiler efficiency, securing list of toxic and hazardous waste (e.g. fluorescent lamp, batteries, etc.) , proper storing of specified toxic and hazardous, signing and implementation of contract with hazardous waste treaters and haulers, opening the equipment and "standby appliances" (e.g., hot food holding cabinets, heat lamps,

steamers broilers) as needed, not overloading the refrigerator and freezer shelves, closing refrigerator doors and ensuring that it is sealed properly (rubber gasket installed is in good working condition), cleaning of refrigerator condenser coils at least every three months and freezers were defrosted frequently, installation of strip curtains on walk-ins and all seals were checked regularly for air leaks.

In terms of waste water reduction, the activities practiced by the restaurants include ensuring that dishwashing machine operates in a low water cycle, scraping off of food from plates and greased before using a pre rinse spray valve, sweeping of food is done instead of hosing it down with water, installation of water saving devices in kitchen faucets (aerators), use of spray-nozzles that automatically close to rinse dishes, replacement of spray heads to reduce flow in the basin and sink, installation of waterless urinals, ensuring that food wastes are directly placed inside the biodegradable waste bin to avoid filling up the drip pan, disposing waste oil properly (placed inside the biodegradable waste bin), collecting oil in a used tin can and sold, controlling the pre-dispensing of soft drinks and juices to minimize waste on beverages, maintenance of filter screens on all kitchen drains, following cleanliness and sanitation procedures on equipment, waste water sampling and analysis is conducted at least once a year.

In terms of waste management – recycling and segregation, the following are being observed: wastes that can be recycled were segregated, recycle bins were installed in all kitchen areas, segregation of solid waste into the following categories: "compostable", "residual", "recyclable" or "special waste (such as health care waste, toxic & hazardous waste, bulky waste or white goods)", including or as seen fit by the establishment is implemented, collection, separation, and selling of waste paper, newspaper, glass/plastic bottles, separation and selling of leftover food to hog raisers, used cooking oil is passed through an oil recycler, then reused for cooking or sold, conversion of used tarpaulins and rice sacks into bags or other useful materials, encouraging suppliers to use recyclable / packaging materials.

In terms of Packaging Materials, the restaurants are implementing the following activities: use of reusable plates, utensils, and tumblers, use of paper bags for take-out orders, use of paper soft drink carriers for take-out order, use of dispensers for condiments.

Office Activities implemented so as to practice the go green program include use of scratch papers and implementation of paperless payroll for all employees.

In terms of extent of implementation of these green practices, only energy conservation and recycling categories were given different ratings by the participants. Participants from stores A and B were consistent in always practicing the activities that belong to the energy conservation category while five out of the sixteen activities listed in this category was moderately practiced by the participants from store C and

the remaining were always practiced. In terms of recycling category, only one out of the five listed activities was moderately practiced by the participants from store C while all listed activities in this category were always practiced by stores A and B. All of the practices in waste water reduction, segregation, packaging, and office activities were consistently followed by all of the stores. This means to say that implementation of green practices in selected QSRs in Cavite is already in place however, there are few practices that the management team should improve level of conformance so as to fully imbibe the culture of being a green restaurant.

Several challenges were faced by the restaurants in their quest in becoming a green store. These challenges were divided into three categories namely: cost, implementation, and productivity and efficiency. In terms of cost the following challenges were encountered: additional expenses were incurred for crew training, raw materials (e.g. paper packaging), investing in energy efficient equipment (e.g. VSD, evaporator), LED lighting installation, installation of waste water reducing equipment (e.g. sampling station, grease trap). The challenges encountered by the restaurants in their pursuit in becoming a green store in terms of implementation include complete attendance in the training for green practices (for crew and manager), commitment of crew and manager in consistently following the set of standards, commitment of managers to constantly check and monitor conformance of crew to standards that were set, assigning of crew to do a specific task to ensure proper execution of green practices. (e.g. grease trap), organizing a team or squad to take the lead in the implementation of green practices. In terms of productivity and efficiency the following challenges were encountered: having functional equipment to support green practices, having well trained and knowledgeable crew members to execute the green practices, assessment on the execution of the initiated green practices, documentation of the self-initiated audits on the conformance to the standards set, availability of raw materials and equipment to be used.

In the store's pursuit in becoming a green store, it is imperative that the store has to incur additional expenses in the conceptualization and introductory phase of the implementation. Additional costs for the training of team members, purchase materials, equipment and others to support their venture towards going green. However, these costs are just on the introductory phase. In comparison to the different fees that they will incur as payment in violation of the laws in relation to taking good care of environment, expenses on the adoption of green practices is lesser. Adoption and consistent conformance to the initiated green practices is beneficial to the stores for it can reduce the costs and expenses of the stores in the long run. Commitment of the store team, and completeness of the manpower, machine, materials, and methods to be used are also vital in making the implementation successful. Monitoring and evaluation also plays a critical part in the store's venture of greening the restaurant



for this will allow the facilitation of knowing whether the venture is executed as planned or not and to see areas for improvement so as to become productive and efficient.

Stores were able to adopt green practices so as to minimize their negative impact to the environment. Stores were able to take full advantage of the different opportunities in their quest towards greening the restaurant. The opportunities that the stores were able to experience in the adoption of green practices include continuous improvement through pollution prevention initiatives, strengthen leadership position, increased brand value, developing customer loyalty, basis for inputs for amendments in the municipal/city/provincial ordinances, creation of healthier environment, creation of machines or equipment in support to the green practices in the restaurant, improved public image and community relations, reduced environmental risk, and increased trust among stakeholders. All of these were strongly agreed by the participants.

In terms of relationship between demographic profile of the participants and the extent of implementation, gender and position were found out to be not significantly related to the extent of implementation. While age, store, and length of service found to have some items significantly related to the extent of implementation of green practices in the store. Therefore, regardless of gender (male or female) and position (manager or store crew member) all of them are in unison in terms of the extent of implementation of green practices observed in their respective stores. All of them have the same degree or extent on how they observe the green practices being practiced in the stores. On the other hand, in terms of age, under the packaging category, the participants belonging to the lower age bracket are more consistent in terms of conformance compared to the older bracket (21 and above). In terms of store, under the energy conservation category, the participants belonging to store C has more tendency to be inconsistent in some practices under this category compared to stores A and B. This is because some of the participants from store C rated five out of the sixteen items listed as part of green practices under this category as “moderately practiced” while the remaining were “always practiced” by them. In terms of length of service, under the energy conservation and packaging categories, the employees who have been in the company for more than six months tend to have high extent of conformance to the green practices initiated by the store. Familiarization and mastery were already imbibed by these employees since these practices were already part of their day-to-day routine and training was already given to them.

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GREEN TEA MOJITO

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Abstract

Cocktail is a drink mixture consisting of two or more ingredients. Usually consists of alcoholic drinks as a base and ingredients to give a special taste or color (mixture). The basic ingredients used are liquor such as: Gin, Brandy, Whiskey, Tequila and Rum. While the usual mixtures used are: vermouth, bitters, wine, fruit juice, cream, sugar, syrup and eggs. These ingredients function as a softener and give the drink a taste of aroma.

One of the famous cocktails is the Mojito. Mojito is included in the type of tropical drink. Tropical drinks are drinks that are predominantly fruity and sour in taste. Tropical drinks are usually a mixture of sour mix, lemon juice and drinks that contain alcohol in these types of mixed drinks usually use more than one type of alcoholic drink.

The latest trend in the bartending world is tea cocktail or better known as mixtealogy, which is the art of mixing drinks that use tea as the main ingredients. The art of mixing drinks with tea ingredients requires expertise, sharpness of the tongue and commitment in order to understand the uniqueness of each formulates tea and its quality in order to find the right combination to combine all the parts and the natural aroma of the tea. For mixologists this knowledge is not only about mixing drinks, but there are elements of art that are produced from quality ingredients so that they can produce the perfect tea cocktail or tea mocktail.

With the development of mixed drinks, especially mixtealogy it is necessary to conduct research to determine the level of consumer preference for mixed drinks mojito with green tea using experimental test techniques. Data obtained through organoleptic tests on 20 panelists who assessed using a questionnaire distributed with 5 hedonic scales of preference and 6 indicators of quality mixed drinks tested, namely taste of cocktail, flavor of cocktail, texture of cocktail, color of cocktail, standard glassware and standard drink size. The test was conducted using a sensory evaluation based on the senses of sight, smell and taste.

From the results of the analysis of the preference test for mixed drinks with green tea mojito, the results obtained from 6 indicators tested on 20 panelist got an average value of 4 which means they really like where the results of the test show that the mixed drink mojito with green tea is acceptable and worthy of being marketed to consumers in bars and restaurants.

Keywords : *mixtealogy, mojito, green tea, organoleptic test, mixed drinks*

I. Introduction

Cocktail is a drink mixture consisting of two or more ingredients. Usually consists of alcoholic drinks as a base and ingredients to give a special taste or color (mixture). The basic ingredients used are liquor such as: Gin, Brandy, Tequila and

Rum. While the usual mixtures used are: Vermouth, Bitter, Wine, fruit Juice, cream, sugar, syrup and eggs. These ingredients function as a softener and give the drink a taste of aroma. One of the famous cocktails is mojito. Mojito is included of the type of tropical drinks that are predominantly fruity and sour in taste. Tropical drinks are usually a mixture of sour mix, lemon juice and drinks that contain alcohol in these types of mixed drinks usually use more than one type of alcoholic drink.

The latest trend in the bartending world is tea cocktail or better known as mixteology, which is the art of mixing drinks that use tea as the main ingredient. The art of mixing drinks with tea ingredients requires expertise, sharpness of the tongue and commitment in order to understand the uniqueness of each formulated tea and its quality in order to find the right combination to combine all the parts and the natural aroma of tea. For drink mixologist or mixologists, this knowledge is not only about mixing drinks, but there are elements of art that are produced from quality ingredients so that they can produce the perfect tea cocktail or tea mocktail.

In connection with the background that has been described, it is known that the mixteology trend is growing rapidly. Therefore, the authors wish to examine the addition of green tea to mojito drinks as an additional mixing ingredient through organoleptic tests. Organoleptic testing is needed to determine the level of preference for the panelists to the mojito recipe with green tea before it is marketed in the bar business. In addition to providing good service, the bar business must also pay attention to the quality of the product including the variations and innovations made so that it will be able to satisfy customers and provide benefits for the bar business.

II. Literature Review

Journal with the title "Customer Perceptions of the Quality of Tea Cocktails in Bar Business in Bali." By Widuri, et al (2019) examined that the development of tea cocktails in the bar business in Bali was very rapid with the emergence of various cocktail creations made from tea. In this study using 6 assessment indicators and the results of the study stated that customer perceptions of the quality of cocktail tea were very satisfied with 90 respondents in 14 bar business in Bali. What this research has in common are some of the indicators used for research.

Journal with the title "Assessment of Tourist on Mojito Based on Arak Bali in Kuta Bali." By Ayu Widuri (2018) examined tourists ratings of mojito, made from Balinese arak. In this study, using a questionnaire method with 6 indicators, namely taste, aroma, color, texture, alcohol standards and glass standards. Where tourists give good ratings for arak as a base for mojito. The similarity with this research is the type of mixed drink used, namely mojito.

The journal entitled "Organoleptic Test of Purple Sweet Potato Jalangkote as Food Diversification" by Darni Lamusu (2015) which examines the effect of using

purple sweet potato in making jalangkote. This study used an organoleptic test with 4 indicators, namely taste, color, aroma and texture. Using the results of this study, it was stated that purple sweet potato had a significant effect on color, aroma and texture. Purple sweet potato had no significant effect on jalangkote. What this research has in common is the technique of analyzing data and determining the number of samples in the organoleptic test.

III. Theoretical Review

Drinks are “Is a liquid which is specifically prepared for human consumption. In additional to filling a basic human need, beverages from part of the culture of human society”. From this opinion it can be interpresed, “Drink are special liquids that are prepared for human consumption. In addition to meeting basic human needs, drinking is part of the culture of society. Meanwhile, the meaning of mixed drink is “the term mixed drink include any drink in which alcoholic beverages are mixed or added to one or more non-alcoholic ingredients. This included cocktails, high ball, tall drinks, frozen drink, coffee drink, and almost every other bar product, with the exeptions of glass of beer or wine of a straight shot of whiskey or brandy”. (Katsigris and Thomas : 2007).

Assessment of cocktails uses the theory of Ristiyana, et al (2000) and the theory of Katsigris & Thomas (2007). There are 6 product attributes that are indicators of a good cocktail and as an assessment of a cocktail. According to Rostiyana et al (2000) in their journal, which states that a cocktail has four product attributes, namely taste, aroma, color, texture. The meaning of each product attribute is as follows:

a) Taste of Cocktail

The taste of a cocktail has the meaning of a chemical reaction from the combination of various drink ingredients and creates a new taste that is felt by the tongue.

b) Flavor of Cocktail

The aroma arises from the cocktail processing, this aroma is created from cocktail ingredients such as spirits and liqueur which are processed for each ingredient to have a different aroma. The process and method of concocting a cocktail will also determine the result of the aroma that will be smelled.

c) Texture of Cocktail

Cocktail texture is the final result or appearance of a drink that includes the color, appearance and taste of the drink itself.

d) Color of Cocktail

Color is the color that appears after the drink has been mixed.

Meanwhile, according to Katsigris and Thomas (2007), there are 2 things that can determine the consumer’s assessment of cocktails, namely:

- a) Standard Glassware is the size of the glass and its shape, every time a drink is made, the size of the glass is very important because from the size of the glass we can control the quantity of the ingredients used and the taste of the cocktail itself.
- b) Standard Drink Size is a drink size that refers to the amount of the main ingredient (alcohol) used per drink made. Each bar has a different standard drink size especially drinks that are made from spirits.

IV. Research Methodology

This research is a type of experimental research, namely research carried out in a systematic, logical, and thorough and controlled manner to existing conditions. This experimental research is a type of research that is used to find the effect of certain treatments on others under controlled conditions (Sugiono,2013)

Then the 6 parameters that were measured in this organoleptic test experiment research were the taste of cocktail, flavor of cocktail, texture of cocktail, color of cocktail. (Ristiyana, 2000) and standard glassware and standard drink size (Katsigris and Thomas, 2007). In this experiment, a combination of ingredients will be carried out, namely : the addition of a complementary ingredients to classic mojito that only uses soda water in this study will adding green tea as a complement to Treatment of the object under study This study involved 20 untrained panelists (Soekarto, 2002).

Variables od indicators are measured ordinally using a Likert Scale. This scale is used to measure attitudes from the most positive level to the most negative level (Kusmayadi and Sugiarto :2000). In relation to the mojito research with green tea, panelists must express their views by choosing one of the five alternative answer provided, namely:

Table 1: Questionnaire

Green Tea Mojito	Score				
	Really Like	Like	Netral	Do Not Like	Really Dislike
	5	4	3	2	1
<i>Taste of cocktail</i>					
<i>Flavour of cocktail</i>					
<i>Texture of cocktail</i>					
<i>Color of cocktail</i>					
<i>Standard of Glassware</i>					
<i>Standard Drink size (alc)</i>					

Collecting data in this study used observation, questionnaires and literature. For data analysis, it was done by formulating the problem, determining the dimensions of

the variables and items under study, analyzing the data with the organoleptic test stage and crossing conclusions.

This research and organoleptic test was conducted at the practice restaurant of Bali Tourism Polytechnic, which is located at Jalan Dharmawangsa, Kampial, Nusa Dua, on February 15 – 16 2021.

V. Results and Discussions

From the results of the organoleptic test carried out on February 15 – 16, 2021 to test Mojito drinks samples with green tea. This test was carried out by 20 panelists who were connoisseurs and enthusiasts of cocktails including 5 men as bartenders, 3 male lectures and 1 female lecturer, 9 male students and 2 female students from the 6th semester of MTH study program.

The following are the results of the panelists assessment questionnaire tabulation of mojito with green tea along with the additional mean results of each total value obtained from each total value obtained from each of the assessment indicators, can be seen in table 2 below.

:Table 2: Result of Mean Value of All Assessment Indicators

No	Indicator	Formula	Mean
1	Taste of Cocktail	$X = 80 : 20$	4
2	Flavour of Cocktail	$X = 85 : 20$	4,25
3	Texture of Cocktail	$X = 77 : 20$	3,85
4	Colour of Cocktail	$X = 83 : 20$	4,15
5	Standart of Glassware	$X = 78 : 20$	3,9
6	Standart of Drink Size (alc)	$X = 77 : 20$	3,85

Source: Organoleptic Test 2021

From the results of the class intervals above, it can be interpreted that from the 6 indicators of assessment of the green tea mojito, namely taste of cocktail gets like value, Flavor of Cocktail gets like value, Texture of Cocktail gets like value, color of cocktails gets very like value. Standard of Glasswre gets likes and Standard of Glassware gets likes and Standard of Drink Size gets likes. Which can be seen in table 2 below

Table 3: Table of Panelist Assessment Results Against Green Tea Mojito

No	Indicator	Score	Mean	Note
1	<i>Taste of Cocktail</i>	80	4	Very Like
2	<i>Flavour of Cocktail</i>	85	4,25	Very Like
3	<i>Texture of Cocktail</i>	77	3,85	Like
4	<i>Colour of Cocktail</i>	83	4,15	Very Like
5	<i>Standard Glassware</i>	78	3,9	Like
6	<i>Standard Drink size (Alc)</i>	77	3,85	Like
	TOTAL	480	4	Very Like

Source: Organoleptic Test 2021

Analyzing the results of the data, referring to table 3, it can be seen that the results of the panelist's assessment of the green tea mojito show that from the 6 assessment indicators, there are three indicators of getting a very liking value, and three indicators of getting a like value with the following explanation :

1) Taste of Cocktail

The falvor produced by the mix of green tea mojito, gets a score of 4 (very like). It can be seen that the reason for the taste assessment of green tea mojito is that the taste produced does not spoil the classic mojito taste and creates a new sensation in the mouth.

2) Flavor of Cocktail

The aroma produced by the green tea mojito gets value of 4.25 (really like) because the aroma produced is fresher and during the manufacturing process using good and clean tools and materials so as to keep the aroma from contaminating unwanted aromas.

3) Texture of Cocktail

The texture produced by the green tea mojito got a value of 3.85 (likes) from the results of the interview, several panelists said they liked the texture of green tea mojito because it was not thick and easy for panelists to consume.

4) Color of Cocktail

The color produced by the green tea mojito gets a score of 4.15 (very likes). The look or color of the green tea mojito is quite popular because of the unique color of the tea.

5) Standard of Glassware

The size of the glass used in serving green tea mojito gets a value of 3.9 (likes), the glass is a high ball glass with a size of 12 oz which corresponds to the number of drinks.

6) Standard of Drink Size (Alcohol)

The taste of alcohol produced by the green tea mojito gets a value of 3.85 (likes) because the taste of alcohol can still be enjoyed or match the overall ingredients used.

VI. Conclusion

Based on the discussion that has been described, it can be concluded, the research conducted got satisfactory results with an average value of 4 which means very like, from the six indicators tested, namely taste of cocktail, flavor of cocktail, texture of cocktail, color of cocktail, standard of glassware and standard of drink size. For the taste of cocktail, it gets a value of 4 with the information very like it, the flavor of cocktail indicator gets a value of 4.25 with information about very like, the texture of cocktail indicator gets a value of 3.85 with a description of like, the color of cocktail indicator gets a value of 4.15 with information really like, the standard indicator of glassware gets a value of 3.9 with a description of like and the standard drink size (alcohol) indicator gets a value of 3.85 with a description of like. This means that the results of the overall test show that the mixture of green tea mojito gives very good results with a value of 4. Which means that green tea mojito is suitable to be marketed to consumers in bars and restaurants.

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THE EFFECT OF BRAND AWARENESS ON PURCHASE INTENTION AT FIVE-STAR HOTEL RESTAURANTS IN NUSA DUA AREA

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Abstract

With the uncertainty trading condition, it is important to understand the role of personal needs on the relationship between brand awareness and purchase intention and also to understand the effect of word of mouth, brand image, brand trust, advertisement on brand awareness and to know the strategies of building brand awareness to increase purchase intention in restaurants in five star hotels in Nusa Dua. This research is using the explanatory research with nonprobability purposive sampling techniques with 28 indicators or observed variables with questionnaire as data collection technique. Questionnaire distributed to customers who have stayed and visited Eight Degrees South Conrad Bali and The Shore Restaurants during the period of one month from 1 February 2021 – 28 February 2021. Population in this research is mobile population which is hard to specifically quantify. 140 respondents have responded the questionnaire. Number of respondent calculated based on number of indicators x 5 in accordance with criteria. (Hair, et al, 2007).

Analysis of Structural Equation Modeling is used to analyze data in this research (Hair, et al, A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM, 2007). This research wanted to find out that word of mouth, brand image, brand trust and advertising have an impact on brand awareness while personal needs weaken brand awareness relationship with purchase intention at a five-star hotel restaurant in the Nusa Dua area. The thing that wants to be recommended in this study is the importance of knowing the personal needs of consumers who will stay at the hotel so that the hotel is able to provide menus and services in restaurants that can meet consumer needs. This research conducted in hotel restaurant and it did not rule out the possibility to be developed in the room and spa divisions for further research.

Keywords: Brand Awareness, Personal need, Purchase intention.

1. Introduction

Bali is popular tourist destination and tourist arrivals are increasing every year before the pandemic. Bali reached 6 million of tourist in 2018. This is an increase of 6.5 percent compared to 2017. Bali as a barometer of tourism in Indonesia has 52,927 star-rated hotel rooms with a total of 78,801 beds. Badung Regency itself, has 58 five-star hotels including in the Nusa Dua area (BPS, 2018) to accommodate the increasing number of tourist visits every year.

Apart from the number of rooms, the number of restaurants in Bali have also increased year on year. In 2019, number of restaurant increased by 346 units, from

2,518 units in 2018, to 2,864 units in 2019. The following table lists the number of restaurants in detail according to regencies / cities in Bali during 2015 to 2019 which were recorded by the Central Statistics Agency (BPS). Bali in the Bali Province catalog in numbers.

Table 1: Number of Restaurants in Bali 2015 – 2019

Kabupaten	2015	2016	2017	2018	2019
Jembrana	76	76	76	76	134
Tabanan	32	32	40	40	80
Badung	825	823	823	823	823
Gianyar	504	504	505	622	612
Klungkung	31	31	31	146	243
Bangli	17	22	30	36	44
Karangasem	70	118	118	120	146
Buleleng	173	173	173	200	200
Kota					
Denpasar	499	438	455	455	582
Total	2,177	2,217	2,251	2,518	2,864

Source: BPS (2020)

To get profit and good sales performance, five-star hotels in Bali not only sell rooms but also sell food and beverage in restaurants and other facilities such as spas, *watersports*, rental *boutiques* or *arcades*, *kidsclub activities* and transportation. Restaurants provide benefits to hotels by meeting the dining needs of visitors and are the second largest income after rooms (Rutherford, 2002; Sigauw and Enz 1984). Five-star hotels in the Nusa Dua area not only offer accommodation services but also offer food and beverage services in restaurants, but not many restaurants have achieved the food and beverage sales target set by the company. Based on interviews conducted by the author with some practitioners hotels including sales director, director of revenue (*revenue*), the analyst revenue (*revenue analyst*) and the head chef (*Executive sous chef*) at the hotel five-star hotel in the area of Nusa Dua as Sofitel, Grand Hyatt, Ritz Carlton, Hilton and Conrad found some common is difficulty reaching the target sales of food and beverages that have been set by the company. In view of *Tripadvisor*, these restaurants only have an average review of 200 reviews are certainly very low as in the show by the table below.

Table 2: *Tripadvisor* Ranking, *Tripadvisor* Score and *Reviews* restaurants at Five Stars hotel in Nusa Dua

Hotel	Chain	Restoran	Trip Advisor Ranking	Trip Advisor bubble ratings	Reviews
Conrad	Hilton	SUKU	#23	4.0	234
		Eight Degres South	#22	4.0	300
		Rin	#20	4.5	209
Grand Hyatt	Hyatt	Garden Café	#61	4.0	135
		Salsa Verde	#71	4.0	266
		Pasar Senggol	#73	4.5	156
		Nampu	#49	4.5	186
Hilton	Hilton	Grain	#124	4.5	20
		Paon Bali	Not listed		
		The Shore	#40	4.5	166
Ritz Carlton	Marriot	Senses	#95	4.5	31
		Bejana	#38	4.5	181
		The Beach Grill	#57	4.5	158
Sofitel	Accor	Kwee Zeen	#19	4.5	1188
		Cucina	#5	4.5	1693

Source: *Tripadvisor*, February 2020

From the information above, the restaurants above are not widely known by guests so it is important to research what affects brand awareness and purchase intention at restaurants in five- star hotels in the Nusa Dua area.

Findings from previous studies from Zhou and Jiang, 2011 indicate that revisiting intention is influenced by brand awareness and perceived quality. In research the effect of *word of mouth* and *brand awareness* on purchasing decisions (Tee et al, 2020) shows that *word of mouth* and *brand awareness* affect purchasing decisions. According to researchers Filipovic et al. 2014, advertising is being used to build a durable image of a product or to get rapid sales. Advertising can popularize a brand and create brand awareness and attract consumer interest. Print media as an effective medium for men, followed by mural media, film magazines, lifestyle magazines. economic advertising media has influenced significantly brand awareness (Sawan, 2012).

Apart from the above factors, personal needs are also believed to have an effect on brand awareness and purchase intention. Important to examine if the same situation happen to restaurants in five-star hotels in Nusa Dua. Is the word of mouth communication(*wordofmouth*), advertising, brand image, brand trust and personal needs affect the formation of brand awareness with consumers themselves in restaurant dining in five-star hotel in Nusa Dua.

Research Objectives

1. To find the effect of communication *word of mouth*, Brand Image, Brand Trust, Advertising on brand awareness among consumers in the restaurants of five-star hotels in Nusa Dua.
2. To find out the role of personal needs on the brand awareness relationship on purchase intentions of consumers in restaurants in five-star hotels in Nusa Dua.
3. What are the strategies that build brand awareness to increase purchase intention at restaurants in restaurants in five-star hotels in Nusa Dua.

Literature Review

Word of Mouth

According to researcher Eroz and Dogdubay, 2014 that social media is a social platform where each user able to share information, manners, their areas of interest via internet or mobile systems. This includes chat rooms, discussion forums, location-based services, social networking services, social guides, social bookmarking, social reputation networks, weblogs, blogs, podcasts,

video players, wikis, and applications such as Facebook and Twitter. Company is using advertising channels on social media to reach out their target market and aim to engage with their customer (Dib and Alhaddad, 2015).

Brand Image

The ability of customers to remember and recognize the online retailer for example brand knowledge when shopping via website increased the likelihood of a purchase being made.

(Boshoff et al, 2011)

Brand Trust

The feasibility dimension is the degree to which a product brand can meet needs, while the intentional dimension is an individual's feeling of safety towards a brand. Trust is the expectation of a customer who is involved in transactions and risks related to expectations and behavior (Rai and Medha, 2013; Atkinson and Rosenthal, 2014).

Advertising

To inform and educate customer regarding product and services and to create positive tendencies and incentives to buy. (Filipovic and Kostic-Stankovic, 2014; Salai and Grubor, 2011). Advertising is also used to to build a durable product image to achieve fast sales.

Personal Needs

Abraham Maslow (1908-1970) was a great psychologist who tried to find and offer systematic answers to questions through his famous theory of the hierarchy of needs. According to Maslow, individual have needs that which categories from the most basic to highest level. Whenever the needs at the lowest level are met, other, higher needs will emerge. The whole theory of motivation developed by Maslow cores the opinion that human needs can be classified into five hierarchies of needs, namely:

physiological needs, security needs, social needs, “*esteem*” needs and the need for self-actualization (Siagian, 2012).

Brand Awareness

Aaker (2013) states that brand awareness is the ability of the customer to recognize and remember a brand or part of certain product or services. Brand awareness categories as follows:

1. Not being aware of the brand. Consumers are not aware of certain brands. It is difficult to recognize and remember existing brands.
2. Brand recognition. In this level of brand recognition using assistance, for example with the help of brand lists and image lists.
3. *Brand Recall*. What customer remember when a brand is mentioned. When a brand mentioned first and followed by second and third brand, they occupy the brands that are remembered in the minds of consumers.
4. *Top of Mind* describes the brand that the respondent first remembered or mentioned when asked about the product category. In other words, this brand is what consumers have in mind.

Purchase Intention

According to Kinnera and Taylor (Fitriah 2018), purchase intention is part of consumer behavior in consuming behavior, the tendency of respondents to response and act prior to making a purchase

Based on Almada 2015, indicators of purchase intention are as follows:

1. Transactional intention, a willingness of customer to purchase a product.
2. The referential intention, customer intent to recommend products or services to another people.
3. Preferential intention, customer have primary preference on product and services.
3. Exploration intention, customer is looking for information regarding product or services that he or she interested in and support this with positive traits.

2. Research Methodology

Primary data is used in this research from questionnaire data. The independent variables in this research are word of mouth communication (X1), Brand Image (X2), Brand Trust (X3),

Advertising (X4). The dependent variable in this study is Brand Awareness (Y1), Purchase Intention (Y2) and personal needs as moderator variables. This study uses a smart PLS measurement model by testing convergent validity, discriminant validity and reliabilities.

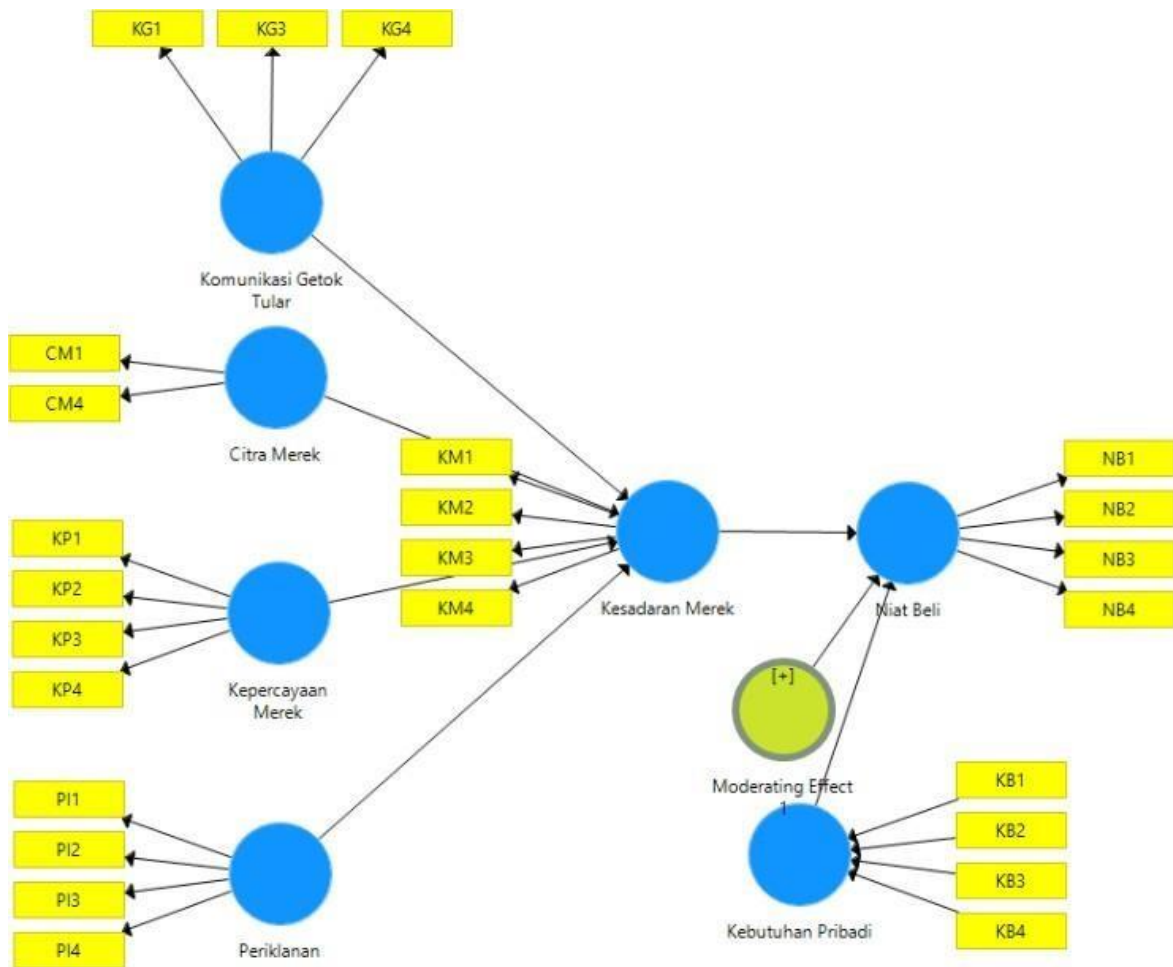


Figure 1: Smart PLS Measurement Model

3. Expected Result and Conclusion

1. Communication *word of mouth*, Brand Image, Brand Trust, Advertising positively impacted brand awareness among customers at Eight Degrees South Restaurant at Conrad Bali and The Shore Restaurant at Hilton Bali.
2. Role of personal needs weaken the relationship between brand awareness and purchase intention at Eight Degrees South Restaurant at Conrad Bali and The Shore Restaurant at Hilton Bali.
3. 3. Recommended in this study, the importance of knowing the personal needs of consumers who will stay at the hotel so that the hotel is able to provide menus and services in restaurants that can meet consumer needs.

This research is expected to benefit through analysis that presented to managers in hospitality industry, policy makers and public as customers. With the rapid development of restaurant business in Bali, it is expected that restaurant managers, policy makers and the public in general have a reading and discussion material that can add insight into the development of restaurants in Bali. Academically, this research is expected to make a scientific contribution to the study of the relationship



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between word of mouth communication, advertising, brand image, personal needs, brand awareness and purchase intention of the restaurant industry in Nusa Dua Bali, especially at the Conrad Bali and Hilton Bali hotels. However, there is very little research that specifically focuses on the restaurant industry in hotel hotel chains. Therefore, this research is expected to be able to provide new references regarding the relationship between word of mouth communication, advertising, brand awareness brand image and purchase intention towards the restaurant industry in Nusa Dua Bali.



THE IMPACT OF COVID-19 PANDEMIC ON CONSUMER BEHAVIOR IN BUYING FOOD AND BEVERAGES IN BADUNG REGENCY, BALI

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1. Introduction

The Covid-19 pandemic that has plagued the world has changed all lines of human life. Currently Covid-19 is causing a worldwide crisis and changing people's behavior such as implementing social distancing, wearing masks, hand sanitizers and changing to a new normal. Badung Regency as one of the centers of tourism in Bali was also greatly affected by the Covid 19 Pandemic. Badung as the center of the tourism business in Bali cannot avoid the impact of the spread of the corona virus. This pandemic condition, of course, also changes consumer behavior in the way they purchase food and beverages. In the past, customers mostly came to restaurants or restaurants and sat down to eat at the restaurant, now maybe consumer behavior is a little different, where consumers often order food online.

2. Research Methodology

The aim of this research is to see how is the impact of Covid-a6 pandemic on consumer behavior in buying food and beverages, especially those who live in Badung Regency, This study uses simple quatitative techniques by interviewing 30 informants consisting of several components of society. Sampling in this study using purposive sampling technique.

3. Expected Result and Conclusion

This research found that consumers prefer cheaper food and drinks but the quality must be good. Consumers also do not really choose certain brands. Today's consumers choose to buy food and drink via online, although half of them still come directly to the restaurant. Currently, consumer behavior also tends to be collective / group in buying foof and drinks and be able to share delivery costs as well as the tendency to buy cheaper food and drinks in larger quantities.

Keywords: Covid-19 Pandemic, Consumer Behavior, Food and Beverage



THE EFFECTIVENESS OF BINTANG KUTA HOTEL PROMOTION DURING THE PANDEMIC COVID-19

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Abstract

The aim of this research is to examine about Promotional Effectiveness in Bintang Kuta Hotel during Pandemic Covid-19 using Customer Response Index (CRI) as the method. This research uses promotion mix as variables, data collection techniques are observation, interviews, questionnaires and using accidental sampling techniques. The data analysis technique used is descriptive qualitative analysis and quantitative analysis. The result of this research is BKH's promotional plan works significantly even during this pandemic. By using Customer Response Index, Bintang Kuta Hotel team can identify which promotion that is effective to get customer. CRI helps to identify and even during pandemic, promotional plan can be held effectively and efficiently.

Keywords: *Effectiveness, Promotion, Customer Response Index.*

I. Introduction

Tuban is one of the sub-districts located in the Kuta area. Several star hotels ranging from 5 stars to 1 star are built in the Kuta area because this area is a strategic location and is close to various shopping destinations, malls and close to the famous Kuta Beach. Several 5-star and 4-star hotels in Tuban Village, including the Bintang Kuta Hotel.

Bintang Kuta Hotel located in Jl. Kartika Plaza was chosen as the object of research because Bintang Kuta Hotel is a 4-star hotel and has 168 rooms. Bintang Kuta Hotel was built in November in 2012. After 2 years of existence, Bintang Kuta Hotel has shown an increasing occupancy rate, but during the Covid-19 pandemic it experienced a decline. Based on this problem, knowing the marketing strategy of Bintang Kuta Hotel during the Covid-19 Pandemic is something that will be researched. In this marketing strategy, there is a promotional strategy carried out by Bintang Kuta Hotel. The promotional strategy will be analyzed regarding the effectiveness of its promotion during the Covid-19 Pandemic.

II. Literature Review

II.1 Marketing Strategy

Marketing is defined as the ways a company sells its products. Another opinion suggests that marketing is a promotional effort or a company's way of influencing consumers to buy its products.

According to Subagyo (2010: 2), marketing is marketing as a social and managerial process in which individuals and groups get what they need and want through the creation and exchange of products and values with other parties. Abdullah et al proposed (2012: 2) marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services to both current consumers and consumers.

Based on the definitions put forward by the experts above, concluded that marketing is a process of planning, determining prices, promoting and distributing goods that can satisfy desires and reach the market also achieve the goals of a company. In the world of marketing, there are also terms of product market marketing strategy, namely market segmenting, targeting, and determining market position (positioning).

II.2 Promotion

Promotion is a part of communication in marketing that provides information and knowledge in an informative and persuasive way for tourists. Morrison (2013: 32) mentions 5 promotional mixes known as promotional mixes, namely:

Table 1: Promotional Mix

5 Promotional Mix:
Advertising
Personal Selling
Sales Promotion
Merchandising
Public Relations and Publicity

II.3 Effectiveness

According to Effendi (2014: 6) effectiveness is the ability to choose the most suitable goals with the right steps in order to achieve organizational goals.

Effectiveness according to Siagian (2008: 20) is the use of facilities, funds, resources, and infrastructure in a certain amount which consciously determined in advance to produce a number of goods or services of a certain quality on time.

II.4 Previous Research

Table 2: Previous Research

No	Research Title	Writer	Analysis Technique	Results
1	Interactive Marketing Communication Analysis Instagram Java Paragon Hotel Surabaya Against Followers	Adrian Nathan Hartono, Jonathan Yuda, Regina Jokom	Non-profitability Sampling, Purposive Sampling, Likert Scale, Customer Response Index	Analysis of communication interactive marketing on Instagram @javaparagonhotel. 45.72% of the total respondents, namely 182 out of 400 followers, have reached the final response stage, namely action. All CRI stages before the action stage are also considered good because they have a mean value above 50%. Therefore it can be concluded that interactive marketing through Instagram @javaparagonhotel is considered successful.
2	Measuring the Effectiveness of Promotional Media with the EPIC Approach. TheModel	Tita Gracella Ham	Non-profitability Sampling, Accidental Sampling, Slovin, EPIC Model The	promotional media of Malioboro Mall is effective when measured using the EPIC dimension (Empathy, Persuasion, Impact, Communication) and the most effective is the Empathy dimension with an average effective scale range of 3,643
3	Analysis of the Effectiveness of the Implementation of the Promotion Mix	Baiq Candra Herawati, Siti Soraya	EPIC Model	Overall the implementation of the promotional mix at The Lombok Lodge hotel

No	Research Title	Writer	Analysis Technique	Results
	at The Lombok Lodge Hotel Using the Epic Model			has been effective, as evidenced by the results of the EPIC analysis The overall model is 4.01, this value is included in the rating scale range of 3.41 - 4.20 (Effective).
4	Analysis of the Effectiveness of Promotion of Guten.Inc Bandung on Social Media Instagram on Purchasing Decisions Using the Customer Response Index (CRI) Method.	Pretty Prima Roza, Dr. Ir. Agus Achmad Suhendra, MT., Rio Aurachman ST., MT	Customer Response Index	It was found that awareness was 47.6%, comprehend was 42.7%, interest was 57.6%, intentions was 48.1%, and action was 50. , 4%. So that the Customer Response Index (CRI) value is obtained of 2.8%. the Guten.Inc brand has not been effective in delivering its advertisements on Instagram social media.
5	Effectiveness of Instagram in Promoting Sales of Batiqa Hotel Pekanbaru	Maria Ulfa	Random Sampling, AIDA Model	Based on the total value obtained at each stage Attention, Interest, Desire is at a good level and for the Action stage it is at a special level. This shows that Instagram is one of the effective media to be used as a sales promotion medium.
6	Effectiveness of the Bali Tourism Promo Program on Radio 91.8 FM Bali As a means of and Promotion Tourism Information	Ni Nyoman Sri Astuti	Purposive Sampling, Accidental Sampling.	Effectiveness of Bali program programs Tourism Promo in terms of listener responses using 13 variables can be seen that the average score of listener attitudes is

No	Research Title	Writer	Analysis Technique	Results
				3.67. This analysis shows that the listener's response to the Bali Tourism Promo program on radio 91.8 FM Bali is an effective tourismbased program.
7	Marketing Strategy Effectiveness of Santen Beach Tourism Object in Banyuwangi Regency	Dwiyanto Diniari	Quota Sampling, Attitude Scale Analysis.	Effectiveness of marketing strategy in Santen Beach tourism object shows the effective category based on the manager's perception table with an average overall attitude of 4.12 percent. This shows that according to visitors or tourists Santen Beach shows an effective category, but there are still some important things that need to be fixed and changed so that the effectiveness of the marketing strategy can run more effectively.
8	Effectiveness of Marketing Channels for the Batu Padas Dewi Sri Statue in Batubulan Village	Luh Putu Suryantari	Proportional Random Sampling	Craftsmen in the village use 3 marketing channels in distributing their products and the most effective and efficient marketing channel is the Producer - Retailer - Consumer process because this marketing channel has the value of marketing margins and the value of marketing efficiency are lower than other

No	Research Title	Writer	Analysis Technique	Results
				marketing channels that are the choice of craftsmen.

III. Research Methodology

The operational definition variables in this study is a promotional strategy, namely advertising, personal selling, sales promotion, merchandising and public relations & publicity and the effectiveness of promotion is awareness, comprehend, interest, intention, and action. Data collection techniques are observation, interviews, questionnaires and using accidental sampling techniques. The data analysis technique used is descriptive qualitative analysis and quantitative analysis with the Customer Response Index (CRI) method.

The Customer Response Index has a scope in the form of gradual response elements from awareness, comprehend, interest, intentions, and action. Best (2013: 355) states that the stage awareness is the initial stage in measuring the effectiveness of a promotion, if it does not pass the awareness stage, other stages will not be achieved (Response Hierarchy). The Customer Response Index model is as follows:

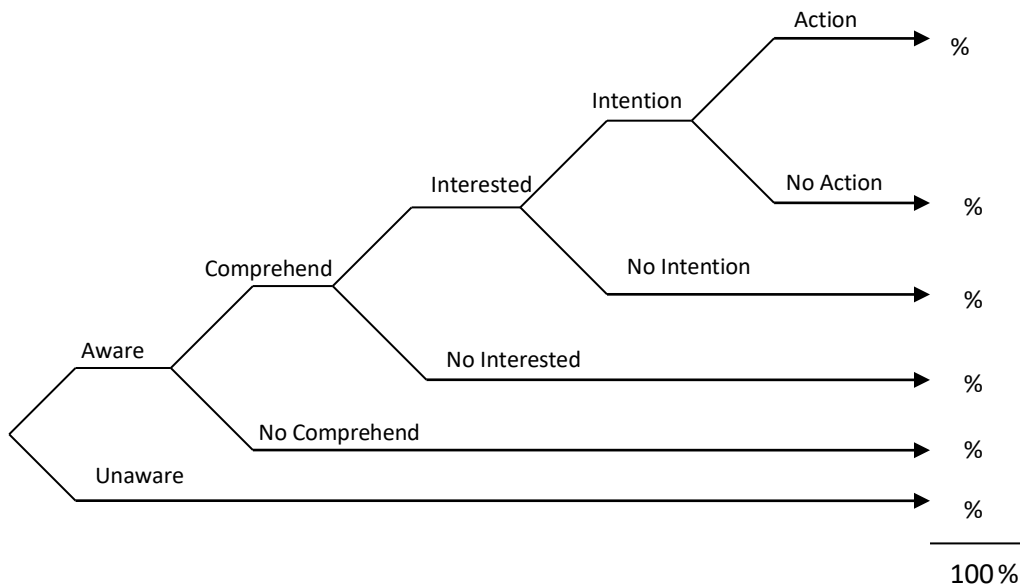


Figure 1: Customer Response Index Model

Source: Duriyanto (2003, 49)

The *Customer Response Index* generates a percentage of the effectiveness of promotional activities from various levels as measured by the CRI stages. The following are these stages:

Table 3: CRI Stages

Customer Response Index Stages	
Unawareness	Result of Respondents Unaware
No Comprehend	Awareness X No Comprehend
No Interest	Awareness X Comprehend X No Interest
No Intentions	Awareness X Comprehend X Interest X No Interest
No Action	Awareness X Comprehend X Interest X Intentions X No Action
Action	Awareness X Comprehend X Interest X Intentions X Action

IV. Results and Discussions

Based on the results of the research, the activities carried out by Bintang Kuta Hotel before the Covid-19 pandemic were:

1. Online and Offline Travel Agents
2. Early Bird, Last Minute Promos
3. Honeymoon Benefits
4. Marketing Tools, Sales Kits
5. Telemarketing and Sales Calls
6. Trade Show, and Traveling Expo

According to the promotional plan Bintang Kuta did before the Pandemic, there are few of promotional strategies that can't be applied during the Pandemic especially in the early Pandemic where all of the people should stay home, by that means there are no customers to be seen. Promotional strategies that can't be done are offline meetings, trade show and travelling expos. During pandemic, Bintang Kuta Hotel still doing few of their strategies, along with new strategies such as lower room rates, room packages, pool packages.

Based on the data obtained from the research results by distributing questionnaires to 100 respondents, 93 of them claimed to be aware of the promotion carried out by Bintang Kuta Hotel, while 7 other respondents stated that they were not aware. This figure is obtained with the model *Customer Response Index* as follows.

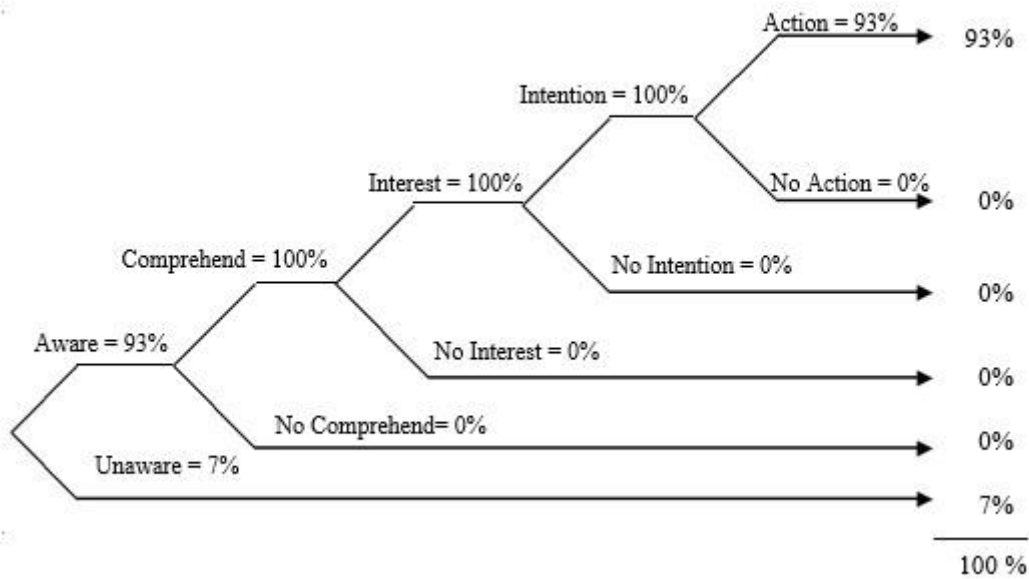


Figure 2: Promotional Mix: Bintang Kuta Hotel Customer Response Index Stages
Source: Result of the Research, 2020

Based on the *Customer Response Index* above, it can be seen that the percentage of respondents at the stage *awareness* of 93 percent stated that respondents were aware of the promotions carried out by Bintang Kuta Hotel.

1. At the stage *unawareness*, 7 percent of respondents said they were not aware of the promotions carried out by Bintang Kuta Hotel.
2. At the stage *comprehend*, 100 percent of the respondents stated that they understood the promotion.
3. At the stage *interest*, 100 percent of respondents were interested after seeing the promotion of Bintang Kuta Hotel.
4. At the stage *intention*, as many as 100 percent or 93 respondents stated that they intend to stay at the Bintang Kuta Hotel
5. At the stage *action* as many as 93 respondents (100 percent) stayed at the Bintang Kuta Hotel after seeing the promotion. The above percentage figures are obtained based on the following formulas *Customer Response Index*:

Table 4: Bintang Kuta Hotel Customer Response Index Result

Bintang Kuta Hotel CRI Stages Result		
Unaware	Result of Respondents Unaware	7%
Aware	Result of Respondents Aware	93%
No Comprehend	Awareness x No Comprehend	0%
No Interest	Awareness x Comprehend x No Interest	0%
No Intentions	Awareness x Comprehend x Interest x No Interest	0%
No Action	Awareness x Comprehend x Interest x Intentions x No Action	0%
Action	Awareness x Comprehend x Interest x Intentions x Action	93%

V. Conclusion

Conclusion is based on the results regarding the effectiveness of promotions carried out by Bintang Kuta Hotel by using a questionnaire to 100 respondents and analyzed using the *Customer Response Index*, as many as 93 respondents (93 percent) who responded to promotions carried out by Bintang Kuta Hotel. At the stage of calculating the *Customer Response Index*, respondents who have gone through the stage *awareness* will continue until then it ends at the stage *action*.

During the Covid-19 pandemic, Bintang Kuta Hotel's marketing strategy still shows significant results in terms of promotion. Few of strategies can be done in Pandemic situation, and some of strategies can't be done in Pandemic situation. Few of strategies that can be done in Pandemic, can be maintained by Bintang Kuta Hotel to get customers. During this pandemic, the Customer Response Index method model can be used in evaluating the effectiveness of promotional activities carried out by Bintang Kuta Hotel, because if Bintang Kuta Hotel uses this method, the management can see which promotional strategies are effective and which are ineffective. Thus, the promotional strategy during the Covid-19 pandemic can be efficient and effective and not costly to carry out offline activities such as travel expos.

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THE IMPORTANCE OF PUBLIC RELATIONS IN IMPROVING THE POSITIVE IMAGE OF THE COMPANY THROUGH CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES AT ALILA SOLO HOTEL

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Abstract

The objectives of this study are: (1) To determine the role of Public Relations through Corporate Social Responsibility activities at Alila Solo Hotel. (2) To determine the role of Public Relations through Corporate Social Responsibility activities in increasing the positive image of the Alila Solo hotel. This research is a mixed method study, then it is analyzed descriptively to get a picture of the facts in the field. Data collection techniques from this study were observation, interviews and questionnaires. The analysis technique used is a triangulation technique that combines several data collection techniques and sources from existing ones. The results of this author's research can be concluded that: (1) The Importance of Public Relations through Corporate Social Responsibility activities is to increase the hotel branding image and make the public know more about the Alila Solo hotel so that it can increase public awareness. The conclusion above can be proven from the results of observations, interviews, and questionnaires that were answered by 94.9% "yes" (2) The importance of public relations through corporate social responsibility activities has a good enough effect on the positive image of the company. Corporate Social Responsibility activities carried out by Alila Solo hotels always involve the external public (government, customers, surrounding communities, and the mass media) and the internal public (employees), which of course has an effect on improving the positive image of Alila Solo hotel in the eyes of the external public and the internal public. The conclusion above can be proven from the results of observations, interviews, and questionnaires that were answered by 88.3% of the respondents with "yes" answers.

Keywords: *Public Relations, Corporate Social Responsibility, Positive Image*

I. Introduction

Tourism sector certainly needs supporting facilities for tourists visiting a tourist area, one of which is accommodation facilities. The hotel is one of the accommodation facilities for tourists. The hotel is a commercial accommodation for tourists to rest while visiting a tourist area, not only resting, the hotel also provides many other facilities for tourists to enjoy services such as a restaurant, gym, spa and others. Broadly speaking, a hotel is a building or an accommodation agency that provides lodging services, food and beverage providers and other services where all these



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services are for the general public, both those who stay overnight at the hotel or those who only use certain facilities owned by the hotel.

In Indonesia, especially in the city of Solo as one of the MICE destinations in Indonesia, the hotel industry is an absolute and growing thing, almost every corner of the city throughout Solo has hotels, ranging from 1 star to 5 Star hotels. Which appears to have a negative impact on the community from an economic, social, and environmental perspective. However, these negative impacts can be minimized by caring for the community by carrying out Corporate Social Responsibility activities.

Corporate Social Responsibility programs or activities are important activities carried out by a company as a form of corporate social responsibility to the public. Because according to the community, companies are the trigger for negative impacts on society, one of which is environmental damage. This can be felt by the presence of company waste, the atmosphere or noise of the company, the condition and situation of the company when it operates, and company pollution which can cause the community to feel disturbed. In fact, the community is already in the neighborhood before the company was founded. If the community considers that the company does not pay attention to social and environmental aspects and does not feel the contribution directly and the community feels the negative impact, then this condition creates distrust for the community and can damage the company's image. The company is expected to be able to make a direct contribution through economic, social, and environmental aspects. This is the main issue of the need for companies to carry out Corporate Social Responsibility activities.

Corporate Social Responsibility has gained popularity since Bowen's (1953) work entitled "Social Responsibilities of the Businessman", that companies have social responsibility based on alignment with community goals. Bowen's opinion has become a basic concept in Corporate Social Responsibility and has experienced a shift from philanthropy to community empowerment and environmental harmonization. Carroll (1979), Corporate Social Responsibility includes economic expectations, law, ethics and community wisdom. Mc Williams and Siegel (2001), Corporate Social Responsibility is a form of long-term investment. Corporate Social Responsibility as a situation where the company goes beyond compliance and engages in social action, outside the company's interests and in accordance with what is required by law. The Corporate Social Responsibility concept of a company is not only responsible for the welfare of shareholders but also has a responsibility to synergize social and environmental responsibility. Currently the concept of Corporate Social Responsibility is often known as the triple bottom line, where companies have an obligation to align economic, social and environmental performance (Aguinis, 2011).

Corporate Social Responsibility activities are a form of the company's seriousness to set aside a portion of the company's assets in order to reduce the



negative impacts that may occur and to maximize the positive impact of the company's operations on all interested parties. Corporate Social Responsibility activities include various activities whose goal is to develop a productive society. Although the company's contribution is only small, it is hoped that it will benefit the community. The indicators of the success of each business can be seen from two sides, namely the community and the company. For companies, public opinion on the company's image must be better in the eyes of the public. As for the community, there must be an increase in the quality of life. Therefore, it is important for companies to evaluate the success of their social responsibility programs or Corporate Social Responsibility activities.

Companies that consistently carry out social responsibility programs or Corporate Social Responsibility activities will receive broad support from the communities who feel the benefits of their activities. The expectation of Corporate Social Responsibility activities will increase a positive image for a long time and will shape the company's reputation and the public's view of the company is always in a positive direction. A company will not last long if it limits itself to society.

Image or image of a company is an important thing that can affect positively or negatively the company. Image plays a role in influencing customer behavior and decisions. In the business world, forming a positive corporate image will help the company to exist. The conditions and intense competition make the company have to be as good as possible in the eyes of consumers so that it can gain consumers' trust. One strategy is to form a positive image that can influence consumers to buy the products / services that the company offers.

Alila Solo is a company / hotel that has dedicated itself to carrying out Corporate Social Responsibility activities as a company engaged in services in Indonesia, especially in the city of Solo. Alila Solo always carries out Corporate Social Responsibility activities regularly, where the Public Relations Manager is responsible for creating and carrying out Corporate Social Responsibility activities under the Sales & Marketing Department.

Although relatively new, Alila Solo hotel occupies the top leading market for the hotel service industry in Solo City. This is not immune from the performance of the Sales & Marketing Department, where there is a Public Relations division even though it does not have a separate department. Based on the above background, the writer intends to conduct further research on **"The Importance of Public Relations in Improving a Positive Image in the Company Through Corporate Social Responsibility Activities at Alila Solo Hotel"**

II. Literature Review

2.1 Tourism

According to Law no. 10/2009 concerning Tourism, what is meant by tourism is various kinds of tourism activities supported by various facilities and services provided by the community, businessmen, government and local governments. Based on the definition of the World Tourism Organization, tourism or tourism is a trip made for recreation or vacation and also preparations made for this activity.

According to Richard Sihitie in Marpaung and Bahar (2000: 46-47) Tourism is a trip that people take temporarily held from one place to another leaving their original place, with a plan and with the intention not to try or earn a living in a place. visited, but solely to enjoy leisure and recreational activities to fulfill various desires.

From the above definition, it can be concluded that tourism is a trip made for recreation or leisure for fun which has been served by the community, businessmen and local governments.

2.2 Hotel

The definition of hotel has been put forward by many institutions and agencies, or by individuals who differ from one another, because everyone has different views and patterns of thinking.

Agus Sulastiyono (2006: 5) states that a hotel is a company managed by its owner by providing food and beverage services and sleeping room facilities to people who are traveling and are able to pay a reasonable amount according to the service received without there is a special agreement.

In developing the tourism industry, hotels are one of the main means of providing lodging, hotels have a different meaning for each person. Meanwhile, according to the Big Indonesian Dictionary (KBBI) states that a hotel is a multi-room building that is rented out as a place to stay and eat for people who are on their way.

From the definition above, it can be concluded that there are several main elements contained in the definition of a hotel as commercial accommodation, namely:

1. Hotel is a building, institution, company, or accommodation business entity.
2. Hotels are service facilities in the form of lodging, food and beverage services and other services.
3. Hotel is a service facility that is open to the public when traveling
4. A business that is managed commercially.

2.3 Public Relations

According to Cultip, Center & Broom in Butterick (2013: 8) Public Relations is a management function that identifies, builds, and maintains mutually beneficial relationships between organizations and various public that determine their success and failure.

According to Rex Harlow in Simandjuntak (2003: 30) Public Relations (PR) is a different management function, which helps to establish and maintain lines of communication, understand, accept and cooperate between organizations and the public, regarding the management of problems or problems; help management to stay informed and / or responsive to public opinion; define and emphasize management's responsibility to serve the public's wishes, assist management in dealing with and effectively use of change, as a warning system to help anticipate trends and use research, and use useful and effective communication as its main tool.

According to John P. Simanjuntak (2003: 65) Public Relations in organizations initially was not shown for a specific purpose and was still very simple. This Public Relations can be started with a member who answers a letter from a customer or member; accompanied by someone who is copying for direct mail (direct mail), or those who work for advertising agencies, or those who make annual reports; someone who welcomes visitors, leads tours, or arranges annual meetings, or with someone who serves as a wakin ombudsman (the official organization serving the government to investigate individual complaints against public services) for workers or peers.

From the above analysis of Public Relations, the authors conclude that all of them have the same purpose. All of them aim to instill and gain understanding, good services, trust, and appreciation to and from the public in particular and the general public. Public Relations efforts are aimed at the realization of a harmonious relationship between the agency or company and the public. Efforts to obtain a public opinion that is pleasant, positive, and profitable for the survival of the company. As for the way, is to be sympathetic, open in accepting suggestions, criticism or public opinion. In its daily implementation, Public Relations appears as a management organization, along with its communication activities with the related public. With the efforts of the company where the Public Relations is located, statically Public Relations means a management organization that becomes a container (means) for its operational interests, and dynamically Public Relations means communication activities with the public in order to create harmonization that supports the achievement of company goals where Public That relationship exists.

2.4 Corporate Social Responsibility Activities

According to Wibisono (2007: 8) Corporate Social Responsibility is defined as corporate social responsibility to stakeholders to behave ethically, minimize negative impacts and maximize positive impacts which include economic, social and environmental aspects (triple bottom line). In order to achieve sustainable development goals. Corporate Social Responsibility activities in Indonesia came in the late 1990s. An important condition that gave birth to Corporate Social

Responsibility activities in Indonesia is due to social movements in the form of pressure from Environmental Non-Governmental Organizations (NGOs), Labor Non-Governmental Organizations (NGOs), and Women's Non-Governmental Organizations (NGOs). In addition, there is awareness to carry out the practice of Corporate Social Responsibility activities from companies, especially foreign companies who view that the security approach can no longer be used. Then the lead for community development in Indonesia.

Many companies run program activities through their Corporate Social Responsibility Public Relations or through their communications department, allowing critics of Corporate Social Responsibility activities to argue that if the program is implemented by the company then the program is carried out with utilitarian intent and purpose of presenting the best performance of the company.

According to Fauset, C in the book Butterick (2013: 98), Corporate Social Responsibility activities help generate a positive image about the mandate of the company's Corporate Social Responsibility activities. Corporate Social Responsibility activities allow businesses to claim progress when there is evidence of no positive development. Because many business cases for Corporate Social Responsibility activities depend on companies that are considered socially responsible, external Public Relations activities will be easier and cheaper to use to "shift issues" than in a situation that is already well.

Cultip et al in Butterick's book (2013: 98) believe that Corporate Social Responsibility activities are good for Public Relations because there are many good things that can support ethical practice, and provide opportunities to serve the public interest.

2.5 Image

According to Canton (2012), company image is an impression, feeling, a picture of the public or the public about a company, an impression that is deliberately created from a product or service being offered.

According to Bill Canton in Soemirat & Ardianto (2007: 111) says that image is "image: the impression, the feeling, the conception, which the public has of a company; a consciously created impression of an object, person or

organization "(Image is an impression, feeling, a picture of the public towards the company; an impression that is deliberately created from an object, person or organization)

According to Kats in Soemirat & Ardianto (2007: 113) Image is how other parties perceive an activity. Every company has an image. Every company has an image as many as the number of people looking at it. Various corporate images come from corporate customers, potential customers, bankers, company standards, competitors, distributors, suppliers, and associations.

Image is built on reputation and achievement. It will be difficult to build a positive image if it is not supported by achievement and reputation. In the current era of globalization, a positive corporate image is needed, which is useful for supporting the smooth running of business in a company. Image is an intangible asset and cannot be measured mathematically, but its form can be felt in the form of positive and negative assessments from the public. Image and trust are two inseparable things. Trust concerns all areas, consumer confidence in using products or services, trust in the level of security, trust in management and so on.

In instilling trust values in the minds of the public, companies must first be known or known to the public. Especially if a company wants to go public, but the public does not know the company, then trust will not grow, so that the image will not be obtained, but if the company is already known in the community, then instilling trust can begin to be done. For companies that want to go public, forming a positive image is very important. If the company image is negative in the eyes of the public, it can affect the decline in product sales or the company's investment value. To form a dream image cannot be done in the blink of an eye, but must be paid for and it takes a long process.

Improving the image of a company based on the knowledge and experience of others can be done. Maybe the person doesn't know about the company or the person has had a good, or bad experience. This is where the Public Relations task is to inform about the company in truth. The image chosen by a company can be presented in the form of an advertisement, written in an editorial and conveyed in the form of a story, following the reader's mood and conveyed clearly.

The message from the image must be visible from the media issued by the company such as brochures, catalogs, annual reports, company office equipment, business cards and others. So that when people see, the identity of the company. There are many external factors that can affect the company's image and it cannot be predicted, for example negative media coverage of the company. If this negative news is allowed to develop without getting the attention of Public Relations, it will become a weapon so that it will drop its

image. The role of Public Relations here is to contact and lobby journalists, so that they can handle the news or straighten the news so that it is under control.

The physical space of the company can also create a very strong image, as the lobby of a five-star hotel will be different from the lobby of a three-star hotel.

2.6 The Importance of Public Relations in Corporate Social Responsibility Activities

Idris (2005) stated that the substance of the existence of Corporate Social Responsibility is in the context of strengthening the sustainability of the company itself in an area, by building cooperation between stakeholders which is facilitated by the company by compiling development programs for the surrounding community. Or in terms of the company's ability to adapt to its environment, community and stakeholders associated with it, whether local, national or global. Therefore, the development of Corporate Social Responsibility in the future should refer to the concept of sustainable development (Sustainability development).

This principle of sustainability prioritizes growth, especially for the poor in managing their environment and the capacity of their institutions in managing development, and the strategy is the ability to integrate economic, ecological and social dimensions that respect ecological and socio-cultural diversity. Then in the development process three core stakeholders are expected to fully support, including; companies, government and society.

In implementing programs in the Corporate Social Responsibility activity, it is expected that the three elements above interact and support each other, therefore it takes active participation of each stakeholder in order to work together, to create a comprehensive dialogue. Because with the active participation of stakeholders it is expected that decision making, implementing decisions, and the accountability of the implementation of Corporate Social Responsibility activities will be carried out collectively. But in terms of looking at and addressing future Corporate Social Responsibility activities, there really needs to be a serious study and outreach within the company from all the departments within it. At least to equalize perceptions among actors and policy makers in one company, because the current change in corporate management paradigm, both at local and global levels, is not necessarily understood by managers and policy makers in one company so that understanding of the discourse and implementation Corporate Social Responsibility activities vary as well, and will automatically experience obstacles internally.

Awareness of the importance of implementing Corporate Social Responsibility activities has become a global trend in line with the growing concern of the global community for products that are environmentally friendly

and produced by paying attention to social principles and the principles of Human Rights. Banks in Europe apply a policy of providing loans only to companies that implement their Corporate Social Responsibility activities properly. For example, European banks only provide loans to plantation companies in Asia if there is a guarantee from the company, that is, when clearing plantation land is not done by burning forests.

Facing global trends and community resistance around the company, it is time for every company to seriously consider the influence of the social, economic and environmental dimensions of each of its business activities, and to make an annual report to its stakeholders. A non-financial report that can be used as a reference by a company in seeing its social, economic and environmental dimensions.

Then it is hoped that the dissemination of discourse and trends in Corporate Social Responsibility activities will not only roll in the scope of company management but also to all shareholders and stakeholders at large, so that the implementation will take place elegantly, with the hope that the company, government, and society as components of shareholders and stakeholders can take it. a significant role, to eliminate the resistance of groups who always act on behalf of the community to "extort" the company by carrying out the themes of Corporate Social Responsibility activities in each of their actions, but do not understand the substance of the Corporate Social Responsibility activities themselves, and are poor data.

In implementing this Corporate Social Responsibility activities, Public Relations (PR) has an important role, both internally and externally. In the context of forming a company image, in all the areas discussed above, it can be said that Public Relations is involved in it, from fact finding, planning, communicating, to evaluation. When we talk about Corporate Social Responsibility activities, it means that we are also talking about the Public Relations of a company, where Corporate Social Responsibility activities are part of community relations. Because Corporate Social Responsibility activities are basically Public Relations activities, the steps in the Public Relations process also color the steps of Corporate Social Responsibility activities.

Irianta (2004) views Community Relations based on two approaches. First, in the old Public Relations concept that positioned the organization as a donor, the community relations program was only part of the action and communication in the public relations process. If based on fact gathering and problem formulation it is found that the urgent problem is dealing with the community, then a community relations program will be drawn up in the planning. This is then carried out through action and communication. Second,

which positions the community as a partner, and the concept of community is not just a collection of people living around the organization's operational area, community relations is considered a separate program which is a form of organizational social responsibility.

III. Research Methodology

3.1 Type of Research

Mixed Methods is a type of research in which the researcher combines elements of a qualitative and quantitative research approach (Johnson et al. 2007). Mixed methods focus on collecting, analyzing, and mixing quantitative and qualitative data in a single study or series of studies. The basic premise of using mixed methods is that combining more than one type of data source provides a more complete understanding of the research problem than a single or mono-method approach. According to Creswell and Plano Clark (2011, p. 12) there are at least six potential advantages of integrating a number of methodological approaches, namely:

1. The strengths of one approach make up for the weaknesses of another.
2. When used properly, mixed methods can provide more comprehensive and convincing evidence.
3. Mixed methods can answer specific research questions even though a single method approach cannot.
4. Mixed methods can encourage collaboration between disciplines.
5. Mixed methods encourage the use of different perspectives / paradigms in the world of research.
6. Mixed methods are "practical" because they allow the use of a variety of techniques and approaches that best answer research questions.

The general objective of mixed methods is to combine qualitative and quantitative research components in order to broaden and strengthen research conclusions. The use of mixed methods should contribute to answering research questions and how accurate their knowledge and validity are. One data source may not be sufficient, as initial results need to be further elaborated; the second method is needed to support the main method; and the project under study has multi-phases.

3.2 Population

Population is a generalization area consisting of subjects or objects that have certain qualities and characteristics applied by researchers to study and then draw conclusions (Sugiyono, 2008: 115).

In this study, the population is all Sales and Marketing Department staff totaling 15 people, and external public elements (government, communities around hotels, customers, and the media).

3.3 Sample

According to Sugiyono (2008: 116), the sample is part of the number and characteristics possessed by the population. Meanwhile, according to Arikunto (2008: 116). The determination of sampling is as follows: If less than 100, it is better to take all of them until the research is a population study. If the number of subjects is larger, it can be taken between 10-15% or 20-25%. The sampling technique is done by purposive sampling, which is a purposive sampling technique by giving a questionnaire (list of questions) to staff working in the Sales & Marketing Department. Alila Solo has 8 staff as an internal public element, while from the external public element 3 people are taken from the government section (1 person from the Surakarta city government, 1 person from the Kerten police post, and 1 person from the Lurah Jajar office) from the media section 3 people (1 person from Solopos newspaper and 2 people from Radar Solo newspaper) from the community section of around 3 people (1 owner of boarding house rental around the hotel, 1 owner of a food stall around the hotel, and 1 member of the Kerten youth organization) the customer portion of the Alila Solo hotel as many as 3 people (1 person from individual, 1 person from group guest, and 1 person from corporate), totaling 12 people from the external public. The final number of research samples or respondents from the internal public and the external public is 20 people.

3.4 Data Collection Technique

3.4.1 Observation

According to Jogiyanto (2008) Observation is a technique or approach to getting primary data by directly observing the data object. In this paper, the selected observation technique is the Alila Solo hotel.

3.4.2 Interview

Interviews are media that are used as a method of collecting data used to obtain information directly from the source (Anwar, 2004: 29) and conducting interviews with parties who are deemed to have authority over the information to be obtained. Interviews were conducted by researchers from the leadership of the Sales & Marketing department, namely the Director of Sales at the Alila Solo hotel and a Public Relations Manager for the Alila Solo hotel.

3.4.3 Questionnaire

According to Widodo (2004: 49) a questionnaire is a list of questions based on indicators. In this writing, data is taken from internal public

(employees) and external public (government, surrounding communities, media, and customers).

3.5 Data Analysis Technique

After all the data is obtained, the next technique used is data analysis. In this study, the authors used the triangulation technique. Triangulation is a technique of collecting data that combines several data collection techniques and comes from existing ones (Budi Purnomo, 2017: 67), the benefits of data collection by triangulation are to get data that is more consistent, thorough, and certain.

The results of the questionnaire distribution data will be processed using the percentage method using the following formula:

$$PS = \frac{(n)}{N} \times 100\%$$

Information:

PS : Percentage

N : The number of respondents who answered

N : The total number of respondents

VI. Results and Discussions

The results of the study were obtained from observations made by researchers, interviews with the Public Relations Manager & Director of Sales at Alila Solo hotel & strengthened by questionnaires that were distributed to employees at the Alila Solo hotel, amounting to 8 people as internal public and 12 external publics including the government, the surrounding community, the media and customers regarding the Role of Public Relations in Enhancing Company Image Through Corporate Social Responsibility Activities at Hotel Alila Solo.

Table 1: List of Questions for Public Relations Managers Alila Solo and the Answers

Number	Questions	Answer
1	What are your own functions and duties as a Public Relations Manager at the Alila Solo hotel?	"In my opinion, the PR division is a division (spending), the term is a division that spends money but is still within the budget. Of course, his job is for hotel branding, to make the public know more about Alila Solo (public awardness), then we as PR also create & promote what events & outlets are in Alila "

Number	Questions	Answer
2	What CSR programs have you done as a Public Relations Manager at the Alila Solo hotel, both internally and externally?	"Blood Donation, Charity to the Orphanage, Giving parcels to Casual / Daily Workers on the eve of Eid or Christmas, Cleaning Blitz, Gymnastics together on Car Free Day
3	Are there any CSR programs routinely carried out by the Alila Solo hotel, either internal CSR programs or external CSR programs?	"Charity to the Orphanage, Blood Donation, Cleaning Blitz Hotel Environment, Cleaning Blitz in the neighborhood around the hotel, Giving Parcel to Casual / Daily workers just before the holiday."
4	In carrying out the CSR program (CSR Campaign), do you feel that the CSR program (CSR Campaign) carried out by the Alila Solo hotel has an impact on the image of the Alila Solo hotel?	"Yes, it definitely has an impact. Because what we have done, that is what makes image awardness about the Alila Solo hotel itself. When we make something good, surely people will... ohh okay okay "
5	In carrying out the CSR program, are you assisted or collaborated with other departments in the hotel, either the Internal CSR program or the External CSR program?	"Yes for sure, usually assisted by the HR and Welfare Department, welfare is the organization / community of employees at the Alila Solo hotel for employees. "If it's external, maybe if the CSR program is a blood donation, we will cooperate with PMI like that.... "
6	How can you move as a Public Realtions Manager in carrying out the CSR program, given your position as a Public Relations Manager which is still under the Sales & Marketing department?	"In carrying out activities or creating events & promotions, we will still ask for approval from DOS, but if there is no DOS, they can immediately ask for approval from GM, but we will still tell DOS, apart from that we do nothing before launching to the customer, usually it will still be we must ask for approval from Alila, central in Singapore "
7	According to Madam, Alila Solo branding is now strong and has become a leading market in Solo, is it because the branding is already strong by nature or because of the role & performance of PR Alila Solo with the CSR program carried out to build a stronger image?	"Both work well, the first time we were here and brought the name Alila, the people around Solo didn't know what Alila was, so when it comes to the brand image that we bring from there, it doesn't really work in Solo, because we really it's true that building all these brands from scratch in Solo, with CSR, brand awardness, & advertising everywhere "

Table 2: List of Questions for the Director of Sales Alila Solo and the Answers

Number	Questions	Answer
1	What is the actual function and structure of Public Relations at the Alila Solo hotel?	"From the PR structure, it is under the Director of Sales & Marketing, for Alila Solo we are currently the highest Director of Sales which is the same as DOSM, it's just that most hotels use the Director Of Sales & Marketing and some use the Director Of Sales. well coincidentally the structure in all Alila groups mostly uses Director Of Sales, because Alila has her own Director of Marketing at the head office (Singapore) who deals with Marketing / PR, for Alila Solo herself a PR is directly responsible to DOS "
2	How big is the existence of the Public Relations function at the Alila Solo hotel to build Image Branding?	"When I first entered Central Java, if I asked people, no one knew what Alila's name was, because Alila grew up in a Luxury Collection and is a resort, there are indeed many business hotels in Central Java, so it's not a strong point. Alila is in the business hotel, so if Alila Solo can have her name like this now is because our brand positioning is right, for example if the Marketing / PR Department is like a make-up artist,
		we make it beautiful, it will be beautiful, if the dress is wrong, we will fall free, our positioning is Alila as a 5 star, Alila as a Luxury Collection. That is the way you process this product, what is it thrown into the market. For example, we have an event where the class doesn't exist in Solo, for example we have done concerts from the start, the first time we opened it with a Michael Learns concert, now that was a breakthrough, so finally the people in Solo know ... oh the class is Michels. Learns. The image that comes out, goes into Alila is "expensive". Because we position and educate the market that this is a 5 star. So from the start I got comments about the price I offered outside, they always said in solo, how come it's that price, but still I don't want to go down, that's something strategy to bulid this market, so how do u educate the market. So the PR function is really

Number	Questions	Answer
		how do we build an image with how we edit our market, and we are 5 star hotels that really have facilities that standard service from 5 star. "
3	Is CSR a program that receives special attention in enhancing the image of the Alila Solo hotel?	"After all we have to balance, between what we give to the surrounding environment and what we receive, we have a lot of neighborhoods here, so when we first opened the hotel we adopted a school, a school that was very apprehensive and we built the roof. , the walls and the field. But we are adopting more, so for example the school that was about to collapse we repaired, so we focus more on that school, until our GM also teaches English to that school. That is a special CSR program and we are really focused, on the other hand we also have routine CSR, so we donate to the orphanage "
4	What strategy is carried out by the Alila Solo hotel in today's competitive era to remain in the leading market position for the hotel services industry in Solo?	"The strategy taken is the first, that person will wait when your service will go down, when you start to go down, that will be taken by the competitors, so we try to make sure that there are no gaps to open up opportunities for competitors to show.... So we have to be consistent with service & quality and how to always learn better. "

Table 3: The Importance of Public Relations through Corporate Social Responsibility Activities N = 20

Number	Questionnaire	Response		
		Yes	No	Total
1	X1: <i>Fact Finding</i>	98,3%	1,6%	100%
2	X2: <i>Planning</i>	91,6%	8,3%	100%
3	X3: <i>Communicating</i>	90%	10%	100%
4	X4: <i>Evaluation</i>	100%	0%	100%
	Average	94,9%	4,9%	100%

Source: Variable Processing Results (X)

Based on the table above, it can be concluded that the respondents who answered "yes" were 94.9% and "no" was 4.9% of the total 100%. From these data it can be analyzed that fact finding, planning, communicating, and evaluation can

influence the role of Public Relations through Corporate Social Responsibility activities at the Alila Solo hotel.

Table 4: Increase the Positive Image of the Company

Number	Questionnaire	Response		
		Yes	No	Total
1	Y1: High Room Occupancy Rate	93,3%	6,6%	100%
2	Y2: Known to The Public	83,3%	16,6%	100%
3	Y3: Guest Review	86,6%	13,3%	100%
2	Y4: The number of customers or guests	90%	10%	100%
	Average	88,3%	11,6%	100%

Source: Variable Processing Results (Y)

Based on the table above, it can be concluded that the respondents who answered "yes" were 88.3%, and "no" was 11.6% of the total 100%. From these data, it can be analyzed that the high room occupancy rate, known by the public, guest reviews, and the number of customers or guests have an effect in increasing the positive image of the company in the Alila Solo hotel.

From the results of research and data analysis conducted and then comparing with existing theories, the authors state that there is a close relationship between variables, so that the role of Public Relations through Corporate Social Responsibility has an effect on improving the company's image at the Alila Solo hotel. The role of Public Relations in improving the corporate image at the Alila Solo hotel is stated to be influential through Corporate Social Responsibility activities. This is evidenced by the research questionnaire as many as 94.9% of respondents answered "yes" about the role of Public Relations through Corporate Social Responsibility, and as many as 88.3% of respondents said "yes" about improving the positive image of the company.

The influence between "the role of Public Relations through Corporate Social Responsibility activities" and "increasing the positive image of the company" is in accordance with theoretical studies. According to Fauset, C in Butterick's book (2013: 98), Corporate Social Responsibility activities help generate a positive image about the mandate of Corporate Social Responsibility in company.

This research was conducted at the Alila Solo hotel with mixed method analysis techniques, meaning that the data obtained through the study were then reported as is, then analyzed descriptively to get a description of the facts in the field or qualitative data, namely data that had numeric or non-numeric values. The data is processed based on the results of the questionnaire using a percentage. (J. Supranto 2006: 35)

V. Conclusion

Based on the research results obtained by the author, the authors obtained the following conclusions:

1. Public Relations of Alila Solo hotel has a very important role to increase the company's positive image both internally and externally through Corporate Social Responsibility activities. This activity is one of the real actions taken by a company that has a Public Relations Division as part of its management function. Through the Corporate Social Responsibility activities carried out, it is able to increase the hotel branding image and make the public know more about the Alila Solo hotel so that it can increase public awareness. In addition, the role of Public Relations through this Corporate Social Responsibility activity is also able to educate the market so that it can achieve the right positioning. The conclusions that the authors convey above can be proven from the results of the authors' observations, the results of interviews and the results of questionnaires regarding fact finding, planning, communicating and evaluating which were answered by respondents and resulted in 94.9% of the total "yes" answers.
2. The role of public relations at Alila Solo hotel through corporate social responsibility activities has a good effect on the positive image of the company. The Corporate Social Responsibility activities carried out are none other than to make the hotel image and brand awareness stronger so that they are able to achieve the right brand positioning. In carrying out Corporate Social Responsibility activities, the Public Relations of Alila Solo hotel also always involves the internal public (employees) and the external public (government, surrounding communities, customers and mass media), which of course has an effect on improving the positive image of Alila Solo hotel in the eyes of the internal public and the external public. The conclusions that the authors convey above can be proven from the results of the author's observations, interviews, and questionnaires regarding room occupancy rates, known to the public, guest reviews and the number of customers or guests answered by respondents and resulting in 88.3% of the total "yes" answers. 100%.

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HOSPITALITY

3

COVID -19 PANDEMIC IMPACT TOWARDS POLITEKNIK PARIWISATA BALI

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Abstract

Covid-19 Pandemic impact human activities like social, economy, education, culture. Since the impact spread all over the world, Politeknik Pariwisata Bali closed the learning process on April 2020. This study aim to identify Covid-19 Impact towards Politeknik Pariwisata Bali, especially for Hotel Administration Study Program.

The research is a quantitative research with population 477 student of Hotel Administration Study Program, from first, third, and fifth semester. The sample are 92 students. The data were collected by questioner in likert scale by google forms. The results show covid-19 pandemic impacts towards the quality of institutional services (management issued the rule for lecturer, staff and student because the Covid-19 situation, i.e. only 50 % staff work at the office, e-service for the student), impacts towards student personalities (55,8% students try understanding the pandemic better, 69,6 % obey the rule on pandemic situation), impact towards quality of learning process (new normal habit by using mask, e-learning, and only 50 % from capacity normally), and quality of learning outcomes.

Keywords: Covid-19, pandemic, impact, quality of services, personality, learning process, learning outcomes.

I. Introduction

Politeknik Pariwisata Bali, formerly Balai Pendidikan dan Latihan Pariwisata Bali, now has 2.723 students, 151 lecturer and 175 staffs. Hospitality Administration Study Program has 477 students, 231 male and 246 female, 26 lecturer and two staffs. Covid-19 pandemic impact the activities at Politeknik Pariwisata Bali. Learning process was doing by internet with social media such as youtube, google form, google classroom, etc. This research aim to identified Covid-19 pandemi impact towards Politeknik Pariwisata Bali, especially Hospitality Administration Study Program.

II. Literature Review

The beginning of March 2020, 20 countries in Africa, Asia, Europe and America have closed their school, and eliminate learning process due to the Covid-19 pandemic. The pandemic has break learning process all around the world.

Effectiveness of learning process and educational efficiency during Covid-19 pandemic can be measured by analyzing ten components. The ten components, namely learning carried out by video calls, providing brief learning material,

minimize providing material in using videos in order to save internet quota, selecting material in using videos, simple language could be understand, material choosen before giving assignment, giving various and different question for students, giving assignment followed by the way to do it, giving assignment according to the lesson schedule, reminding the students for the task given, reduce the number of the tasks given (Mustakkim research, 2020).

Education in Indonesia should be able to play an important role in this global era. For that reason, education must be able to prepare Indonesian people to face this global era. One of the problems in education that should be solved is how to find a teaching model that can improve the quality of human resources. One of the best ways to do so is by introducing and developing science and technology in the early period of formal education since students are the human resources for future generation (Nurkholis, Jurnal Kependidikan, No.1 Vol. 1, 2013).

III. Research Methodology

The population was 477 students of Hotel Administration Study Program, from first, third and fifth semester at Politeknik Pariwisata Bali. 231 are male, and 246 are female. Sample was 92 students, using purposive sampling method, who filled google form questioner and followed the interview. Data collection techniques used were interviews, observation, documentation, and questionnaire methods using the scale of Likert.

There are four aspect of Pandemic Covid-19 impact on education institution based on Mustakkim research (2020), namely the quality of institutional services, students personality, quality of learning process, quality of learning outcomes.

IV. Results and Discussions

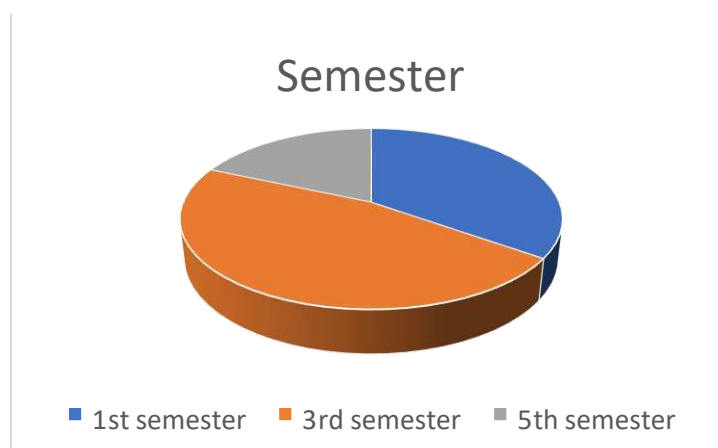


Figure 1: Students Level of Semester

The data shows that respondent consist of 32 students (34.8 %) from the first semester, 43 students (46.7 %) from the third semester, and 17 students (18.5 %) from the fifth semester.

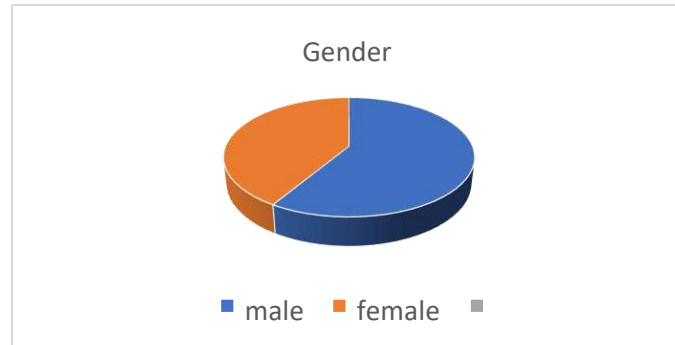


Figure 2: Gender of Students

The data shows 61 respondent (66 %) are male, and 31 respondents (33.7 %) are female. 87 students (94.6 %) came from Bali, and 5 students (5.4 %) stay out of Bali.

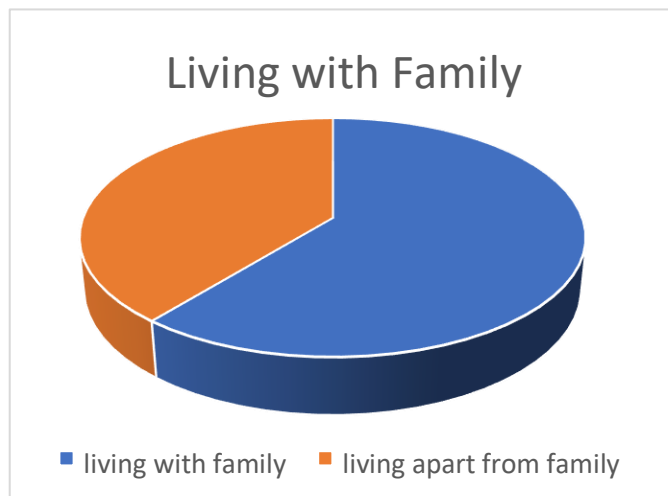


Figure 3: Students live with family

The data shows 92 respondents consist of 56 students (67.87 %) live with their parents or family, 36 students (39.1 %) live apart from their family.

Based on the data analyzed, the result are,

1. Covid-19 Pandemic impact towards Hospitality Administration Study Program consist of the quality of institutional services, condition of student personality, quality of learning process, and achievement of learning outcomes.
2. The impact of covid-19 pandemic was 4.46 (very high) on institution quality of service towards education process. The process of education has been disrupted.

3. The impact of covid-19 pandemic was 4.70 (very high) on students applied discipline towards healthy protocols. The impact of covid-19 pandemic was 4.55 (high) students effort to find sources understanding covid-19.
4. The impact of covid-19 pandemic was 4.26 (high) on quality of learning process which not accordance with institution curriculum. The impact of covid-19 pandemic was 4.16 (high) on learning process disruption with the rooster.
5. The impact of covid-19 pandemic was 4.37 (very high) on learning outcomes, could not achieve expecting curriculum and competencies standards, and 4.26 (high) on reducing face to face learning.

The results show covid-19 pandemic impacts towards the quality of institutional services (management issued the rule for lecturer, staff and student because the Covid-19 situation, i.e. only 50 % staff work at the office, e-service for the student), impacts towards student personalities (55,8% students try understanding the pandemic better, 69,6 % obey the rule on Pandemic situation), impact towards quality of learning process (new normal habit by using mask, e-learning, and only 50 % from capacity normally), and quality of learning outcomes.

The result show covid-19 pandemic has disrupted university's learning process and students personality, same as Mustakkim research (2020). It needs involvement of various parties in dealing with pandemic disruption.

V. Conclusion

The research shows covid-19 pandemic impacts towards Politeknik Pariwisata Bali, in the quality of institutional services, student personalities, quality of learning process, and quality of learning outcomes. Suggestion are, students awareness and discipline of cleanliness, healthy, safety and environment sustainability protocol in new normal era.

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ANTECEDENT FACTORS OF STUDENTS' ENGAGEMENT TOWARDS OPEN AND DISTANCE LEARNING (ODL) DURING COVID-19 PANDEMIC

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Abstract

This research examines the satisfaction level among students towards open-distance learning (ODL) at UiTM Kampus Bandaraya Melaka, Malaysia. This is scheduled for partial lockdown implemented in the entire nation due to Covid-19. Schools and universities must close down and focusing on distance learning to reduce infection cases. Specifically, this study was carried out to evaluate the students' engagement towards Open and Distance Learning (ODL) approach. This survey was conducted using Google Form questionnaires. Statistical Package for the Social Sciences (SPSS) was used to analyze data using quantitative approaches. A descriptive analysis and Pearson-Correlation analysis were prepared. The results indicated that all hypotheses testing were supported.

Keywords: *Students' Engagement, online learning, Open and Distance Learning*

I. Introduction

The Covid-19 pandemic has had a significant effect on the nation, resulting in schools, colleges, and universities being closed down. One of the most significant changes brought about by the Covid-19 epidemic was the shift in all jobs by many industries to work from home. Besides stopping a covid-19 outbreak, class cancellations are also encouraged to avoid these outbreaks. ODL has evolved into one of the global strategies that can solve the problem of access to education especially during this pandemic (UNESCO, 2020). However, the ODLs program also has its problems. These ODL implementations have the biggest impact on the students and thus contribute to the emotional turmoil of the students and put pressure on students who have trouble with ODL. The current situation could cause adverse responses to individuals that could represent a threat to their psychological well-being. Previous research found the impact of COVID-19 on psychology. It involves numerous negative thoughts and conducts such as nihilism, paranoia, fear, shock, and anxiety (Nicomedes, et al., 2020). Furthermore, the continuity of online classes has been widely debated as it means that students are still responsible for meeting academic needs. The added responsibilities related to school in the COVID-19 pandemic could lead to the psychological and emotional distress of the students.

There were some opinions from some lecturers who expressed their difficulty in accessing online learning due to the lack of assets on the part of the students. This lecturer's concern is also about students' misunderstanding during the online learning process that is difficult to identify (Oswal & Meloncon, 2014). It also has an impact on lecturers because they like to identify students' presence during online classes.

Several students noted online coursing problems. The most popular challenge that respondents noted was the lack of stable internet at home, limited assets such as laptop and computer, limited face-to-face support, and fewer references during ODL (Maxwell et al., 2015). There are students shared the feeling of loneliness when faced with difficulties interacting with the course saying they are often set off to read about the topic and learn the material on their own. Another student expressed a similar impression by saying that through an online course nobody can help direct them. A teacher will assist them in a traditional setting and will give them extra support if needed. Whereby online does not provide that (Gilber & Brittany, 2015). Based on the research towards the achievement emotions, this study was negatively rated by students as most students were bored and frustrated with online training (Artino, 2008). This might result in students losing confidence and excitement during online-distance learning. Besides that, a study reveals that students with high anxiety due to ODL report lower academic performance (Nordstrom et al., 2014).

To recognize the role of feelings in self-direction, learning, and execution of ODL, a study to evaluate the antecedent factors of students' engagement towards the implementation is needed. This is necessary to ensure that students can fulfill their educational requirements and achieve good results while also managing their emotional states.

II. Literature Review

Psychological motivation

The study examined the five forms of motivation that they described as important to the course, interest in the course, change emotion, strengthening and self-efficacy in learning applications, or where students used and applied their knowledge and skills (Lim & Morris, 2009). The main finding in this area is that all the motivational variables of interest in learning tend to be student learning while using student learning frameworks for self-efficacy and self-efficacy. Then devise a research plan based on their results, as the issue is that online guidelines are still needed to address the variations in student characteristics and the motivation of students for better learning outcomes and transfers.

Motivation is one of the socio-psychological factors affecting the enjoyment of education among students (Rattan, Fine, & Dweck, 2012) and their users (Giesbers, 2013). Motivation is described as different strengths, behaviors that initiate and



change (Martin, 2001). The number and scope of studies investigating the motivation for learning in an online setting are very limited (Artino, 2008). In addition to this, previous studies were performed with a propensity to interpret narrow motivational perspectives on the dynamics and dynamic interaction of factors that underlie and affect learning (Brophy, 2010).

Harandi (2015) found that the relationship between the students who complete the course and their motivation are important. Studies in the literature indicate that highly motivated students will not abandon the course (Keller & Suzuki, 2004). We have also concluded that factors promoting distance education motivation benefit the students. Furthermore, the implementation of factors improving motivation in the distance education system has shown a substantial change in the degree of completion of the student course (Visser et al., 2002). (Muilenburg & Berge, 2005) noted that similar motivational problems are faced in all remote educational systems, and low-motivated intoxicated students leave the program unfinished or frustrated because they need contact. (Dick, Carey, & Carey, 2005) found that learning is not working at the stage of low-anticipated customer motivation. Full assignments of some students on time, others complete them later or never complete them. The demographic profiles of distance learners vary from one another. Distance education students can be people with heterogeneous backgrounds, such as living in different geographic regions, being unable to choose formal schools, careers, being of different ages, and at home.

The purpose of this paper is to determine the rank of each antecedent factor on students' engagement towards Open and Distance Learning (ODL). The results presented by frequencies, means and standard deviation of each attributes.

III. Research Methodology

This research focused on the discovery of students' engagement towards students' satisfaction on ODL implementation. Students from the Faculty of Hotel and Tourism Management and Faculty Business and Managements were selected for their purpose in this study. All students from both faculties are involved directly in ODL because of the growing outbreaks of Covid-19 in Malaysia. Questionnaires have been distributed to students during the movement control order (MCO) via the Google Docs link. The questionnaire consisted of four sections that are sections A, B, C, and D include demographic details, students' engagement, achievement emotion, and students' satisfaction. The respondents were asked to assign each of the 52 questions a score using a 5-point Likert scale that ranged strongly from disagree (1) disagree (2) neutral (3) agree (4) strongly agree (5). The data were analyzed using the Statistical Package for Social Sciences (SPSS) for Windows Version 10.

IV. Results and Discussions

Table 1: The Demographic Description of the Respondents

	Frequency	Percentage (%)
Gender		
Male	101	29.9
Female	237	70.1
Total	338	100.0
Missing	0	0
Age		
18-20 years old	18	5.3
21-30 years old	318	94.1
31-40 years old	1	0.3
Total	338	100.0
Missing	0	0
Program		
Hotel and Tourism Management	175	51.8
Business and Management	163	48.2
Total	338	100.0
Missing	0	0
From where do you access internet		
From home	300	88.8
From several places	36	10.7
From university	2	0.6
Total	338	100.0
Missing	0	0

The demographic characteristics of the respondents for the study are shown in Table 1. From the analyses, the gender distribution, 29.9% were male and 70.1% were female respondents. As registered in Table 4.1, the dominant age group of the respondents was between 18 and 20 years (5.3%), followed by between 21 and 30 years (94.1%), between 31 and 40 years (0.3%). In terms of the program, 51.8% of the respondents in the Faculty of Hotel and Tourism Management, and 48.2% are Faculty of Business and Management. In sum, most of the respondents access the internet from home (88.8%). Followed access internet from several places where (10.7%) and (0.6%) from university.

Table 2: *Students' Engagement (Psychological Motivation)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) Online classes enhance my interest in learning.	15	11	23	186	103	4.04	0.951
2) I am motivated to study when I take an online class.	18	20	23	160	117	4.00	1.065
3) Online classes are very useful to me.	22	24	27	153	112	3.91	1.130
4) It is very interesting to take online classes.	8	22	55	125	128	4.01	1.009
5) I am satisfied with the online class I am taking.	17	25	21	147	128	4.02	1.092

As shown in Table 2, the mean score for each attribute registered well above a scale of 3.00, implying that respondents perceived a level of psychological motivation during online-learning. Based on this attribute, this study recorded the highest mean score of 4.04 for online classes enhance my interest in learning and the least mean 3.91 for online classes are very useful to me. In the analysis, it shows that ranks the most important attributes which is, online classes enhance my interest in learning (Item 1), I am satisfied with the online class I am taking (Item 2), I am motivated to study when I take an online class (Item 3) and online classes are very useful to me (item 5).

Table 3: *Students' Engagement (Peer Collaboration)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) I study the lesson contents with other students.	22	28	29	136	123	3.92	1.168
2) I try to solve difficult problems with other students when I encounter them.	7	15	34	165	117	4.09	0.897
3) I work with other students on online projects or assignments.	5	16	32	150	135	4.17	0.890
4) I ask other students for help when I can't understand a concept taught in my online class.	14	15	37	168	104	3.99	0.985
5) I try to answer the questions that other students ask.	5	18	25	159	131	4.16	0.885

In Table 3, study recorded the highest mean score of 4.17 for I work with other students on online projects or assignments and the least mean 3.92 for I study the lesson contents with other students. In the analysis, it shows that ranks the most important attributes which is, I work with other students on online projects or assignments (Item 1), I try to answer the questions that other students ask (Item 2), I try to solve difficult problems with other students when I encounter them (Item 3) and I study the lesson contents with other students (item 5).

Table 4: *Students' Engagement (Cognitive Problem Solving)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) I can derive new interpretations and ideas from the knowledge I have learned in my online classes.	12	22	46	114	144	4.05	1.069
2) I can deeply analyze thoughts, experiences, and theories about the knowledge I have learned in my online classes.	12	23	49	145	109	3.93	1.029
3) I can judge the value of the information related to the knowledge learned in my online classes.	8	22	36	147	125	4.06	0.974
4) I tend to apply the knowledge I have learned in online classes to real problems or new situation.	7	13	42	153	123	4.10	0.906
5) I try to approach the subject of my online class with a new perspective.	5	10	45	149	129	4.14	0.865

As shown in Table 4, this study recorded the highest mean score of 4.14 for I try to approach the subject of my online class with a new perspective and the least mean 3.93 for I can deeply analyze thoughts, experiences, and theories about the knowledge I have learned in my online classes. In the analysis, it shows that ranks the most important attributes which is, I try to approach the subject of my online class with a new perspective (Item 1), I tend to apply the knowledge I have learned in online classes to real problems or new situation (Item 2), I can judge the value of the information related to the knowledge learned in my online classes (Item 3) and I can

deeply analyze thoughts, experiences, and theories about the knowledge I have learned in my online classes (item 5).

Table 5: *Students' Engagement (Interactions with Instructors)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) I communicate with the instructor privately for extra help.	10	19	36	142	131	4.08	0.991
2) I often ask the instructor about the contents of the lesson.	12	19	53	148	106	3.94	1.007

Based on the attributes in Table 5, this study recorded the highest mean score of 4.08 for I communicate with the instructor privately for extra help and the least mean 3.94 for I often ask the instructor about the contents of the lesson. In the analysis, it shows that ranks the most important attributes which is, I communicate with the instructor privately for extra help (Item 1) and I often ask the instructor about the contents of the lesson (Item 2).

Table 6: *Students' Engagement (Community Support)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) I feel a connection with the students who are in my online classes.	17	11	37	162	111	4.00	1.012
2) I feel a sense of belonging to the online class community.	12	15	48	142	121	4.02	1.000
3) I frequently interact with other students in my online classes.	7	8	57	147	119	4.07	0.894

As shown in Table 6, it was recorded the highest mean score of 4.07 for I frequently interact with other students in my online classes and the least mean 4.00 for I feel a connection with the students who are in my online classes. In the analysis, it shows that ranks the most important attributes which is, I frequently interact with other students in my online classes (Item 1), I feel a sense of belonging to the online class community (Item 2) and I feel a connection with the students who are in my online classes (item 3).

Table 7: *Students' Engagement (Learning Management)*

Statement	Frequency					Mean	Std Dev
	1	2	3	4	5		
1) I study related learning contents by myself after the online lesson.	14	10	68	136	110	3.94	1.009
2) I remove all distracting environmental factors when taking online classes.	12	15	45	135	131	4.06	1.009
3) I manage my own learning using the online system	5	27	51	156	99	3.94	0.946
4) When I take an online course, I plan a learning schedule.	8	18	42	102	168	4.20	1.006

In Table 7, the mean score for each attribute registered well above a scale of 3.00 implying that respondents perceived the level of learning management of the respondents while ODL. In summary, from the results shown in Table 8, this study indicates the highest perceived level of learning management is when I take an online course, I plan a learning schedule which is means 4.20.

V. Conclusion

The success of online learning requires effective interaction between students, lecturers, and technology (Fabry, 2009). This is because online degree programs have come up at full speed as demand has increased (Allen & Seaman, 2011). Due to the current world conditions of the Covid-19 outbreak, students are more likely or required to study online. Technology is also changing rapidly, and a variety of new methods are being used to obtain and share information as it is being developed and used in the higher education environment. With all these changes, colleges and universities are increasingly finding ways to improve the quality of online learning to maximize learning, including effectively integrating technology with content and teaching courses (Rogerson-Revell 2015).

One drawback is that this analysis used 338 students from an open institution of education. Future research will analyze students from various open educational institution to improve instrument validity. Future research will further verify the validity of the measuring instrument using bigger sample to generalize the findings.

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APPLYING EDUTAINMENT CONCEPT AMONG TOURISM MANAGEMENT STUDENTS IN LEARNING ENGLISH LANGUAGE

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Abstract

Edutainment is a combination of video games, tv shows, or other content that is both informative and entertaining. Learning English language using edutainment concept is essential in current situation. Since the market for higher tourism education in English (HTEE) is highly competitive and increasingly global, introducing an English-language programme exposes a school to increased competition as a cost of attracting a larger audience. By doing this approach it hoped to improve and attract learners' attention in learning language. This paper is to examine the edutainment in the application of a language board game to foster students' interest in English language learning in the classroom. The board game assisted the students in overcoming their fears of learning English. It was found that when they participated in the board game, they were less aware of using English because they were absorbed in the games and having fun. Researchers would like to recommend that by exploring this edutainment concept, it has grown in popularity the opportunity to verify the educational validity of what happens in a typical classroom. To conclude, edutainment concept not only can make the students have fun, but also can contribute to their English language learning interest.

Keywords: *Edutainment, board games, English language, student's interest*

I. Introduction

This paper is focused on edutainment concept in learning English language among the tourism student. This is important because these students need to communicate well in English. This is because their performance in English classes are evaluated in their assessments. But these students are non native speaker of English. They need to have wide range of vocabulary in order to speak in the intended

language which is English. Many of these students were shy and reluctant to speak up in English language in the classrooms.

Particularly, special case for tourism student as tourism industry perceived to have important contribution for the economic growth, as such, the need for the tourism student being proficient in English communication. According to Hassan and Tik (2019), in their research has found that, English language is very essential for employees when asking about knowledge and needs of foreign tourists and most importantly is tourist offers should not be turned down. In connection to language difficulties, the employees responded the ability to decipher foreign accents of international visitors is most difficult to understand or comprehend especially in English spoken environment.

Ramsa and Rawian (2019) just 49.5 percent of polytechnic graduates were working after completing their diploma course, emphasising the importance of conducting a needs study (Graduates Tracer Study, Malaysia Higher Education Statistics 2011: 118). Also, Mantra et al. (2020) showed that high language competence is needed by hospitality employees to be able to work professionally. It is, however, most hospitality employees still have problems in English.

This edutainment language board game is an activity held in a classroom to give them a platform to practice their speaking skills, to give them a situation to answer questions given, to evaluate other students or their team mates answers in a fun way. This is critical for the tourism management students to practice their speaking skills using this edutainment approach in their learning process. Hence, the need for some entertainment integrated in the English education. So, Edutainment is a combination of one or more entertainment such as video games, board games, cards, Television or other educational and entertaining programmes. Games have been shown to have inherent motivational properties that allow them to be used for improving educational applications (Garris, Ahlers, & Driskell, 2002; Gee, 2003). The use of games for education is not a new area of research. The term "Edutainment" was coined in the early 1990s and was adopted by academia and industry for games targeted to children. The aim of edutainment not only to educate people but "to attract and hold the attention of the learners by engaging their emotions through a computer monitor full of vividly coloured animations" (Okan, 2003).

The term 'edutainment' is a combination of the words 'education' and 'entertainment.' Edutainment is a term that describes exciting television shows and computer applications that are mainly intended for educational purposes. The educational purpose can be related to formal education in different school institutes or to informal learning in different daily life contexts without systematically organized education (Walldén, Soronen, 2004). The concept roots back to ancient rituals, myths, fairy-tales and fables used to educate and entertain at the same time.

In 1973, Robert Hayman was the first to use the concept 'edutainment' in his report for the National Geographic Society

There are four components of language skills in learning English. Speaking is one of the most effective language skills. Speaking, as one of the language skills learned in kindergarten, has been a major source of concern for students. Teachers and educators of English should be able to come up with several ways to help students improve their skills, particularly in speaking. Teachers typically devote a considerable amount of time to finding an effective way to motivate students so that their speech performance improves dramatically.

II. Literature Review

Edutainment

Edutainment is the practice of entertainment-based education (Sala, 2021) that relied on resources, assignments, and activities in the classroom to make the teaching-learning process enjoyable and engaging (Pojani & Rocco, 2020). It aims to promote learners' motivation, personalize their learning experiences, and engage them in doing creative individual-collaborative problem-solving and critical thinking activities. According to Buckingham and Scanlon (2005), edutainment mostly relies on visual sources, narratives, and game components. It can be either interactive for example having learners actively participate in tasks or non-interactive which involving learners as spectators to learn and explore movies, shows, podcasts, or websites (Walldén & Soronen, 2004). Technology assists teachers in slowly becoming edutainers by giving or offering user-friendly digital contents and virtual platforms (Shadiev et al., 2018).

The advantage of playing the game offers the benefit in discussion on many aspects of language. Games can considered on having benefit to improve grammar, speaking, listening, and pronunciation, vocabulary, and many more. Many researchers have been working on edutainment and game-based learning. Such as, Asrifan, A. (2021) concludes that the use of cat and mouse game can improves the students' speaking ability. Where else Wang and Hang (2021) stated that their research found that using a digital game-based language learning mobile app improved the difficulty, accuracy, and fluency of English language learners in China's monologic oral development with varying results.

On the other hand, Lin et all (2021) in their research found that (1) the incorporation of AR into the health education board game had a huge impact on the reception and (2) The incorporation of AR into the health education board game had a positive impact on learning motivation. Eltahir et all (2021) There were statistical discrepancies in the benefit of the empiric community between the empiric and control groups between the groups, according to the results. Students in the empirical community

had better knowledge of the principles taught in the Arabic language grammar course and were more motivated than students in the conventional group.

Kusuma et al (2021) proposed game-based historical research on a mobile device using a role-playing game. The implementation is focused on General Sudirman's experience as Indonesia's first army general. In Jakarta, the game was conducted on 63 junior high school students. According to the findings, using the game will boost student learning motivation and achievement. Octaberlina, L. (2021) in her research claimed that all students agree that using SpellingCity increase their vocabulary acquisition besides of also learning the pronunciation. Demirkiran et al. (2021) found that digital game-play assisted students in grasping the idea of programming, and that students have formed a positive attitude toward programming as a result of game-based practises, despite their preconceptions.

Fundamentally, Carrier (1985) summarized seven advantages of using games in learning language which include: helping to increase the variety range of learning situations; maintaining students' motivation; refreshing learners while having a formal learning; encouraging students' interests; building a relationship between teachers and students; and testing students' capacity and solving their weakness. One of the advantages remarked by Carrier is consistent to Chirandon et al. (2010) that games help to increase interests of students in learning English. Significantly, the world has changed, and instead of being in the "chalk and talk" setting of the past, teachers now tend to be facilitators or evaluators (Shin, 2003). In this case, all ESL / EFL (English as a second language) teachers should stick to their main goals responsibilities of allowing their students to practise the language as much as possible in real-life situations creating in the realm of content-oriented communication, linguistic focus and encouraging students to take full responsibility for their own learning or growth (Lund & Pedersen, 2001, pp. 63-64).

Accordingly, games have been known as one of the "powerful" motivators for increasing students' motivation and esteem during their learning process. Furthermore, language acquisition programs have been recommended as realistic medium for learning English, encouraging learning, and endorsing learning processes since the 1980s (Richards & Rodgers, 2001). In support of this view, the students will learn more effectively based on the findings of research into students' reactions to pedagogy when teachers teach in a calm way while offering adequate activities for students to understand the material fully the supplemental and participate actively in class (Paulsen & Feldman, 1995; Hudelson et al., 1993; Crandall, 1979; Burt et al., 2003; Nunan, 1999; among many others). Games can help with this by allowing students to learn English while having fun (Kim, 1995).

While games are seen as a way to pass the time in the majority of English classes, some scholars, such as Nguyen Thi Thanh Huyen and Khuat Thi Thu Nga (2003) argue

that the game not for pleasure only, also it can provide an inspiration on education and learning. On other study, the impact of language games on 69 students' attitudes toward learning English was investigated by Ahmed Awad Amin Mahmoud and Ziyad Ahmed Tanni (2014). Since language learning is a difficult task that necessitates a lot of time, games are bound to yield relentless attempts as students practice their language skills (Wright, Betteridge, & Buckby, 1984; Ersöz, 2000). Richard-Amato (1988) found that games can relieve anxiety, making English acquisition more possible, whereas shy students can also engage actively without pressure (Mei & Yujung, 2000). More specifically, a reputable realistic guide for K-12 ESL programmes claims that "Games may be used to motivate people" (Hudelson et al., 1993, p. 151; Richards & Rodgers, 2001, p. 27).

Researchers who support the use of games in English classrooms agree that games should not be added solely for the sake of having anything to do in class (Lee, 1979; Rixon, 1981; Uberman, 1998). According to Uberman (1998), "Games also lend themselves well to revision exercises helping learners recall material in a pleasant, entertaining way" (p. 3). Mazidatuz Zahro et al. (2013) to investigate the impact of guessing games in the form of crossword puzzles and riddles on the vocabulary achievement of eight-year-old students in Balung, Indonesia, researchers used guessing games in the form of crossword puzzles and riddles. This is equivalent to one of the previous studies in the Thai context, referring to Sripramong (2004). According to Sripramong (2004), In order to enhance students' vocabulary learning, games have been used in the English classroom. The outcome of the study also reveals the positive feedback from students that they have more positive attitudes toward English learning and the games used in the classroom. In terms of the improvement of listening and speaking skills, Roikrong (1998) implemented 10 games in the English language classroom in the Thai context with a purpose to improve listening and speaking skills of the first year students at a school and found that those students have been improved due to the potential of the games. Regarding Ampaipan (1999), six criteria for choosing games into the English classroom are suggested. These criteria include a number of students; places; age of student; English proficiency; duration and contents; and language difficulties. Indeed, regardless of the games or It makes no difference what activities are offered to students as long as those games are played or Learners can use exercises to better understand the words they are introduced to, as well as the meanings they don't understand. They can also get input on what they hear (Lund & Pedersen, 2001, p. 64).

Application of Edutainment

As reviewed the literature and advantages of the games in education or edutainment, the researchers have experimented its potential by implementing a language board game in the English language classroom among tourism management

students in a public university in the context of Malaysia. The language board game was developed by a group of English language lecturers who were teaching in a public university in Melaka. The activities had to fulfill the target group's language and learning needs, as well as enhance high levels of student interaction by enabling them to use English in meaningful ways. Working as a group often enabled these students with valuable soft skills. This language board game has given an opportunity of a different platform and has encouraged these students in learning to express their ideas, finding useful vocabularies by asking and answering the questions that have been raised in addition in evaluating other students' answer. Most students found these procedures difficult. By using the language board game, the students were able to express their thoughts and communicate with each other. Finally, they had to get to 'The End' to be declared the winner.

On the activity's day of implementation, these tourism management students were divided into four or five small classes. A board game was given to each group, a dice and a deck of cards with questions on them. First, they were explained on the rules and regulations on playing the language board game. They had to roll the dice in turn to decide the order of the players. They had to answer questions on the card based on the number they got from the dice after that. Players had to answer the questions on the card and then move on to the next player if their answers were correct. If they don't get it right the first time, they must back up three spaces before the next turn. The practise lasted about an hour and a half in the classroom. During the exercise, photographs and videos were taken. The students were able to overcome their fears of learning English thanks to the language board game. Overcome their shyness of speaking to each other and they were seen able to be comfortable by asking and answering the questions given among the team players while doing the activity. It was found that when they participated in the board game, they were less aware of using English because they were absorbed in the language board game and having fun by laughing at their own answers and at the responses of their teammates.

This project seemed to have helped not only the tourism management students but also the lecturers who have created the language board game named 'Dare to Speak' questions in the game. Student showed more excitement during the activities. Good feedback was received as they could tell the students were having a great time and were eager in their use of the English language as their command language, they were so engrossed in the activity that they almost forgot about their previous fear of making mistakes. These can be seen from the photographs taken during the event.

III. Conclusion

This paper focuses on the concept and advantages of edutainment in Malaysian context among the tourism students. There are many different integrating activities

that use the edutainment concept in the classroom. Various edutainment concept or game activities can be developed in the method of learning English. In addition, the researchers would want to investigate the possibility and impact to make use of the language board game as one of the methods for English language teachers or educators are capable of presenting for new subject matter with. The researchers would recommend using edutainment or games activities in education to teachers or educators who are concerned about their students' progress engagement and want to make their lessons more interesting.

Edutainment concept is highly recommended in language classes especially English language classes of non native speakers. The researchers will keep on continue using edutainment or games activities in their lessons; mainly with cooperative games. It is highly recommended to teachers or educators using edutainment concept or games activities because they have the ability to make the lesson more interesting, enable students to collaborate and participate in the learning process by giving them the opportunity to speak up.

There are few added value of edutainment for learning and teaching especially in English language classes. Firstly, they expand the landscape of both formal and informal education are available. Secondly, the elements of edutainment used in teaching and learning appeal to a new nature of cognition in contemporary learners, both youngsters and adults. The students tend to learn better and easier, when in place in groups and in a situation similar to their real life, where they are used to interactivity, fast flowing of information, clipped and/or fragmented information, and message delivered in the most vital way. Therefore, attractive and engaging edutainment as an approach can contribute to learners' motivation, concentration, reflection, and progress. The instructional designer should artistically interweave the elements of edutainment into a course in order to balance education and entertainment and avoid entertainment outweighing the learning process. It is also important to offer learners a diversity of instruments of edutainment and infotainment and monitor their efficiency.

Edutainment concept or utilizing games in education provide learners in this case, the tourism management students, especially youngsters, a situation in which students can learn without being hindered by social norms, mundane habits, or performances edutainment concept or games activities can promote language development and social engagement in a lighthearted manner, positive and non threatening manner. Researchers would like to recommend that by exploring this edutainment concept, it has improved the opportunity to verify the educational validity of what happens in a typical English classroom. To conclude, edutainment concept not only can make the students have fun, enabling the students to express

themselves freely but also can increase their English language learning interest as a lifelong learning.

This conceptual study found there is need for the edutainment in teaching and learning English language. In future, empirical study on the edutainment concept can be applied on the tourism management study.

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GUEST'S PERCEPTION OF SERVICE QUALITY DURING THE COVID-19 PANDEMIC AT FOUR STAR HOTELS CATEGORY IN NUSA DUA AREA OF BALI

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Abstract

Guest satisfaction is very important for every hotel. If the guest is satisfied, they will become repeater guest and give recommendation to others for staying at that hotel. The Covid 19 pandemic which occurred for more than one year has had an extraordinary effect and it force all hotel in Bali to temporary closed their operation. When Government of Indonesia and the Provincial Government of Bali opened Bali tourism for domestic tourists, four-star hotels category in Nusa Dua area starts to reopen their property. In this uncertain condition, those hotels implement strategy that focus to cater their operation cost. Adjustment in staffing also operation will be reducing hotel services and will be impact to guest satisfaction.

Quantitative research was carried out by distributing questionnaires to 100 respondents to measure guest perception of service quality when stay on four-star hotels category in Nusa Dua area during pandemic Covid19. The dimensions of service quality that are measured are Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Data analysis using a Likert scale shows guests' perceptions of service quality during the Covid-19 pandemic at 4-star hotels in the Nusa Dua Bali area at a value of 3.59 or in the good category.

Keywords: *guest perception, pandemic covid19, service quality*

I. Introduction

Covid 19 pandemic that occurred, force Indonesia Government to close international border to reduce the outbreak. Not only that, Indonesia Government also carry out large-scale social restrictions especially in travelling for Indonesia citizens. Those, one of the impacts was in Tourism Industry. Hotel do a temporary closed, not only because to support reducing outbreak it also because no people do a travelling.

Bali as one of the provinces in Indonesia with main focus in tourism sector, experience the big impact of the pandemic. All of hotel was closing down, following with others business that related with tourism such as restaurant, travel company, and tourism destination. Chairman of the Association of Indonesian Hotels and Restaurants or PHRI of Badung Regency, IGA Rai Suryawijaya, said that Bali's economy is currently the worst condition in its history, because the hotel occupancy rate has reached zero.

Various efforts to recover tourism sector was carried out. Tourism industry do improvement by implementing CHSE protocol in order to comply with government

instruction in order to minimize outbreak and able to back running back tourism inline with healthy condition also situation. The aim implement CHSE protocol is to growing confidence among tourists about the application of health protocols in Bali ((<https://www.baliprov.go.id/web/berbagai-upaya-dilakukan-pemprov-bali-untuk-pemulihan-ekonomi/>)).

The Government of Indonesia and Provincial Government of Bali officially opened Bali tourism to domestic tourists since July 31, 2020. This was followed by reopening of several hotels in Bali, including hotels in the Nusa Dua area. The opening of this hotel of course carried out by hotel management with a variety of strategies. The aim of the strategy is to made hotel able survive both financially and operationally during a pandemic. Research by Nuruddin, Putu Eka Wirawan, Sri Pujiastuti, Ni Nyoman Sri Astuti in 2020 finding strategies carried out by hotels in Bali are:

1. Temporary employee termination.
2. Restrictions on the use of hotel facilities.
3. Efficiency in every hotel expense.
4. Optimization of sales of other hotel products.
5. Make sales with the pay now stay later model.
6. Enforce reschedule of stay rather than refundable for each reservation.

According to Senior Associate Director of Colliers International Ferry Salanto, hotel need to do some strategy that might effective such as allocated guest in one sector of building, close temporary complementary facility like gym, spa, some restaurant if hotel have more than one and business centre. (<https://finance.detik.com/properti/d-4969672/alasan-masih-ada-hotel-tetap-operasi-di-mid-crisis-corona>).

The implementation of those strategy will of course have an impact on quality of services provided to guests and will shape guests' perceptions of quality of the service. Therefore, this paper aims to determine guest perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua area of Bali.

II. Literature Review

2.1 Perception

According to Listyana and Hartono (2015) in Shandy (2020: 26) perception is a process that is preceded by sensing, which a tangible process of receiving stimuli by individuals through their senses or also called a sensory process. However, the process doesn't stop yet, but the stimulus is keep going and then a perceptual process.

Furthermore, Tanra (2015: 118) states that perception is defined as a process of observing a person towards the environment by using his senses so that he becomes aware of everything in his environment.

Perception occurs because of a process. According to Supranto and Limakrisna (2011: 163), there are four stages in perception, namely:

1. Openess/Transparency

First, convincing information and communication must be able to reach individuals. When disclosure occurs, one or more feelings will arise and the initiating process of information begins. In this process, individuals will capture the type of information that catches their attention and is useful for the individual.

2. Attention

The process capacity allocated to the stimulus received. The next step of openness is allocating information processing capacity. The more relevant the message and its content, the easier it is to attract attention. According to Rakhmat (2000: 52) attention is a mental process when a series of stimuli stands out in consciousness when other stimuli are weakened.

3. Intrepretation

Taking images or giving meaning by individuals to an object or as giving meaning to sensations. Interpretation is a function or pattern formed by characteristics stimulus, individual and situational. In this process, individuals will create a final picture and draw conclusions about the meaning received and interpret things from their own point of view.

4. Memory

Memory is used to continue to impart memories of everything in the minds of individuals. So, through memory individuals will remember information.

2.2 Service Quality

According to Adam (2015: 10) in Wardani (2017: 26), service quality is important for industry that focus in providing services. Customer will only choose services that have a good performance.

Kotler (2002) in Putro, Samuel and Brahmana (2014: 2) service is intangible of action without any ownership and can be offer to others. Another definition from Gummesson (1987) in Jaya and Salim (2017: 3) defines service as “*something which can be bought and sold but which you can't drop on your feet*”.

This definition explains that services can be exchanged but are difficult to experience or feel physically. From all definition state above, the conclusion of service definition is a system, procedure or certain method provided to

customer, and able to accommodate customer expectation as well their perception.

Lupiyoadi (2001) in Wulandari (2021: 13), divided service quality into five dimensions which is:

1. Tangibles

It is company ability to proofing evidence of owning tools and equipment that will support them provide service to the customer.

2. Reliability

It is company ability to provide service as per agreement made with the customers. The ability indicators that usually use to proof company reliability is service given as per schedule, service should have high accuracy, service should be friendly and minimum of error.

3. Responsiveness

It is company ability to provide accountability of service, able to provide assistance with fast to customer without any delay.

4. Assurance

It is company ability to proofing their competency in terms of knowledge which is will build customer trust.

5. Empathy

It is company ability to show and give their special attention to the customer by understanding customers need.

III. Research Methodology

To measure guest perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua area of Bali, the methodology as follows:

3.1 Data Collection

There is two kind of data need to measure guest perception on this paper that is:

a. Primary data

Primary data is collected by distributing 100 questionnaires to guest who stay at four stars hotel category at Nusa Dua area. Due to permission from hotel management, questioner only distributing to guest who stay at the following hotels:

1. Sadara Resort
2. Mercure Nusa Dua Hotel
3. Amnaya Benoa
4. Swiss Bell Hotel Segara
5. Ibis Style Nusa Dua

The data collection was conducted from 28 February 2021-09 March 2021

b. Secondary data

To support this research, a study conducted by studying literature that related to the topic.

3.2 Data Analysis Techniques

The data analysis techniques used in this paper as follows:

a. Likert Scale

To analyse the answers obtained from the questionnaire, calculations were carried out using the Likert scale method, which was developed by Rensis Likert (1932). This method is mainly used to measure psychometric response of respondent statement (Suwandi, Irmansyah, Dasril 2019: 4).

b. Reliability Test

To ensure questioner answer are consistent, reliability test should be done on each indicator. Cronbach Alpha formula technique with processing SPSS computer program was use to ensure all the indicator reliable. The answers of each indicators reliable if Cronbach Alpha coefficient (rn) is ≥ 0.6 (Ghozali 2005 in Wulandari 2021: 33).

c. Validity Test

To ensure questioner on this paper is valid, validity test should be done for reveal if the questioner able to measure guest perception as per paper topic. SPSS computer program was use to check the correlation of Bivariate Pearson (Product Moment Pearson) and Corrected Item Total Correlation. If the testing result shown that R-Count was greater than R-Table in 5% significant level than the questioner indicator is valid (Ghozali 2005 in Wulandari 2021: 33).

IV. Results and Discussions

4.1 Description of Research Data

All respondents in this paper were Indonesian citizens and domiciled in Bali. The following table shows the characteristics of respondents.

Table 1: Characteristic of Respondents Age

No	Age Range	Amount	Persentage
1.	18-23	12	12%
2.	24-29	36	36%
3.	30-35	29	29%
4.	36-40	17	17%
5.	>40	6	6%

Source: Result of data processing, 2021

Table 2: Characteristic of Respondents Gender

No	Gender	Amount	Percentage
1.	Male	64	64%
2.	Female	36	36%

Source: Result of data processing, 2021

Table 3: Characteristic of Respondent Profession

No	Profession	Amount	Percentage
1.	Student	14	14%
2.	Entrepreneur	63	63%
3.	Government employee	16	16%
4.	Military	3	3%
5.	Police	4	4%

Source: Result of data processing, 2021

Table 4: Respondent Income Characteristic

No	Income	Amount	Percentage
1.	≤ Rp. 2.000.000	9	9%
2.	Rp. 2.000.001 – Rp. 4.000.000	51	51%
3.	Rp. 4.000.001 – Rp. 6.000.000	22	22%
4.	Rp. 6.000.001 – Rp. 8.000.000	12	12%
5.	≥ Rp 8.000.000	6	6%

Source: Result of data processing, 2021

4.2 Data Analysis

The analysis of data as follows:

4.2.1 Validity Test

To analysing validity of the data, SPSS computer program was use to check the correlation of Bivariate Pearson (Product Moment Pearson) and Corrected Item Total Correlation. The requirement to state the data valid is R-Count was greater than R-Table in 5% significant level. Table 4.5 below show the result of validity test.

Table 5: Validity Test Result

Variable	r-count	r-table (5%)	Remark
Tangibles (X1)			
X1.1	0,822	0,396	Valid
X1.2	0,902	0,396	Valid
X1.3	0,877	0,396	Valid
X1.4	0,875	0,396	Valid
X1.5	0,820	0,396	Valid

Reliability (X2)			
X2.1	0,798	0,396	Valid
X2.2	0,884	0,396	Valid
X2.3	0,908	0,396	Valid
X2.4	0,886	0,396	Valid
X2.5	0,793	0,396	Valid
Responsiveness (X3)			
X3.1	0,875	0,396	Valid
X3.2	0,879	0,396	Valid
X3.3	0,911	0,396	Valid
X3.4	0,875	0,396	Valid
X3.5	0,835	0,396	Valid
Assurance (X4)			
X4.1	0,837	0,396	Valid
X4.2	0,889	0,396	Valid
X4.3	0,911	0,396	Valid
X4.4	0,886	0,396	Valid
X4.5	0,897	0,396	Valid
Empathy (X5)			
X5.1	0,806	0,396	Valid
X5.2	0,916	0,396	Valid
X5.3	0,904	0,396	Valid
X5.4	0,875	0,396	Valid
X5.5	0,867	0,396	Valid

Source: Result of data processing, 2021

Based on the SPSS calculation in Table 4.5, each question item has a score of R-Count greater than the R-Table in 5% significant level (N = 25), 0.396. It can be concluded that the questions in the questionnaire on guest perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua Bali area are valid.

4.2.2 Reliability Test

To analysing reliability of the data, SPSS computer program with Cronbach Alpha formula technique was use to check the data. The requirement to state data is reliable if Cronbach Alpha coefficient (rn) is ≥ 0.6 . Table 4.6 below shows the results of the reliability test.

Table 6: Reliability Test Result

No.	Dimension	Reliability Value	Significance	Remark
1	Tangibles	0,911	0,60	Reliable
2	Reliability	0,907	0,60	Reliable
3	Responsiveness	0,923	0,60	Reliable
4	Assurance	0,929	0,60	Reliable
5	Empathy	0,921	0,60	Reliable

Source: Result of data processing, 2021

From the above table can be explained that all variables have a Cronbach Alpha (α) greater than 0.60, it can be concluded that all measurement concepts for each variable from the questionnaire are reliable.

4.2.3 Average Results of Guest Perceptions of Service Quality during the Covid-19 Pandemic Period at 4 Star Hotels in Nusa Dua Bali Region.

Sugiyono (2007) in Wulandari (2021: 31) states that the Likert scale can be used to measure person attitudes, opinions or perceptions as an object or social phenomenon. Five variables are measured on a scale of one to five.

These data will be recalculated to find out the average number. The average value is used in reference to determine guest perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua area of Bali. The formula used in calculating the average value is;

$$\bar{x} = \frac{\sum n \cdot B}{N}$$

Remark:

\bar{x} = Average

$\sum n$ = Number of Respondents

B = Measured score on a five-level Likert scale

N = Total number of respondents

The formula used to determine the category and boundaries for each category is:

$$\text{Range} = \text{High score} - \text{low score}$$

$$5 - 1 = 4$$

$$\text{Number of Criteria} = 5$$

$$\text{Intervals of class} = \frac{\text{Range}}{\text{Number of Criteria}}$$

$$= \frac{4}{5}$$

$$= 0,8$$

Then = 1,00 - 1,80 = very less

1,81 - 2,60 = less

2,61 - 3,40 = average

3,41 - 4,20 = good

4,21 - 5,00 = excellent

Table below shows results calculation of average guest perception service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua Bali area based on the dimensions of service quality.

Table 7: Guest Perception on Tangibles Variables

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
Hotel building is in good condition	-	38	81	172	55	346	3,46	Good
Parking area available	1	36	72	180	60	349	3,49	Good
The hotel rooms are neat and tidy	1	32	90	168	55	346	3,46	Good
The staff is wearing uniform	-	28	60	212	65	365	3,65	Good
Hotel facilities are functioning properly (lighting, telephone, swimming pool, gym, clean water)	-	28	69	216	45	358	3,58	Good
Average score of tangibles variables						352,8	3,528	Good

Source: Result of data processing, 2021

Table 8: Guest Perception on Reliability Variables

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
The check in and check out process was very efficient	1	46	81	164	40	332	3,32	Good
Food preparation time is not more than 15 minutes	1	34	57	212	50	354	3,54	Good
Friendly staff service	1	32	60	188	80	361	3,61	Good
Staff are able to implement health protocols	1	24	66	208	65	364	3,64	Good
Staff are knowledgeable about health protocols well.	1	26	60	216	60	363	3,63	Good
Average score of reliability variables						354,8	3,548	Good

Source: Result of data processing, 2021

Table 9: Guest Perception on Responsiveness Variables

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
Staff is very quick to help guests	1	42	63	184	55	345	3,45	Good
Staff is alert and responsive to help guests	-	40	54	200	60	354	3,54	Good
Staff is very initiative in serving guests	-	40	72	180	55	347	3,47	Good
Staff is able to communicate well to guests	-	28	57	220	60	365	3,65	Good
Staff is able to resolve complaints well.	-	32	78	204	35	349	3,49	Good
Average score of responsiveness variables						352	3,52	Good

Source: Result of data processing, 2021

Table 10: Guest Perception on Assurance Variables

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
Hotel provides facilities according to the advertisement	-	30	69	200	60	359	3,59	Good
Hotel gives rooms according to the advertisement	-	22	57	216	80	375	3,75	Good
Hotel provided the breakfast according to the advertisement	1	24	57	228	55	365	3,65	Good
Hotel ensures the safety of guests	1	24	48	244	50	367	3,67	Good
Hotel provides sufficient amenities	1	22	54	208	90	375	3,75	Good
Average score of assurance variables						368	3,682	Good

Source: Result of data processing, 2021

Table 11: Guest Perception on Empathy Variables

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
Hotels remain professional in providing services during pandemic	-	30	69	200	60	369	3,69	Good
Hotel understands the needs of guests in times of pandemic	-	22	57	216	80	355	3,55	Good

Statement	Frequent of answer					Total Score	Average Score	Result
	1	2	3	4	5			
Hotels care about the need for guest safety in times of pandemic	1	24	57	228	55	362	3,62	Good
Hotel put down the advisory regarding health protocol in all areas	1	24	48	244	50	375	3,75	Good
Hotel is able to build a good relationship with guests	1	22	54	208	90	386	3,86	Good
Average score of empathy variables						352	3,52	Good

Source: Result of data processing, 2021

Table 12: Guest Perceptions of Service Quality during the Covid-19 Pandemic Period at 4 Star Hotels in the Nusa Dua Area of Bali

No	Variable	\bar{x}	Remark
1.	Tangibles	3,52	Good
2.	Reliability	3,54	Good
3.	Responsiveness	3,52	Good
4.	Assurance	3,68	Good
5.	Empathy	3,69	Good
Average Value		3,59	Good

Source: Result of data processing, 2021

4.3 Discussion

The strategies applied by hotels which are the research locations are:

1. Temporary employee termination.
2. Restrictions on the use of hotel facilities.
3. Efficiency in every hotel expense.
4. Optimization on sales of other hotel products.
5. Enforce pay now stay later system.
6. Enforce a reschedule of stay rather than refundable for each reservation.

The implementation of this strategy certainly has an effect on service performance, for example at Sadara Resort the reduction in service occurred in bellboy team, which previously bellboys served from 07.00-23.00 (in 2 work shifts) now there is even no bellboy service.

However, Table 4.12 shows that the overall value of guests' perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the

Nusa Dua area is still in a good category. This perception is because almost all guests understand the situation in Bali tourism especially hotels. A promo rate which is almost 75% discount from normal rate considered as a compensation for services adjustment provided by hotel management.

V. Conclusion and Suggestions

5.1 Conclusion

During the Covid 19 pandemic, hotels implemented various strategies in order to maintain their business. The strategic have aimed at efficiency will of course have an impact to the quality of services provided.

This research has a result that guests' perceptions of service quality during the Covid-19 pandemic at four-star hotels category in the Nusa Dua area are still in a good category. This is because almost all guests understand the situation in the Bali tourism, especially hotels. A cheaper price announce as promo rate is also considered as a compensation for services adjustment provided by hotel management.

5.2 Suggestion

In order to comply with Indonesia Constitution No. 8 of 1999 regarding Consumer Protection and Ministerial Regulation Number: PM.53 / hm.001 / MPEK / 2013 regarding Hotel Business Certification, hotels are required to provide information to guests regarding reduced services provided. This information can be provided to guests by:

1. Provide information verbally when guests register check-in.
2. Provide information in written or digital form in rooms related to hotel services during a pandemic.
3. Imposing 're-schedule of stay' if the guest decides not to stay because of reduced service as a form of compensation with adjusted terms and conditions.

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DOMESTIC CUSTOMERS SATISFACTORY LEVEL DURING PANDEMIC: CASE STUDY VILLAS AT SEMINYAK BALI INDONESIA

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Abstract

This research aims to measure and determine the level of guest satisfaction using Customer Satisfaction Index (IKP). Data obtained by distributing questionnaires to 90 domestic guests spread across 5 villas, the results from that questionnaire are measured using likert scale. Furthermore, the questionnaire will be tested using data validity and reliability tests. The results obtained from this study indicate that the four aspects (product, price, location and service) have a satisfactory value, the details are as follows: 1) The product aspect has an average consumer satisfaction index value of more than 0.753 which is satisfied; 2) The price aspect has an average consumer satisfaction index value of more than 0.731 which is satisfied; 3) The location aspect has an average consumer satisfaction index value of more than 0.7333 which is satisfied; 4) The service aspect has an average consumer satisfaction index value of more than 0.80 which is satisfied. Overall, the staying guests was satisfied.

Keywords: *Consumer Satisfaction, Product, Price, Place, Services*

I. Introduction

The growth of tourism has influenced by various kinds of events such natural disaster, terrorism, war, economic crises to pandemic (Static 2020). The Covid Pandemic that happened since the beginning of 2020 in Indonesia has impacted the decline in all sectors including tourism, especially in Bali. A number of tourist attractions to Airports have been closed in order to prevent the spread of the virus. The closure of some tourist attractions and Airport has resulted the decreased in the number of tourists arrivals since the beginning of 2020. When compared with the numbers of Tourist arrivals in 2019, the decreased occurred to 99.93% (BPS, 2020).

The decreased in the numbers of tourism visit could cause a lower performance in tourism sector including hotels / villas. Those industries are quite vulnerable to unforeseeable circumstances such as pandemic, natural disasters as well as terrorist attack (Jiang & Wen, 2020). This makes security and safety to be the most important issues for tourists to feel protected from danger during the trip (Al Battat & Som, 2020).

The Indonesian and Bali Government are doing their best in terms of restoring the tourism sector in Bali. The first step to tourism recovery was carried out by reopening Bali tourism for domestic tourists on July 31, 2020 (Kompas.Com,2020).

Within this, it has created momentum by several accommodation service businesses to reopen the operations of several villas in Bali, including in the Seminyak area.

Various challenges and market competition makes a diversity to the development of a business during the Covid 19 pandemic. In order to running a business, marketing competition is not surprising for both businesses that has a good and not very good opportunities. Whether or not a business opportunity is good can be measured by the high market demand.

Nowadays, the attention to consumer satisfaction and dissatisfaction is getting bigger. The party that most directly related to this are marketers, consumers, consumer institutions and consumer behavior researchers. It is now increasingly recognized that the main key to winning the competition is providing value and satisfaction to customers. Buyer satisfaction depends on the performance of a business.

Consumer Satisfaction are the most important in Marketing concept. Given the high level of importance to marketing, satisfaction has been the subject of several consumer studies conducted quite intensively by companies. Based on Robinette's theory in Suwarni & S (2009) states the factors that affect customer loyalty is attention (caring), the company must be able to see and overcome the needs, expectations and problems faced by customers.

Using that attention, consumers will be satisfied by the companies and will be a repeater of the company, in the end they will become a loyal customers; trust (trust), trust comes from a long process until both parties trust each other. If trust has been established between the customers and company, then the effort to maintain the cooperation will be much easier, the relationship between the company and customers is reflected by the level of trust; and the accumulative satisfaction from the customers, the overall assesment based on the total consumption purchases of goods and service in a certain period.

For a consumer-focused salesperson, satisfaction is the ultimate goal. During its development, sellers like this have implemented the patterns of measuring customers satisfaction in many ways. Such as complaint / suggestions system, consumer surveys, consumer loss analysis, and so on. Only customer-focused salesperson have succeeded in attracting consumers. Therefore the aim of this study is to determine the level of guest satisfaction during COVID 19 Pandemic at the Villas around Seminyak Area, Bali

II. Literature Review

2.1 Customer Satisfaction

Satisfaction is the level of a person's feelings after comparing the performance / results they feel with their expectations. Meanwhile, according to

Kotler (2002) satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing the perception / impression of the performance (or results) of a product and its expectations. To reach customer satisfaction, companies must create and manage a system to obtain more customers and the ability to retain customers.

A satisfied customer will share their satisfaction with the manufacturer or service provider. In fact, satisfied customers will share their feelings and experiences with other customers. This will become a reference for the company concerned (Andi, 2004).

According to Kotler (2002) satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing the perception / impression of the performance (or results) of a product and its expectations. If the performance is below expectations, customer won't be satisfied. If the performance meets expectations, customer will be satisfied. If the performance beyond expectations, customer will be very satisfied and happy.

2.2 Variables Measurement Concept

This research is a collective study using consumer satisfaction index analysis, using data obtained with the help of questionnaires from the research respondents which is the staying guests between the chosen villas. The variable used in this study is customer satisfaction. The customer satisfaction variable has indicators, such as:

a. Product

Product indicators based on Kotler, P. (2002)

- Building condition in the villa area
- Properly functioned villa facilities (lights, phone, pool, gym, water, and wifi)

Cleanlines of the villa

b. Price

There are 2 price indicators based on Stanton (2000):

- Affordable Villas during pandemic
- Higher price meets good quality villa

c. Places / Location

Places indicators according to Elat (2014):

- Strategic Villa Location
- transportations facilities that could reach the villa area

d. Services

According to Gazperz (1997), Service quality indicators are :

- Ease of service provided
- Convenience in the services provided

- The timeliness of the services provided
- The hospitality of the services provided by the Villa Staff

III. Research Methodology

3.1 Time and Location of The Research

This study is a quantitative method. The data collection was conducted on February 28th – March 20th, 2021 based on probability sampling and 5 villas were selected which listed below:

1. Maca Villas and Spa Seminyak
2. Villa Kayu Raja
3. The Kunja Villas and Spa
4. Villa Air Bali Boutique Resort & Spa
5. The Khayangan Villas Seminyak

The selection of the above villas is based on the approval with the permission of respective.

3.2 Data Collection Methods

This research data collection was carried out using :

a. Primary Data

Primary Data is a data collection by conducting direct research by distributing questionnaires and giving out written questions to hotel guests.

b. Secondary Data

Secondary data is a data collection from several literatures and scientific works related to this research.

3.3 Sampling Method

The sampling method used in this study was descriptive analysis by distributing questionnaires of 90 respondents. All respondents were Indonesian citizens. This sampling method itself using probability sampling, precisely “purposive sampling method”. This sampling selection is done because the researcher understands that the required information can be obtained from a certain target group who is able to provided the desired information because they do have such information and they meet the criteria determined by the researcher.

3.4 Questionnaires Design

The data analysis techniques used in this study are as follows :

a. *Skala Likert*

According to Sugiyono (2009) , the likert scale is used to measure the attitudes, opinions, and perceptions of a person or a group of people about the social phenomena.

Table 1: *Skala Likert*

Criteria	Score
Very Dissatisfied	1
Dissatisfied	2
Neutral	3
Satisfied	4
Very Satisfied	5

b. Reliability Test

Reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to the question is consistent or stable from time to time. The measurement of reliability is using Cronbach's Alpha because the reliability less than 0.6 is not good and more than 0.6 is good (Ghozalli, 2007).

- If reliability $> 0,6$ then the statement is not reliable
- If reliability $\leq 0,6$ then the statement is reliable

Table 2: Reliability Test

No	Aspect	Question	Cronbach Alpha		Criteria
1	Product	Question 1	0.612	0.60	Reliable
		Question 2	0.612	0.60	Reliable
		Question 3	0.612	0.60	Reliable
2	Price	Question 1	0.615	0.60	Reliable
		Question 2	0.615	0.60	Reliable
		Question 3	0.615	0.60	Reliable
3	Place	Question 1	0.789	0.60	Reliable
		Question 2	0.789	0.60	Reliable
4	Service	Question 1	0.714	0.60	Reliable
		Question 2	0.714	0.60	Reliable
		Question 3	0.714	0.60	Reliable
		Question 4	0.714	0.60	Reliable

From the result of the reliability test shows that for the product aspect of question 1 has Cronbach's Alpha value of $0,612 > 0,60$ so question 1 is declared reliable. The product aspect of question 2 has Cronbach's Alpha value of $0.612 > 0.60$ so that question 2 is declared reliable. The product aspect of question 3 Cronbach's Alpha value of $0.612 > 0.60$ so that question 3 is declared reliable.

For the price aspect, question 1 has Cronbach's Alpha value of $0.615 > 0.60$ so that question 1 is declared reliable. The price aspect of question 2 has Cronbach's Alpha value of $0.615 > 0.60$ so that question 2 is declared reliable.

The price aspect of question 3 has Cronbach's Alpha value of $0.615 > 0.60$ so that question 3 is declared reliable.

For the service aspect of question 1 has Cronbach's Alpha value of $0.714 > 0.60$ so that question 1 is declared reliable. The service aspect of question 2 has Cronbach's Alpha value of $0.714 > 0.60$ so that question 2 is declared reliable. The service aspect of question 3 has Cronbach's Alpha value of $0.714 > 0.60$ so that question 3 is declared reliable. The service aspect of question 4 has Cronbach's Alpha value of $0.714 > 0.60$ so that question 4 is declared reliable

c. Validity Test

The Validity test is used to measure whether or not a questionnaire is valid (Ghozali 2007). The test can be done by using Pearson's Correlation test by doing a bivariate correlation between the score from each indicator and the total construct score. From the SPSS output display shows that the correlation between each indicator to the total construct score shows a significant result, it can be concluded that each question indicator is valid. The Criteria

- If the sig value \geq alpha then the statement is invalid
- If the sig value $<$ alpha then the statement is valid

Table 3: Validity Test

No	Aspect	Question	Sig Value	Alpha	Criteria
1	Product	Question 1	0.009	0.05	Valid
		Question 2	0.003	0.05	Valid
		Question 3	0.000	0.05	Valid
2	Price	Question 1	0.001	0.05	Valid
		Question 2	0.000	0.05	Valid
		Question 3	0.014	0.05	Valid
3	Place	Question 1	0.000	0.05	Valid
		Question 2	0.000	0.05	Valid
4	Service	Question 1	0.000	0.05	Valid
		Question 2	0.000	0.05	Valid
		Question 3	0.000	0.05	Valid
		Question 4	0.045	0.05	Valid

From the validity test result, it shows that the product aspect of question 1 has a significance value of $0.009 < \alpha 0.05$ so that question 1 is declared valid. The product aspect of question 2 has a significance value of $0.003 < \alpha 0.05$ so that question 2 is declared valid. The product aspect of question 3 has a significance value of $0.000 < \alpha 0.05$ so that question 3 is declared valid.

For the price aspect, question 1 has a significance value of $0.001 < \alpha 0.05$ so that question 1 is declared valid. The price aspect of question 2 has a

significance value of $0.000 < \alpha 0.05$ so that question 2 is declared valid. The price aspect of question 3 has a significance value of $0.014 < \alpha 0.05$ so that question 3 is declared valid. The price aspect of question 3 has a significance value of $0.014 < \alpha 0.05$ so that question 3 is declared valid.

For the location aspect, question 1 has a significance value of $0.000 < \alpha 0.05$ so that question 1 is declared valid. The location aspect question 2 has a significance value of $0.000 < \alpha 0.05$ so that question 2 is declared valid.

For the service aspect, question 1 has a significance value of $0.000 < \alpha 0.05$ so that question 1 is declared valid. The service aspect of question 2 has a significance value of $0.000 < \alpha 0.05$ so that question 2 is declared valid. The service aspect of question 3 has a significance value of $0.000 < \alpha 0.05$ so that question 3 is declared valid. The service aspect of question 4 has a significance value of $0.045 < \alpha 0.05$ so that question 4 is declared valid.

d. Consumer Satisfaction Index

Consumer satisfaction index is data and information about the level of customer satisfaction obtained from quantitative and qualitative measurement of customer opinions in obtaining public services by comparing expectation and reality.

According to Fornell in Iqbal there are many benefits received by companies by achieving high levels of customer satisfaction. A high levels of customer satisfaction could increase customer loyalty and prevent customer turnover, reduce customer sensitivity over the company's price, reduce marketing failure costs, reduce operational cost that caused by increasing numbers of customer, increase advertising effectiveness, and improve business reputation.

Mital et al in B. Mulyono et al (2007) suggest that negative performance on product attributes has a negative effect on overall satisfaction, and positive performance on products has a positive effect on the same attributes and overall satisfaction shows a reduction sensitivity to the level of performance attributes.

Given the importance of value and customer satisfaction, that is known as the value chain concept proposed by Michael Porter in Syamsi (2008) states value chain is a way for companies to find more customer value. Each company consist of activities to design, produce, market and support the product it produces. The value chain identifies nine important strategic activities that create value and cost in a particular business. That nine value creation activities are consist of five main activities and four supporting activities.

This index is ideal to measure the result of achieving the expected strategic goals, In practice, (IKP) Consumer Satisfaction Index is difficult to do because it requires a lot of process, time and costs. According to Suparyanto (2006), Consumer Satisfaction Index uses this below formula :

$$IKP = \frac{(F1 \times S1) + (F2 \times S2) + (F3 \times S3) + (F4 \times S4) + (F5 \times S5)}{\sum F \times 5}$$

Details:

- IKP : Consumer Satisfaction Index
- F1 : The number of respondents who answered was very dissatisfied.
- F2 : Not Satisfied
- F3 : Neutral
- F4 : satisfied
- F5 : Very satisfied
- ∑ F : Total Respondents
- S1-S5 : 1,2,3,4 dan 5 (1 = very dissatisfied), (2 = not satisfied) (3 = neutral), (4 = satisfied), (5 = very satisfied)

Table 4: Level of Customers Satisfaction

Index Numbers	Category
<0.20	Very Dissatisfied
0.21 - 0.40	Not Satisfied
0.41 - 0.60	Neutral
0.61 - 0.80	satisfied
>0.81	very satisfied

IV. Results and Discussions

4.1 Respondents Description

The analysis in this study involved 90 respondents by distributing 90 questionnaires where each property received 18 questionnaires. The available respondents data intends to explain the background of each respondent. Related matters are grouped based on gender, age, and occupation.

a. Respondents Based On Gender.

With the availability of various types of products (room types) it will also affect the guest behavior based on gender. Gender backgrounds with

differences in the nature or instincts of each gender will provide value in actions or decisions related to the use of a product or service. Tabulation regarding gender can be seen in the table 5 below:

Table 5: Respondents based on Gender

Gender	Total	Percentage
Male	32	35.55%
Female	58	64.44%
Total	90	100%

Based on the data above, it shows that the number of male respondents is as many as 32 people with a percentage of 35,55% and female respondents are as many as 58 people with a percentage of 64,44%. This means that the guest who come are dominated by female guests.

b. Respondents Based On Age

The age background will affect a person's experience with regard to the selection of a product, goods and services. In the productive age category, a person usually will find it easier and faster to accept innovations and the product variations, meanwhile someone with a Non-productive age will tend to find difficulty to accept it. Tabulation regarding age can be seen in table 6.

Table 6: Respondents based on Age

Age	Total	Percentage
< 20 years old	10	11.11%
21-30 years old	65	72.22%
31-50 years old	10	11.11%
> 50 years old	5	5.55%
Total	90	100%

Based on the data above, it shows that the number of respondents who are under 20 years old is 10 people with the proportion of 11.11%. The number of respondents aged 21 to 30 years was 65 people with the proportion of 72.22%. The number of respondents aged 31 to 50 years is as many as 10 people with the proportion of 11.11%. The number of respondents who are over 50 years old is 5 people with proportion of 5.55%. This means that guests who come to stay are dominated by the aged of 21 to 30 years old.

c. Respondents Based On Occupation

The occupation background could influence a person's decision before buying a product. The type of occupation will describe a person's lifestyle and behaviour for selecting and evaluating products. In this case, it is also illustrates that respondents with their respective of work are expected to be

able to answer the questions posed in this study. Tabulation regarding occupation can be seen in table 7.

Table 7: Respondents based on occupation

Occupation	Total	Percentage
College Student	5	5.55%
Private Employee	25	27.78%
Entrepreneur	45	50%
Civil Servant	15	16.67%
Total	90	100%

4.2 Customers Satisfaction Level Analysis

a. Product

Product is the result of production activities in the form of goods. Products affect guest satisfaction because they are something that is offered to the market to fulfill guests' needs and desires. Table 8 describes the frequency of guest satisfaction related to product aspects.

Table 8: IKP Based On Product Aspect

No	Indikator	Skala Likert					IKP	Criteria
		VD	NS	N	S	VS		
1	Building condition in the villa area	0	0	24	42	24	0.80	Satisfied
2	Properly functioned villa facilities (lights, phone, pool, gym, water, and wifi)	0	0	21	57	12	0.78	Satisfied
3	Cleanlines of the villa	0	9	36	45	0	0.68	Satisfied
Average IKP							0.75	Satisfied

From the calculation of the guest satisfaction index, shows that the IKP average value is 0.75 which indicates that guests are satisfied with the aspects of the offered product.

b. Price

Price is an important part of a product because it will affect manufacturer profits. The variations of prices are also a consideration for

guests to buy. Table 9 describes the frequency of customer satisfaction related to the price aspect.

Table 9: IKP Based on Price Aspect

No	Indicators	Skala Likert					IKP	Criteria
		VD	NS	N	S	VS		
1	Affordable Villas during pandemic	0	9	36	39	6	0.69	Satisfied
2	Higher price meets good quality villa	0	9	21	39	21	0.78	Satisfied
Average IKP							0.74	Satisfied

From the calculation of consumer satisfaction index, it shows that the IKP average value is 0.74 which indicates that guests are satisfied with the aspect of the price offered.

c. Places/Location

A good location that guarantee quick access, could attract a large number of consumers and is strong enough to change consumer buying and shopping patterns. Table 10 describes the frequency of guest satisfaction related to the place / location aspect.

Table 10: IKP Based on Location Aspect.

No	Indicator	Skala Likert					IKP	Criteria
		VD	NS	N	S	SP		
1	Strategic Villa Location	0	6	33	42	9	0.72	Satisfied
2	transportations facilities that reach the villa area	0	3	27	51	9	0.74	Satisfied
Average IKP							0.73	Satisfied

From the calculation of consumer satisfaction index, it shows that the IKP average value is 0.73 which indicates that guests are satisfied from the aspect of the place / location around the villa area.

d. Service

Service is an effort to fulfill the needs of guests' desires delivered appropriately to meet guest expectations. Table 11 describes the frequency of guest satisfaction in relation to the aspects of the services provided.

Table 11: IKP Based on Service Aspect

No	Indicator	Skala Likert					IKP	Criteria
		VD	NS	N	S	VS		
1	Ease of service provided	0	3	21	57	9	0.76	Satisfied
2	Convenience in the services provided	0	3	21	54	12	0.76	Satisfied
3	The timeliness of the services provided	0	0	12	57	21	0.82	Very Satisfied
4	The hospitality of the services	0	0	6	51	33	0.86	Very Satisfied
No	Indicator	Skala Likert					IKP	Criteria
		VD	NS	N	S	VS		
	provided by the Villa Staff							
Average IKP							0.80	Satisfied

From the calculation of the consumer satisfaction index, it shows that the IKP average value is 0.80 which indicates that guests are satisfied with the service aspects provided by the villa staff.

V. Conclusion and Suggestions

5.1 Conclusion

During the Covid 19 pandemic, the villa implemented various strategies to survive the hard times. This study shows the level of guest satisfaction during this pandemic in satisfactory categories. The Customer Satisfaction Index (guests) relates to the four factors of product, price, place and service. Based on the result of this reserach, it can be concluded that the level of guest satisfaction from the product aspect is 0.75, from the price aspect is 0.74, from the place aspect is 0.73 and from the service aspect is 0.80. Overall, the four indicators show satisfactory results

5.2 Suggestion

In the context of a survival strategy during the Covid 19 pandemic, the villa management must be consistent in maintaining and improving the quality of the products, appearance and services provided to the staying guests.

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GUEST'S PERCEPTION THE IMPLEMENTATION OF HEALTH PROTOCOLS IN 4-STAR HOTELS IN THE NUSA DUA BALI

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Abstract

The Covid 19 pandemic has changed the order of life in all sectors. The implementation of the new normal is a step taken by the Government of Bali to reduce the spread of Covid 19 transmission. In the tourism sector in Bali, with the implementation of the new normal, industry actors are constantly improving with the implementation of health protocols both in tourist attractions, hotels and restaurants so that there is growing confidence among tourists about the application of health protocols in Bali.

Mix Method was carried out by distributing questionnaires of 100 respondents. The quality of implementation of the health protocol is measured through the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy. And the extent of guest perceptions of the new normal. Data analysis using a Likert scale shows guests' perceptions of the application of health protocols at 4-star hotels in the Nusa Dua Bali area at a value of 3.81 or in the good category.

Consistency is needed in the application of health protocols in hotels, because periodic supervision is required by both the hotel and the Bali government

Keywords: *Health Protocol, Quality of Application, Guest Perception*

I. Introduction

The Corona virus first appeared at the end of 2019 in Wuhan, China. Corona virus is actually a group of viruses that have been known before, such as the virus that causes Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARSCoV) which causes flu, as quoted from the website of the World Health Organization (WHO), the Chinese government has confirmed that there is a new type of corona virus that has been endemic since the end of last December. (<https://travel.detik.com/travel-news/berapa-banyak-turis-datang-ke-bali-selama-tahun-2019> accessed desember 2020)

The spread of the corona virus is so fast that finally the World Health Organization WHO designated the corona virus outbreak as a corona virus pandemic or COVID-19. Ramli, R. "The Phenomenon of Facing the Covid-19 Pandemic, 2020, at least 69 countries in the world continue to struggle against the threat of the corona virus. Of the 69 countries as of March 2, 2020, Indonesia's names were included in the countries affected by the corona virus. As a result of this very rapid spread, almost all

countries prohibit their citizens from traveling, either domestically or traveling abroad. In addition to this prohibition, countries have also closed international entrances, as has been done by Indonesia.

Closing of access to international guest visits has an impact on the economic sector, especially in the tourism sector, Bali is heavily affected by Covid-19 because the tourism sector is the main support for the economic sector. For tourism, several tourist attractions are closed and almost all hotels in Bali, 5-star hotels, non-star hotels, villas and homestays, do not carry out operational activities or are temporarily closed. Based on data from the central statistics agency the level of foreign tourist arrivals from January 2020 to December 2020 was recorded at only 1.7 million visits. When compared with the number of visits in the same period in 2019, it was recorded that 6.3 million visits decreased by 80%. (<https://bali.bps.go.id/.html> accessed on 01 April 2021)

Various efforts to recover the economy have been carried out. The central and local governments have launched various programs such as a stimulus for UMKM actors (micro, small and medium enterprises), school students and university students to media as print media and online media. In addition, in collaboration with Bank Indonesia and other banks in Bali, mutual cooperation market activities were held to absorb agricultural and fishery products. Likewise in the tourism sector, tourism industry players continue to improve by preparing the application of health protocols both at tourist attractions, hotels and restaurants so that there is growing confidence among tourists about the application of health protocols in Bali.

Another effort made by the Bali Provincial Government is to issue a policy regarding the New Normal which is contained in the Circular Decree of the Governor of Bali Number: 3355 of 2020 concerning the New Era Health Protocol and life in the tourism sector. The Governor's Circular was followed up by the Tourism Office by forming a New Normal Verification Team to verify accommodation services in Bali. (<https://bali.kemenag.go.id/uploads/media/2020/07/SEGUB335514SEKTO.pdf> accessed on 26 maret 2021)

Nusa Dua is an elite and strategic area favored by foreign and domestic tourists and 4star hotels are the most popular. At present there are very few tourist visits during the pandemic and a lack of tourists visiting, but with the new normal and health protocols implemented in hotels, it is hoped that visitors can travel and stay again. Therefore, this study aims to determine, Guest's Perception the Implementation of Health Protocols in 4-Star Hotels in The Nusa Dua Bali as a measure of public services performed by hotels.

II. Literature Review

2.1 New Normal

During the Covid-19 pandemic, the Indonesian people were required to live with a new life order that could “make peace” with Covid-19. What is meant by New Normal is an action or behavior carried out by the community and all institutions in the region to carry out a daily pattern or work pattern or a new lifestyle that is different from the previous one. If this is not done there will be a risk of transmission. This was conveyed by the President of the Republic of Indonesia Joko Widodo in his official speech which stated about the new normal at the Merdeka Palace on May 15, 2020. “Our lives have definitely changed to overcome the risk of the Corona Virus (Covid-19) outbreak. That is what many people call a new normal or new life order. (setneg.go.id/ accessed accessed 09 December 2020)

According to Herdiana and Nurul (2020: 6) the new social order in the context of COVID-19 has the following meanings: First, the basic values that are jointly recognized and obeyed, in this case, namely the existence of a new normal order policy rule along with existing provisions such as maintaining distance between fellow residents in public spaces and use of masks. Second, the position of the individual in the social structure, such as whether as a member of the community, the village head and so on, which will be linked to the demands of the role to be carried out which in this context relates to the new normal. Third, the role that is related to an expectation of an individual's position in the social structure, such as the role of the Village Head who has to disseminate and educate the community about the new normal. Fourth, the identity of the individual where there is a position, the role in carrying out the new normal makes the individual have characteristics that distinguish him from other individuals who heed the new normal.

Government Regulation Circular Decree of the Governor of Bali Number: 3355 of 2020 concerning the New Era Health Protocol and life in the tourism sector. General Standards for Managers, Officers / Employees (Front Office, Lobby, Rooms, Public Areas, Meeting Rooms, and Swimming Pools), Tourists / Guests, and Third Parties / Providers, must:

1. use a mask and / or face shield, and if using a cloth mask, preferably a 3-layer cloth mask;
2. washing hands with soap in running water or using a hand sanitizer;
3. meet the requirements to maintain a minimum distance of 1 meter when interacting and sitting;
4. Implementing a Clean and Healthy Life Behavior (PHBS);

5. Cover the nose and mouth with a tissue or handkerchief when sneezing and coughing; avoiding the use of hands directly touching facial areas such as the eyes, nose and mouth;
6. body temperature measurement
7. Immediately take a shower and change clothes after arriving home;
8. clean personal items, such as cellphones, glasses, bags, masks, and other items, with disinfectant as needed;
9. willing to be examined by health workers in order to prevent the spread of COVID-19;
10. avoid physical contact when delivering greetings.

2.2 Health Protocols

The definition a health protocol is a guide or procedure for activities carried out in order to ensure that individuals and communities remain healthy, protected from certain diseases. The purpose of implementing the health protocol is to increase efforts to prevent and control COVID-19 for people in public places and facilities in order to prevent the occurrence of new epicenter / clusters during the pandemic period. The main principles of the health protocol are protection of individual health and protection of public health.

(<https://covid19.ulm.ac.id/pentingnya-penerapan-protokol-covid-19> accessed 26 maret 2021)

Referring to the meaning in Law number 9/2010 concerning Protocol, the health protocol can be understood as a series of activities related to the rules in an event which includes structuring the place and the course of activities in accordance with health principles, especially in dealing with the Covid-19 pandemic to prevent the transmission of Covid. -19, both for visitors and for hosts. Places that have special characteristics such as farms, tourist objects, baths, etc., need to be equipped with occupational safety and health facilities. So security for everything. (<https://girimulyo.kulonprogokab.go.id//protokol-kesehatan-dalam-masapandemicovid-19> accessed 26 maret 2021).

2.3 Perception Theory

According to Listyana and Hartono (2015) perception is a process that is preceded by sensing, which is a tangible process of receiving stimuli by individuals through their sensory organs or also known as sensory processes. However, the process does not stop there, but the stimulus is continued and then a process of perception.

According to Jalaluddin Rahmat (2004) in his book Psychology of Communication "perception is an experience about the object of an event or relationship obtained by gathering information and interpreting messages.

Meanwhile, according to Sarlito Wirawan Sarwono (2000) in his book Introduction to General Psychology, "perception is the ability to differentiate, classify, and focus .

2.4 Quality of Service

According to Tjiptono (2005) service quality is an expected level of excellence where control over this level of excellence aims to meet customer needs.

Zeithaml, Bitner & Gramler (2009) "service quality, the customer's perception of the service component of a product, is also a critical determinant of customer satisfaction".

Parasuraman (1990) service quality is divided into five dimensions of service quality, here are five dimensions of service quality:

1. Tangibles

It is the company's ability to show its extensions to external parties. The appearance and ability of the physical facilities and infrastructure of the company and the condition of the surrounding environment are the real meaning of the services provided by the service provider.

2. Reliability

The company's ability to provide services as promised is accurate and reliable. Performance must be as promised accurately and reliably. Performance must be in accordance with customer expectations which means punctuality, the same service for all customers without errors, a friendly attitude and also with high accuracy.

3. Responsivness

Responsiveness or responsiveness, namely, the ability to assist and provide fast, responsive and accurate service to customers, by delivering clear information.

4. Assurance

Assurance or also what is meant by certainty is the knowledge, courtesy of compensation and the ability of company employees to foster customer trust in the company.

5. Empathy

Empathy or caring is giving sincere and individual or more personal attention, which is given to customers by trying to understand the desires of consumers.

From the five dimensions of service quality and Tangibles health protocol in terms of building conditions, there is a place for washing hands, and a hand sanitizer. Reliability begins with the employee doing body checks on guests,

asking guests to clean their hands and following health protocols. Responsiveness is receiving guest complaints, assistance to doctors if guests are sick and solving guest problems. Continued Assurance has guaranteed health procedure facilities, guest safety, and good knowledge of health protocols. And finally Empathy, there is information on health protocols in all areas, distributing free masks and good communication.

III. Research Methodology

3.1 Time and Place of Research

This research was conducted from 28 February 2021- 21 March 2021. Sampling was conducted at the following hotels:

1. Sadara Resort
2. Mercure Nusa Dua
3. Amnaya Benoa
4. Swiss Bell Hotel Segara
5. Ibis Style Nusa Dua

The hotel selection is based on the approval and permission of the respective hotel management.

3.2 Data Collection Methods

The research data collection was carried out using:

a. Primary Data

Primary data is data collection by conducting direct research by distributing questionnaires, by holding questions via google form.

b. Secondary Data

Secondary data is the collection of data from several literatures and scientific works related to this research.

3.3 Sampling Method

The mix method used by distributing questionnaires of 100 respondents. The sampling method for this research itself uses probability sampling, to be precise with the purposive sampling method. This sample selection is done because the researcher understands that the required information can be obtained from a certain target group who is able to provide the desired information because they do have such information and they meet the criteria determined by the researcher. The criteria for respondents in this study were respondents who had stayed at one of these hotels at point 3.1.

3.4 Data Analysis Technique

The data analysis techniques used in this study are as follows:

a. Likert Scale

To analyze the answers obtained from the questionnaire, calculations were used with the Likert scale method, which was developed by Rensis Likert (1932). The Likert scale (Likert Scale) is a psychometric response scale mainly used in questionnaires to get respondents' preferences for a statement or a series of reports (Suwandi, Irmansyah, Dasril 2019: 4)

b. Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time (Ghozali 2005 in Wulandari 2021: 33)). The measurement of reliability in this study was carried out by means of one shot or just one measurement. Here the measurement is only once and then the results are compared with other questions or measure the reliability with the Cronbach Alpha (α) statistical test. In this study, the reliability test was carried out using the Cronbach Alpha formula technique and by using the SPSS program. If the Cronbach Alpha coefficient (r_n) is ≥ 0.6 , it can be said that the instrument is reliable (Gozali, 2005).

c. Validity Test

Used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal what will be measured by the questionnaire (Ghozali, 2005). SPSS testing techniques are often used to test the validity of using Bivariate Pearson correlation (Pearson Product Moment) and Corrected Item Total Correlation.

The calculated r-value is matched with the product moment r-table at a significant level of 5%. If r-count is greater than r-table 5%, then the item is valid.

IV. Results and Discussions

4.1 Description of Research Data

In order to obtain the necessary data, the researcher has distributed questionnaires to 100 respondents who stayed at these hotels in point 2.1. All respondents in this study were Indonesian citizens and domiciled in Bali. The following table shows the characteristics of the respondents.

Table 1: Characteristics of Respondents Age

No	Age Range	Amount	Percentage
1.	18-23	0	0%
2.	24-29	23	23%
3.	30-35	35	35%
4.	36-40	36	36%
5.	>40	6	6%

Source: Data Processing Results, 2021

Table 2: Gender Characteristic

No	Gender	Amount	Percentage
1.	Male	64	64%
2.	Female	36	36%

Source: Data Processing Results, 2021

Table 3: Respondent Job Characteristics

No	Profession	Amount	Percentage
1.	Student	0	0%
2.	Self-Employed	63	63%
3.	PNS	16	16%
4.	TNI/POLRI	10	10%
5.	Entrepreneur	11	11%

Source: Data Processing Results, 2021

4.2 Data Analysis

The data to be analyzed is the guests' perceptions of the implementation of health protocols in 4 star hotels in the Nusa Dua Bali area by using 5 dimensions of service quality, namely 1) physical evidence, 2) reliability, 3) responsiveness, 4) assurance, 5) Emphaty.

4.2.1 Validity Test

In this study, testing the validity of the data from the questions was carried out by analyzing the Pearson Product Moment correlation obtained from the results of data processing using the SPSS for Windows version 25 program. The requirement for the items to be considered fulfilling the criteria is if the correlation coefficient is at a significant level of 5% with a value of r -count is greater than the value of r -table, the results of the validity test can be seen in Table 4 below:

Table 4: Validity Test Result

Variable	r-count	r-table (5%)	Information
Physical Evidence (X1)			
X1.1	0.882	0.197	Valid
X1.2	0.915	0.197	Valid
X1.3	0.914	0.197	Valid
X1.4	0.917	0.197	Valid
Reliability (X2)			
X2.1	0.822	0.197	Valid
X2.2	0.788	0.197	Valid
X2.3	0.792	0.197	Valid
Responsiveness (X3)			
X3.1	0.841	0.197	Valid
X3.2	0.724	0.197	Valid
X3.3	0.877	0.197	Valid
Assurance (X4)			
X4.1	0.836	0.197	Valid
X4.2	0.839	0.197	Valid
X4.3	0.741	0.197	Valid
Emphaty (X5)			
X5.1	0.834	0.197	Valid
X5.2	0.731	0.197	Valid
X5.3	0.697	0.197	Valid

Source: Data Processing Results, 2021

Table 4 shows that all indicators used to measure the variables used in this study have a correlation value greater than 0.197. From these results indicate that all of these indicators are valid.

4.2.2 Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. Reliability testing can be done using the SPSS program, which will provide facilities for measuring reliability with the Cronbach's Alpha (α) statistical test. A variable can be said to be reliable if Croanbach's Alpha (α) is greater than 0.60 (Ghozali, 2005). Table 4.6 below shows the results of the reliability test.

Tabel 5: Reliability Test Result

No.	Dimension	Realibility Value	Significant	Information
1	Physical Evidence	0,927	0,60	Reliable
2	Reliability	0,719	0,60	Reliable
3	Responsiveness	0,750	0,60	Reliable
4	Assurance	0,731	0,60	Reliable
5	Emphaty	0,622	0,60	Reliable

Source: Data Processing Results, 2021

Table 4.6 is the result of the reliability test which can be explained that all variables have a Croanbach Alpha (α) greater than 0.60. It can be concluded that all measurement concepts for each variable from the questionnaire are reliable.

4.2.3 Average Results of Guest Perceptions of the Implementation of Health Protocols at 4 Star Hotels in the Nusa Dua Bali

The instrument used in this study was intended to produce accurate data by using a Likert scale. Sugiyono (2014: 134) states that the Likert Scale is used to measure the attitudes, opinions and perceptions of a person or group of people about a social phenomenon. In this study, researchers used a type of questionnaire or questionnaire instrument with the following scores:

1. SS : Strongly Agree Score 5
2. S : Agree Score 4
3. CS : Quite Agree Score 3
4. TS : Disagree Score 2
5. ST : Totally Disagree Score 1

Descriptive analysis was conducted to determine the characteristics and responses of respondents to each statement. All variables are described using mean values. The assessment of the data distribution of each variable uses a range of criteria calculated by the interval formula as follows:

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number Class}} = \frac{5-1}{5} = 0.80$$

The value in this study has the highest maximum value of 5 and the lowest at least 1, then the measurement criteria are as follows

- | | |
|-------------|-------------|
| 1,00 – 1,80 | = Very Less |
| 1,81 – 2,60 | = Less |
| 2,61 – 3,40 | = Passably |
| 3,41 – 4,20 | = Good |
| 4,21 – 5,00 | = Very Good |

The following table shows the results of the average calculation are guests' perceptions of the implementation of health protocols at 4-star hotels in the Nusa Dua Bali based on the dimensions of service quality.

Table 6: Guest Perception on Physical Evidence Variables

Statement	Respondents' Answers					Total Score	Average	Information
	Frequency							
	1	2	3	4	5			
Hotel buildings are well maintained.	0	8	27	46	19	376	3,76	Good
The hotel building is in clean condition	0	10	36	34	20	364	3,64	Good
There is a hand washing area in the entrance area	0	10	29	48	13	364	3,64	Good
Hand sanitizers are available in all parts of the hotel	0	9	32	46	13	363	3,63	Good
Average value of physical evidence						1467	3,66	Good

Source: Data Processing Results, 2021

Table 7: Guest Perceptions on the Reliability Variable

Statement	Respondents' Answers					Total Score	Average	Information
	Frequency							
	1	2	3	4	5			
The staff performs temperature checks on everyone who enters the hotel	0	8	16	57	19	387	3,87	Good
The staff is very efficient in checking guests' body temperature and asking guests to clean their hands	0	4	29	51	16	379	3,79	Good
The staff is very efficient in checking guests' body temperature and asking guests to clean their hands	0	3	25	57	15	384	3,84	Good
Average rating reliability						1150	3,83	Good

Source: Data Processing Results, 2021

Table 8: Guest Perception on Responsiveness Variable

Statement	Respondents' Answers					Total Score	Average	Information
	Frequency							
	1	2	3	4	5			
The staff is responsive in handling guest complaints, especially guests who complain of illness	0	4	17	54	25	400	4,00	Good
The staff is always ready to help guests who need help from a doctor or hospital	0	1	23	62	14	389	3,89	Good
The staff is fast in resolving problems related to guest health	0	3	21	51	25	398	3,98	Good
The average value of responsiveness						1187	3,95	Good

Source: Data Processing Results, 2021

Table 9: Guest Perception on Assurance Variables

Statement	Respondents' Answers					Total Score	Average	Information
	Frequency							
	1	2	3	4	5			
The hotel has Health protocol facilities as informed	0	4	17	54	25	400	4,00	Good
The hotel ensures the safety of guests from Covid-19 transmission	0	1	23	62	14	389	3,89	Good
The staff has a good knowledge of health protocols	0	2	37	56	5	364	3,64	Good
The average value of assurance						1153	3,84	Good

Source: Data Processing Results, 2021

Table 10: Guest Perceptions on the Variable of Empathy

Statement	Respondents' Answers					Total Score	Average	Information
	Frequency							
	1	2	3	4	5			
The hotel provides information on health protocols in all areas	0	1	33	61	5	370	3,70	Good
The hotel distributes masks for free for guests who do not bring masks	0	0	35	59	5	371	3,71	Good
Staff is able to communicate well	0	3	21	51	25	398	3,98	Good
The average value of concern						1139	3,79	Good

Source: Data Processing Results, 2021

Table 11: Guest Perceptions of the Implementation of Health Protocols in 4 Star Hotel Nusa Dua

No	Variable	\bar{x}	Information
1.	Physical Evidence	3,66	Good
2.	Reliability	3,83	Good
3.	Responsiveness	3,95	Good
4.	Assurance	3,84	Good
5.	Concern	3,79	Good
Average Value		3,81	Good

Source: Data Processing Results, 2021

4.3 Discussion

Tourism in Bali has been open since July 31, 2020. This opening of course aims to revive the wheels of the economy and health. In line with this, the Provincial Government of Bali issued a Circular Letter Number 3355 concerning the New Era Life Order Protocol. The government through the Ministry of Tourism and Creative Economy / the Tourism and Creative Economy Agency has issued guidelines on health protocols when guests stay at hotels. The guidelines are written in the Implementation Guidelines for Cleanliness, Health and Environmental Sustainability issued in order to implement health protocols for productive communities for the prevention and control of Corona Virus Disease 2019 (Covid-19).

The Indonesian Hotel and Restaurant Association (PHRI) encourages business actors to continue to implement and promote health protocols because it is an essential need in an effort to restore public confidence in the midst of the Covid-19 pandemic. The protocol includes checking body temperature, wearing masks, washing hands and maintaining distance

The results of this study indicate that guest's perceptions of the implementation of health protocols at 4-star hotels in the Nusa Dua Bali area are good. Therefore it is necessary to have consistency in the supervision of the hotel internal parties and the government as a regulator so that it is always applied by hotel business actors, thereby accelerating the recovery of the tourism sector.

V. Conclusion and Suggestions

5.1 Conclusion

During the Covid 19 pandemic, 4-star category hotels had implemented health protocols in an effort to prevent the spread. This application is also the fulfillment of regulations issued by the Government of Indonesia and also the Government of Bali. Besides that, the implementation of health protocols

The results of this study indicate that guests' perceptions of the implementation of health protocols at 4-star hotels in the Nusa Dua Bali area are good. This is because almost all guests understand the importance of following Health protocols for their own safety and the safety of all parties.

5.2 Suggestions

The suggestions that can be given are as follows:

1. Consistency in the implementation of health protocols in hotels, because periodic supervision is required by both the internal hotel and the government
2. Further research is needed to determine guest perceptions of the application of Health protocols in other hotel categories.

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INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

STRATEGIC & INNOVATION

VIRTUAL REALITY TOURISM AS A PRODUCT INNOVATION IN THE MIDST OF THE COVID-19 PANDEMIC ON THE TOURIST ATTRACTION OF THE PENGLIPURAN, BALI

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Abstract

The purpose of writing this paper is to add references and discuss innovations from the use of increasingly sophisticated technology today for its role in the digital era, which is a human need to facilitate activities effectively and efficiently. Technological product innovation will always be needed to deal with various threatening situations, one of which is in the tourism industry which can change according to situations and conditions. The data retrieval methodology used is through an online research methodology that includes qualitative data. The findings presented in this paper contain the current situation where people prioritize safety, health and quality to visit a tourist attraction, so that technology can be the answer to support safe, healthy and quality tourism such as applying Drones and VR in a tourist attraction to overcome crowd in the middle of tourist activities. In this paper, the discussion will center on the technological collaboration between Drone and VR which has implications for use in Penglipuran Village, Bali. With this collaborative innovation from technology, it is hoped that virtual reality tourism as a product of innovation can be the key to opening Indonesia's increasingly advanced tourism after Covid-19.

Keywords: *Innovation, Technology, Virtual Reality Tourism*

I. Introduction

1. Research background of the study

Indonesia is one of the largest archipelagic countries in the world, consisting of 17,508 islands and inhabited by more than 300 ethnic groups who have various potential tourism resources. This makes the tourism sector in Indonesia special and also a sector that has a high contribution to the country's economy. Based on data obtained from the Ministry of Tourism's website regarding the visits of foreign tourists to Indonesia through all entrances in December 2019 amounted to 1,377,067 visits or decreased by 2.03% compared to December 2018 which totaled 1,405,554 visits. Based on nationality, the number of foreign tourist visits in December 2019 at 26 main entrances recorded the highest number of visits, namely: Malaysia with 239,783 visits, Singapore with 207,263 visits, China with 154,175 visits, Australia with 125,624 visits, and Timor Leste with 106,643 visits. While the growth in the number of foreign tourists in December 2019 at 26 main

entrances when compared to December 2018 was recorded as having the highest growth, namely Vietnam at 52.86%, United Arab Emirates at 41.19%, Russia at 31.35%, South Africa 23.38%, and Papua New Guinea 21.02%. Tourism in Indonesia is currently experiencing distraction caused by the Covid-19 pandemic. This pandemic affected all sectors in Indonesia, including tourism, which resulted in a decrease in the number of tourism visits. This is due to government policies that require citizens to maintain social distancing and carry out lockdowns in various regions in Indonesia. This is crucial because tourism activities will not operate as before if tourists are not allowed to go to crowded places such as tourist attractions.

Bali Province is one of the tourism destinations in Indonesia which has a variety of tourism resources such as natural, artificial and cultural. In particular, cultural tourism resources, namely the customs in Bali that have developed until now. The island of Bali has a cultural tourist attraction and local wisdom that has the potential to increase tourist visits such as Penglipuran Village, Trunyan Village, Ubud Village and Jatiluwih Village.

Penglipuran traditional village is a village located in the Bangli Regency area. Penglipuran Traditional Village is located about 5 km north of Bangli City or about 1.5 hours drive from Ngurah Rai Airport, \pm 60 km from Denpasar City, with an altitude between 500 - 600 meters above sea level. This traditional village is one of the villages that is known for still maintaining its culture and customs. As the original Balinese village or commonly referred to as the Bali Aga village, Penglipuran Village is one of the three ancient villages on the island of Bali. Penglipuran village people uphold village regulations in order to protect cultural heritage. This regulation is commonly referred to as the village awig-awig. Quoted from the site <https://merdeka.com> Penglipuran, a traditional village in Bangli, Bali, is ranked as the third cleanest village in the world. This traditional settlement which is located not far from Kintamani is not only known for its beauty.

Based on data from the Ministry of Tourism and Creative Economy (2020), foreign tourist visits to Indonesia through all entrances in 2020 amounted to 4,052,923 visits or decreased by 74.84% compared to 2019, which totaled 16,108,600 visits. Foreign tourist visits at 3 (three) major entrances from 26 main entrances in 2020 compared to December 2019, namely: Ngurah Rai decreased by 83.02%; Soekarno-Hatta experienced a decrease of 82.01%; and Batam experienced a decrease of 84.84%. Based on nationality, the number of foreign tourist visits in 2020 at all entrances recorded the highest number of visits, namely: Timor Leste with 994,590 visits, Malaysia with 980,118 visits, Singapore with 280,492 visits, Australian 256,291 visits, and China with 239,768 visits. Over time, in October 2020 and there has been a decrease in the number of people affected by Covid-19, the

government has begun to give a little freedom to people to do activities. However, you still have to comply with health protocols and if you are traveling long distances you must have a travel permit, health certificate and do a rapid / swab test. This also applies to the tourism industry which implements strict and disciplined health protocols as well as updating standard operating procedures for each tourism business entity such as travel agents, tourist attractions and hotels.

People or tourists today are more sensitive and concerned about health, safety, cleanliness and comfort issues. This causes the author to have the view that people will indeed feel bored if they are at home too long and need activities that can raise their mood after being tired at work, but they will still pay attention to health and safety as the main things to consider when doing activities that can provide a sense of happiness. such as tourist activities.

Currently, technology is increasingly sophisticated and is progressing very rapidly. Technology can make activities effective and efficient so that it makes it easier for human activities to carry out activities. Technology is also used in various sectors such as economy, agriculture, defense and security, forestry and tourism. The author has the opinion that technology can collaborate with the tourism sector and become a new innovation for a safe, healthy and quality tourism industry.

The author has the initiative or idea to collaborate current technologies such as drones and Virtual Reality towards a tourist attraction. As we know, Virtual Reality can provide a 3-dimensional effect when used so that humans who use this technology will feel pseudo-things that feel real, while drones are small tools that can fly freely according to the controller we use. Both of these tools can be a new product of innovation for the tourism industry. This is the reason for the author to raise a research paper entitled Virtual Reality Tourism as a Tourism Product Innovation in the Middle of the Covid-19 Pandemic on the Tourism Attractions of the Penglipuran Village, Bali.

2. Research problem

Based on the above background, the writer can formulate the problem as follows:

1. What is Virtual Reality Tourism (VRT)?
2. How is the relevance of community needs for safe, healthy and quality tourism?
3. Why can actualization of Virtual Reality Tourism (VRT) generate tourism after the Covid-19 pandemic?
4. How is the implementation of Virtual Reality Tourism (VRT) on tourist attractions Penglipuran Village?
5. How is the contribution of virtual reality tourism product innovation to Penglipuran village?

3. The objectives of the research

The purposes of writing this paper include:

1. Prescribing information about tourism product innovations during the pandemic through means Virtual Realistic Tourism (VRT)
2. Knowing the relevance of community needs for safe, healthy and quality tourism
3. Describe the actualization scheme for tourism innovation products in an effort to generate post-pandemic tourism
4. Knowing the VRT implementation scheme on the tourist attractions of Penglipuran Village
5. Knowing the contribution of virtual reality tourism product innovation to Penglipuran village?

II. Literature Review

A. Literature Review Based On Previous Research Journal

Based on the Fine Arts Journal (2020), by Mudra I. W. Mahadi M. Karuni N. K. Gorga, entitled Craft Product Innovation in Bali, researches this to describe the innovative craft products that have been produced by Bali craftsman in meeting tourism needs. This research was a sample study using a purposive sampling approach and data collection techniques carried out by observation, interviews, and documentation. Documentation is also done through online media. Sampling locations were carried out in 2020 in several places in Bali according to the research subjects. The results showed that the innovative craft products produced by craftsman in Bali in this global era were products made from wood, bamboo in the form of woven, metal, fabric, and ceramics. Craftsmen innovate products in the fields of form, materials, ornamentation and finishing. The innovations developed by craftsman were still rooted in Balinese culture and traditions, so that innovative craft products produced are thick with local cultural identity, namely Bali. The difference between this paper and the paper that the researchers made is in the materials used where in this paper using natural materials, while the papers that the researchers created use technology collaboration as the main material. Whereas the similarity of this paper with the paper that the researchers wrote lies in the innovation developed that is expected to continue and without destroying the roots of Balinese culture, so that Balinese culture remains constant throughout the ages and has similarities in the perception of innovation developed.

Based on the second journal, the Indonesian Business and Management Innovation Journal (2017), entitled Analysis of Strategic Management Activities in the Digital-Based Tourism Industry by Auliandri T. A, explains

that tourism activities consist of various processes ranging from supporting government regulations, selecting good tourist locations, promoting tourism locations, to providing services to tourists. The concept of Strategic Management accommodates this and technology plays a role in helping the Tourism Industry to enter the digital era where all processes can be integrated with the Internet. Selection of the right strategy can develop the tourism industry in an area and provide added value to stakeholders in the region. The difference between this paper and the paper that the author has made is in the subject matter and essence of the research paper, while the similarities between this paper and the paper that the author made are carrying out research on the digitization of tourism.

B. Definitions Relating To The Topic

a. Definition of Product Innovation

The definition of product innovation according to Myers and Marquis in Kotler (2014: 36) states that product innovation is a combination of various processes that influence one another. So innovation is not a concept of a new idea, a new invention or also not a development of a new market, but innovation is a description of all these processes.

According to Kotler and Keller (2016; 476) product innovation is "An innovation is any good, service, or idea that someone perceives as new, no matter how long its history, the spread of a new idea from its source of invention or creation to its ultimate users or adopters".

Charles, et al. (2012: 30) states that innovation is part of a framework that connects aspects of corporate culture with the ability to innovate and improve company performance through consumer buying decisions. From the above thinking, the existence of product innovation by the company is expected to increase purchasing decisions. This is supported by Kotabe's opinion in Tamamudin (2012: 289) which shows that the higher the product innovation the company makes, the higher the company's performance will be through an increase in buying decisions. In global competition, companies must be able to modify their products to add value to the products they produce and must be able to meet consumer needs and tastes. The added value of the product produced can be in the form of a design / model of the product produced and the service of the product being sold. As Kilbourne and Woodman (in Sousa, et.al. 2012: 32) show that the innovation system depends on a number of variables other than creativity, such as autonomy, available information, reward systems, education or training, systems of authority, participation in decision making, or team cohesiveness.

b. Definition of Tourism

According to the Republic of Indonesia Law Number 10 of 2009 concerning tourism, it is explained that tourism is all activities related to tourism and is multidimensional and multidisciplinary that appears as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, government, local governments, and entrepreneur.

c. Understanding Virtual Reality

Virtual Reality is a form of technology that allows users to interact with the environment created by the computer system. The environment that is created is an imitation or an environment that is not real or exists only in the imagination. The environment created by the computer system aims to present a visual experience, which is displayed on a computer screen or stereoscopic viewer. Some also use additional information that involves the five human senses, such as sound. According to ALA, virtual reality (VR) is a simulation of an image or an entire computer-generated environment that can be experienced using special electronic equipment, which allows users to “be present” in alternative environments such as in the real world of objects and three-dimensional (3D) virtual information with data. extras such as graphics or sound. It is a 360 ° video that captures the entire scene where the user can look up, down and around it and allows the user to interact with both physical and virtual objects. This new “reality” can create unique experiences that expand the opportunities and direct engagement of users.

d. Understanding Drones

A drone is a flying machine that functions remotely by the pilot or is able to control itself which is operated by the operator, uses the laws of aerodynamics to lift itself, can be reused and is able to carry both weapons and other payloads. The largest use of the drone is in the military field, but it is also used in the free and open fields of geography, photography and videography. In the field of geography, drones are used as a vehicle for remote sensing which is very important in making maps, such as land use maps, disaster-prone areas maps, and watershed maps. A missile, although it has similarities, is still considered different from a drone because a missile cannot be reused and a missile is a weapon in itself.

e. General Description of Penglipuran Village

Penglipuran traditional village is a village located in the Bangli Regency area. Penglipuran Traditional Village is located about 5 km north of Bangli City or about 1.5 hours drive from Ngurah Rai Airport, ± 60 km from Denpasar City, with an altitude between 500 - 600 meters above sea level. This traditional village

is one of the villages that is known for still maintaining its culture and customs. As the original Balinese village or commonly referred to as the Bali Aga village, Penglipuran Village is one of the three ancient villages on the island of Bali. Penglipuran village people uphold village regulations in order to protect cultural heritage. This regulation is commonly referred to as the village awig-awig.

It is proven by the number of tourists who come to Tanah Lot tourist attraction reaching 3,123,205 people. This is due to the lack of knowledge and interest of domestic tourists to visit Penglipuran Village. The number who came was very far compared to foreign tourists in Penglipuran Village. Based on the phenomenon that occurs, there are still many domestic tourists in Indonesia, especially people on the island of Bali, who don't know and haven't visited the Penglipuran Traditional Village.

Bali Aga can be an attractive destination, especially for tourists. who loves to explore and loves cultural, artistic, and historical tourism. Today's tourism activities, which require everything to be luxurious, beautiful, and sparkling, are unable to penetrate the village that still survives with this authenticity. Therefore we need the right solution to be able to promote Penglipuran tourism village as an alternative tourist attraction for domestic and foreign tourists visiting Bali.

III. Research Methodology

1. The scope of research

In this study, the authors will focus on threats to environmental damage and the deterioration of indigenous cultures due to the influence of domestic and foreign tourists. The research also focuses on developing accommodation facilities available around the tourist attractions of Penglipuran Village. This research was conducted to find an alternative that can maintain the sustainability of the existing environment in the tourist attraction of Penglipuran Village.

2. Data collection technique

In this study, the data collection techniques used in collecting the required data were as follows:

1. Literature study

Literature study is a data collection technique with a literature review of the library and collection of books, written materials and references relevant to the research being carried out (Diarta, 2013). Literature study is also an important part of research activities because it can provide information about the management of Penglipuran Village.

2. The online research method is the way researchers collect data via the internet, namely by:

a. Ethnography of cyberspace

Cyber-ethnography, also known as virtual ethnography, digital ethnography and most commonly online ethnography, is an online research method that adapts ethnographic methods to study communities and cultures created through computer-mediated social interactions. Hine (2000) revealed that virtual ethnography or netnography is one way to approach phenomena on the internet. Gotvan, (2006) This research method tries to record how culture, interactions, and structures form cyber social reality (in Nasrullah, 2018: xii). The new domain of cyber-religion fueled by cultural and technological diffusion has allowed us, as researches, the opportunity to witness the internet as an emergent and transformative social phenomenon. In this new millennium, where we as global actors are facing transcontinental socio-political unrest, the digital universe has become part of our cultural framework shaping worldviews while transcending social border (Beckford 2000; Brasher 2001, Giddens 1991; Holton 2000; Jones 2000; O'Leary 1996 dalam Feike, 2007: vi).

b. Online content analysis

Online content analysis or online textual analysis refers to a collection of research techniques used to describe and draw conclusions about online material through systematic coding and interpretation. Online content analysis is a form of content analysis for internet-based communication analysis. Berelson's (1952) definition provides an underlying basis for textual analysis as a "research technique for the objective, systematic and quantitative description of the manifest content of communication."

3. Data Analysis Process

The author analyzes the data through several stages systematically:

1. Data Reduction

At this data reduction stage, the author summarizes, chooses main things, focuses on important things, looks for themes and research patterns. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to carry out further data collection, and search if needed. According to Sugiyono (2015: 249) Data reduction is a sensitive thinking process that requires intelligence and high breadth and depth of insight. For researchers who are new to data reduction, they can discuss with friends or other people who are considered experts.

2. Display Data

At this stage the writer presents the data in the form of narrative text. By displaying the data, it will be easier to understand what happened, plan the next work based on what has been understood. It is possible that data presentation is also supported by graphs, tables and charts to explain narrative text. According to Amailes and Huberman (Sugiyono, 2010: 341), the most frequently used to present data in qualitative research is text and narrative. At this stage the researcher presents the data that has been reduced into a systematic report.

3. Data Verification

In the third step in this analysis the authors draw conclusions and verification. Conclusions may be able to answer the formulation of the problem that was formulated from the start, but maybe not, because the problems and problem formulations are temporary and will develop after the researcher is in the field. If the conclusions put forward at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

4. Assumptions

Researchers assume that the tourist attraction of Penglipuran Village, Bali has a capacity that is not too large so that if tourist visits increase, there will be crowds that cause tourists discomfort when visiting during the Covid-19 pandemic. In addition, the tourist attraction of Penglipuran Village is a cultural heritage that must be maintained authenticity. Therefore, the authors feel there must be an innovation that can sustain the environment and local culture. This innovation can also have an impact on the advancement of the hospitality industry in Penglipuran Village because in its implementation, this product innovation makes it easier for tourists to carry out tourism activities in one location.

IV. Results and Discussions

1. Virtual Reality Tourism

Virtual Reality Tourism is a tourism product innovation that utilizes the digitalization and development of Virtual Reality and Drone technology as the basis for developing these innovations. This virtual reality tourism has two important basic components, namely Virtual Reality and Drones. The use of these two technologies can support the needs of tourists without having to go around, exhausting energy and thoughts and without having to be in the middle of a crowd. In this product innovation, virtual reality serves as the eyes of tourists. Virtual reality (VR) or Virtual Environment (VE) is a digital space where all user movements can be known or tracked and know the surrounding image. The results

obtained are arranged and displayed to the human senses in accordance with the movements performed. The simulated environment can be similar to the real world. The drone functions as the body and feet of the traveler. A drone is a flying machine that functions remotely by the pilot or is able to control itself which is operated by the operator, uses the laws of aerodynamics to lift itself, can be reused and is able to carry both weapons and other payloads. Even though this is a form of digitization of tourism, this product innovation still supports tourism activities and adds options for tourists to enjoy safe, healthy and quality tourism. This virtual reality tourism writer created based on the concept of tourism. According to Mathieson & Wall (1982), tourism is a series of activities in the form of the activity of temporarily moving people to a destination outside their place of residence or place of work, activities they carry out while living in that destination and the facilities provided to meet their needs both during the trip or at their destination. Therefore, this virtual reality tourism can only be enjoyed by tourists in tourist destinations so that it will not cause a decrease in the quantity of tourist visits to Penglipuran Village.

2. The Essence of Innovation Products for Safe, Healthy and Quality Tourism

The Covid-19 pandemic has a major impact on tourism operations. The statistics of the decrease in the number of tourists can be said to have dropped dramatically because it is influenced by several factors such as the government's appeal to maintain social distancing and avoid crowds and to always enforce health protocols in the surrounding environment. This of course can lead to potential sustainable problems if there is no innovation to lead the tourism era in the post-Covid-19 pandemic. Virtual Reality Tourism or VRT is an innovation product that serves as an alternative in enjoying tourist attractions because it has a deeper essence in tourism activities that have a level of security and comfort, an environment that is sterile from the corona virus and is clean and has good quality and of course this application can be sustainable in the future.

This VRT is expected to provide confidence and comfort to tourists through the use of existing technological facilities such as VR and drones as eyes, bodies and feet for tourists. Virtual Reality Tourism must be supported by the availability of a tourist attraction and to be able to enjoy it, this innovation must have a container that can be placed in the form of building booths around tourist attractions or in hotel rooms. This innovation can also have a positive impact on the hospitality industry, especially in adding to the products offered so that they become unique and attractive. This can create a new type of hotel that provides virtual reality tourism services that tourists can access in their respective hotel rooms on the condition that the hotel location must be within or close to a tourist attraction. This product innovation can be a solution for the tourism industry in the digital era and

post-Covid 19 pandemic to maintain safe, clean and healthy tourism, such as avoiding crowds, strict guarding and implementing health protocols. Then, increase the effectiveness and efficiency of the time and energy of tourists to still be able to feel the sensation of walking around a tourist destination by simply entering a booth and sitting in a modified place to support tourism activities in the innovation of Virtual Reality Tourism products.

3. Actualization of Virtual Reality Tourism (VRT) in an effort to revive tourism after the COVID-19 pandemic

The main factor causing the decline in interest in traveling in the Covid 19 pandemic era is the sense of vigilance applied by each individual prospective tourist, a factual example is the government's appeal regarding PSBB which involves physical distancing indoctrinating the minds of the wider community to be vigilant, even afraid to meet a crowd at one point. location, while one of the main characteristics of an attractive tourist attraction, namely the number of tourists who will directly form the crowd, so this suggests that the alertness factor is one of the main causes of the decline in the number of tourist trips.

This is where digitization plays an important role, one of which is the VRT which will give tourists access to travel to a tourist attraction without having to worry about the "vigilance" factor as previously explained. With the implementation of VRT in a tourist attraction that is classified as a tourist attraction, tourists who have excessive fear do not need to think twice about going to visit a tourist attraction. This innovation will act as a product that opens access to safe travel in the context of health in the COVID 19 pandemic which will remove the fear of meeting crowds when traveling to a famous tourist attraction, because the main purpose of this VRT product was born to overcome there is a crowd when traveling, so tourists still come to the tourist attraction.

4. Implementation of Virtual Reality Tourism (VRT) on the tourist attractions of Penglipuran Village, Bali

Penglipuran village is one of the villages that has the potential to get the number of tourist visits on a large scale because this village has very strong and attractive cultural tourism resources. To overcome the excess number of tourist visits that cause inconvenience for tourists in traveling and have the potential to cause environmental damage and the deterioration of local culture, virtual reality tourism can be implemented in this Penglipuran Village tourist attraction.

There are two options in implementing virtual reality tourism in a tourist attraction. First, virtual reality tourism can be actualized by building special booths in which technology or basic components have been modified to support safe, healthy and quality tourism activities. Second, to revive the hospitality industry in Penglipuran Village, this virtual reality tourism can be collaborated with hotels that

were specially built to provide lodging, eating and drinking services as well as the availability of this product innovation. In addition, if there are already hotels or other accommodations, you can also implement this product in each accommodation.

Currently, Penglipuran village does not have accommodation in the form of hotels. The author found that there are a lot of homestays around the tourist attraction with relatively little capacity, which only contains 5-7 rooms. In this Penglipuran Village tourist attraction, there are other tourist attractions, namely the bamboo forest and also the hero monument, there is an empty land located near a bamboo forest that can be used for the construction of a hotel that specifically provides this virtual reality tourism. With the construction of this hotel, it will be able to absorb local workers and be able to increase the curiosity of tourists to enjoy and try this new product.

This hotel is similar to hotels in general, such as providing lodging, eating and drinking services. It's just that there are additional rooms or special rooms located in each hotel room so that tourists can freely enjoy this product innovation during their stay at the hotel.

5. Contribution of virtual reality tourism product innovation to Penglipuran Village, Bali

This virtual reality tourism is a product innovation that has a contribution in maintaining the values of local culture so that it is not faded by radiation from outside cultures which directly affects the existence of culture in Penglipuran Village, Bali. In addition, this product innovation also provides security, comfort and freedom for the people of Penglipuran Village from the possibility of environmental damage such as destruction of plants, buildings and religious attributes. At present, Penglipuran village still maintains the authenticity and preservation of the culture that has been developed from time to time so that this has become a tourist attraction in this modernization era.

With this product innovation, the authors hope to provide a boundary between the external cultural radiation that comes from tourists and the culture in the original Penglipurag village. However, tourists can still enjoy the beauty of Penglipuran village and explore local cultural matters or traditions without having to surround it directly, namely by visiting hotels that are specially built around tourist attractions that have provided supporting facilities, namely modified booths by utilizing collaboration between drones and virtual reality.

This virtual reality tourism also contributes to the hotel industry in Penglipuran village because to realize this product innovation it is necessary to build a hotel that contains supporting facilities such as virtual reality tourism booths. This will give a curious impression for tourists who want to try a unique

and new sensation in visiting a tourist attraction from a hotel specifically made for this tourism product innovation. In addition, this can become a new job field and improve the economy of the local community.

V. Conclusion

Virtual reality-based tourism is an innovation from tourism products that maximizes the potentials presented by digitalization and is considered appropriate and effective to be applied in future tourism development to highlight the components of tourism products (4A) owned by a tourist destination. In addition, through the implementation of virtual reality in the development of tourism products, it opens up new opportunities for variations in the types of products that can be developed due to the lack of limitations found and the concept of experience and value inculcation of this system to potential tourists can also be used as promotional and marketing media. good for these tourist destinations. The conclusions from the discussion regarding the formulation of the problem above are:

1. Virtual Reality Tourism is a tourism product innovation that utilizes the digitalization and development of Virtual Reality and Drone technology as the basis for developing these innovations. This virtual reality tourism has two important basic components, namely Virtual Reality and Drones. The use of these two technologies can support the needs of tourists without having to go around, exhausting energy and thoughts and without having to be in the middle of a crowd. In this product innovation, virtual reality serves as the eyes of tourists. Virtual reality (VR) or Virtual Environment (VE) is a digital space where all user movements can be known or tracked and know the surrounding image. The results obtained are arranged and displayed to the human senses in accordance with the movements performed. The simulated environment can be similar to the real world. The drone functions as the body and feet of the traveler. A drone is a flying machine that functions remotely by the pilot or is able to control itself which is operated by the operator, uses the laws of aerodynamics to lift itself, can be reused and is able to carry both weapons and other payloads. Even though this is a form of digitization of tourism, this product innovation still supports tourism activities and adds options for tourists to enjoy safe, healthy and quality tourism.
2. This VRT is expected to provide confidence and comfort to tourists through the use of existing technological facilities such as VR and drones as eyes and feet for tourists and the construction of booths around tourist attractions as the body of tourists. The application of the concept of the VRT innovation product is in line with the concept of tourists, namely that a person can be said to be traveling if he is traveling on a recreational trip and not earning a living. The technological product innovation implemented in this tourist attraction called VRT can be a solution for

the tourism industry in the digital era and post-COVID-19 pandemic to maintain safe, clean and healthy tourism such as avoiding crowds, strict guarding and implementing health protocols.

3. This VRT will give tourists access to travel to a tourist attraction without having to worry about the "vigilance" factor as previously explained. With the implementation of VRT in a tourist attraction that is classified as a popular tourist attraction, tourists who are quoted as "fanatical" of PSBB do not need to think twice about going to visit this attraction. This innovation will act as a product that opens access to safe travel in the context of health in the COVID 19 pandemic which will eliminate the fear of meeting crowds when traveling to a famous tourist attraction, because the main purpose of this VRT product was born to be cope with crowds when traveling, so tourists still come to tourist attractions.
4. There are two options for implementing VRT in Penglipuran Village Tourism Attractions in implementing virtual reality tourism in a tourist attraction. First, virtual reality tourism can be actualized by building special booths in which technology or basic components have been modified to support safe, healthy and quality tourism activities. Second, to revive the hospitality industry in Penglipuran Village, this virtual reality tourism can be collaborated with hotels that were specially built to provide lodging, eating and drinking services as well as the availability of this product innovation. In addition, if there are already hotels or other accommodations, you can also implement this product in each accommodation.
5. With the creation of this virtual reality product providing a new description of safe, healthy and quality tourism to tourists in the post-COVID-19 pandemic, the intention of making this tourism product innovation is to maintain cultural preservation and environmental sustainability and provide a new sensation in visiting tourist objects. . Then there is the limitation of this research which contains the development of accommodation facilities available around Penglipuran Village tourist attractions and to find alternatives in preserving the environment in Penglipuran Village tourism objects from the threat of environmental damage and deterioration of the original culture due to the influence of domestic and foreign tourists

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DEVELOPING E-TOURISM APPLICATION AS A RECOVERY STRATEGY DURING THE COVID-19 PANDEMIC: A PRELIMINARY STUDY

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1. Introduction

Bali, well-known for its distinct culture and arts, has been identified as one of Indonesia's primary tourist destinations. Painting is one of them, along with carving, dance, and other forms of art. The Covid-19 pandemic has had a significant impact on Bali's economy, which is highly dependent on tourism. Activity restrictions, including the closure of tourism businesses, have resulted in the loss of millions of tourism workers and those associated with tourism. Through the use of digitalization, an application will be developed in this study that will serve as a forum for artisans to market their products and services, as well as a medium of contact to local, national, and global markets. A wooden egg painting artisan in Banjar Gerih, Batuan Village, about 7 kilometers from Ubud, Gianyar, is the research partner. The Gianyar Regency is well-known for being an arts center by itself. The existence of partners, which can be used to increase brand awareness, as well as an increase in partner income are performance indicators. Moving forward, this application can be used as a virtual contact point for other tourism-related products and services, such as cultural activities.

2. Research Methodology

This study uses Research and Development (R&D) to design the model. The R&D cycle consists of conducting research to identify information related to the product to be produced, designing the product based on the results, conducting field tests where the product will be used, and revising the product to address defects discovered during the field testing phase to meet the project goals (Rusdi, 2018). Furthermore, the Waterfall method is being used as an engineering method. The Waterfall method is a software development methodology that proposes a systematic and sequential approach to software development. Figure 3.1 shows the steps that must be followed while using the Waterfall Process.

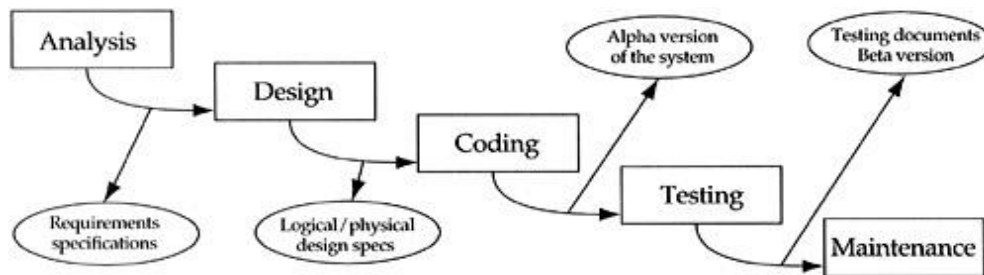


Figure 1: Waterfall Model

3. Expected Result and Conclusion

In this study, an application will be developed to function as a forum for artisans to market their products and services.

According to Indrajit in Dewanti (2018), E-Commerce has a significant impact on the development of information technology and telecommunications, significantly changing the way humans interact with their environment, which in this case is related to the trading mechanism. He further explained that the Internet and information technology have significantly altered human behavior and business practices in a number of countries, ushering human civilization into a new world known as "The Cyber Community." The use of the online market has been proposed as an alternative to product marketing.

Balinese artists use other media to express their work in addition to canvas as a medium for painting. This demonstrates the craftsmen's creativity and innovation as an added value to their products. Creativepreneurship, according to Budiman in Dewanti (2018), is a business or business activity that uses creative ideas that have added value to art and design as the backbone of its main activities.

Painting Eggs is a product made by egg painting artisans in Banjar Gerih, Batuan Village, Sukawati District, Gianyar, Bali, Indonesia. This village is located approximately 7 kilometers from the city of Ubud, Gianyar, where the Gianyar Regency is known as an arts center. The Egg Painting item is painted by fine hand craftsmen using traditional Balinese techniques on Albesia wood. This wooden painted egg represents new life and depicts the beautiful scenery of Bali. It also has a high selling value because it represents Balinese souvenirs, and it can be customized to meet market demands. The process or activity of making wooden painted eggs is also a selling point that local communities can offer as a cultural activity packaged in a virtual tour, as an option for service products offered in the application to be developed, which is expected to attract tourists. The existence of these partners aligns with Brand Awareness, in which the uniqueness of the products and services offered plays a role in making decisions on the target market for tourists to conduct transactions (Supuwingsih, 2020).

Through digitization, the final product of research, E-Tourism Application Development, is expected to be able to become a forum for craftsmen to market other



products and services, as well as a medium of contact to local, national, and global markets. Eventually, this application could also be used as a contact point for other goods and services in the tourism sector, such as Balinese cooking classes, trips to tourist attractions in Bali, learning Balinese dance, and a wide range of other cultural activities, which are packaged in virtual form and offered for a fee through this application.

During the current Covid-19 pandemic, it is hoped that the BTX (Bali Tourism Experience) application can be used as an income recovery strategy option in the tourism sector.

Keywords: *Application, Covid-19, E-Tourism, Technology Information, Strategy*

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PROPERTY OWNERSHIP BY FOREIGNERS OPERATED AS A TOURISM ACCOMMODATION BUSINESS AND IMPACT FOR HOTEL AND RESTAURANT TAXES IN BADUNG REGENCY

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Abstract

The problem in this research is limited to the problem of the level of acceptance of Regional Original Revenue (PAD) in Badung Regency so far it has been maximally obtained or the revenue can still be increased. What is the practice of foreigners in obtaining property ownership in Indonesia and what is the legality of permits in the operation of the Tourism Accommodation business in Badung Regency. The purpose of this study is to analyze / reveal the factors that cause the interest of foreigners to invest and / or own property in Bali, especially in Badung Regency. How is the application of Foreign Citizens to acquire property ownership in Indonesia and what is the Legality of Licensing in the operation of the Tourism Accommodation business, knowing the consequences of property ownership for Foreign Citizens for Regional Original Revenue Receipts (PAD), especially Hotel and Restaurant Taxes in Badung Regency. Data collection techniques in this study used direct observation in the field, interviews with informants, and literature study from previous research. The results of this research are from various existing regulations, the regulation regarding the ownership of residential houses for foreigners who are domiciled in Indonesia by the government is only given the status of Hak Pakai (Use Title), and not Hak Milik (Freehold). Even though, the government continues to provide various facilities for foreigners with the issuance of policies, one of which is regulated based on Government Regulation of the Republic of Indonesia Number 103 of 2015 concerning Ownership of Residence or Occupancy by Foreigners Domiciled in Indonesia.

Keywords: *Property, Tourism Accommodation, Hotel and Restaurant Tax*

I. Introduction

Tourism has a great socio-economic meaning for society. This is recognized by many countries, both developed and developing countries, including Indonesia. There is great optimism that tourism is like *agent of change* strong will help the pace of community socioeconomic growth to a better level. This hope is based on the fact that job opportunities and business opportunities in the tourism sector are widely open. Job and business opportunities in tourism involve a very long chain. These job opportunities are created in the formal and informal sectors with specially educated and uneducated personnel unspoiled areas or areas that are managed according to



natural principles where the aim is not only to enjoy their beauty but also involve elements of education, understanding and support for nature conservation efforts and increasing the income of local communities around tourism destination areas (SETYORINI, 2004). Tourism development leads to an increase in local revenue (PAD) and an even distribution of community income. As time goes by, several areas that are close to several main tourist objects in Badung have become increasingly crowded. The development of the tourism sector will also help accelerate the process of economic growth. This is because tourism can be said to be a driving force for other sectors such as the industrial and service sectors. As long as tourists carry out their tourism activities, they will carry out consumptive activities so that they directly need goods and services. In an effort to meet the demand for tourists, investment is needed in the fields of transportation and communication, hospitality and other accommodation, the handicraft industry and the consumer product industry, the service industry, restaurants, restaurants and others (Hotel et al., n.d.).

Republic of Indonesia Government Regulation Number: 67 Year 1996 state that "The basic hotel business services that must be provided must at least include the provision of rooms for lodging, provision of places and services for eating and drinking, provision of laundry/ washing services and provision of other facilities. Law of the Republic of Indonesia Number: 10 Year 2009 About Tourism and Government Regulation of the Republic of Indonesia Number: 67 Year 1996 About the Implementation of Tourism. If it is analyzed according to the references to the rules and regulations mentioned above, it can be clearly understood that tour travel packages are not included in the scope of business activities in hotels and other accommodation providers and are clearly, firmly and legally the scope of the Tourism Travel Bureau business sector. Based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number: PM.53/HM.001/MPEK/2013 concerning Hotel Business Standards, what is meant by Tourism Business is a business that provides goods and / or services to meet the needs of tourists and organizes tourism and business provision. Accommodation is a business that provides lodging services that can be complemented by other tourism services. From the description above, the researcher is interested in researching about "Foreigner Ownership of Property Operated as a Tourism Accommodation Business and its Effects on Hotel and Restaurant Taxes in Badung Regency".

II. Research Methodology

According to Sugiyono (Prasanti, 2018) Qualitative research method is a research that is used to examine natural objects where the researcher is the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

Qualitative research aims at maintaining the form and content of human behaviour and analyzing its qualities, rather than transforming it into quantitative entities. The purpose of this descriptive study is to make systematic, factual and accurate descriptions, descriptions or paintings of the facts, properties and relationships between the phenomena being investigated (Anlysis et al., 2018). The data collection methods are as follows:

1. Observation

Observation or observation is an activity towards a process or object with the intention of feeling and then understanding the knowledge of a phenomenon based on previously known knowledge and ideas, to get the information needed to continue a research (Joesyiana, 2019). In this research, the observation will be carried out at the Licensing and Investment Service and One Stop Integrated Service, Badung Regency, Regional Revenue Agency/Pasedahan Agung Badung Regency, Badung Regency Tourism Office, Community Figures (Bendesa Adat), The Community of Tourism Accommodation Business Actors through observations which are then entered into small notes.

2. Interview

According to Sugiyono in (Pratiwi, 2017), an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a certain topic. This technique is used to obtain more in-depth information or data from related parties. The results of this interview will be determined by the quality of several factors that influence and are related to one another. These factors are the interviewer, respondent or informant, a list of questions, and the interview situation (Wijaya et al., 2015). In-depth interview is a dialogue conducted by the interviewer to obtain in-depth information from the interviewee (Fitriani, 2013). list of interviews in Table 1:

Table 1: List of Research Interview Questions

No	A list of questions
1	How the percentage of Hotel and Restaurant Tax (PHR) revenue to the Regional Original Revenue (PAD) of Badung Regency in the last 5 (five) years, from 2014 up to 2019?
2	How much the Regional Original Revenue (PAD) of Badung Regency for the last 5 (five) years?
3	How much the Regional Original Revenue (PAD) of Badung Regency from Hotel and Restaurant Tax for the last 5 (five) years
4	What are the systems and differences in the registration and implementation of Regional NPWP and Tourism Business Registration Certificates for the contribution of Regional Original Revenue (PAD) in Badung Regency, both before the implementation of the OSS and after the implementation of the OSS

5	What are the requirements in registering a Regional NPWP and a Tourism Business Registration Certificate (TDUP) to pay Hotel and Restaurant Tax (PHR)?
6	Is it possible to know the form of property ownership by foreign nationals both from tourism businesses, hotels, villas, restaurants, spas, bars and so on when paying Regional Original Revenue (PAD), especially Hotel and Restaurant tax (PHR)
7	Have there ever been any obstacles to curbing / socializing taxpayers to pay taxes into the Regional Revenue Board/ PasedahanAgung?
8	What are the sanctions have been applied by the Regional Revenue Board/ PasedahanAgung of Badung Regency related to the irregular payments of Regional Original Revenue (PAD) by taxpayers in Badung Regency
9	Has the level of acceptance of Badung Regency Original Revenue (PAD) been obtained into the maximum?
10	Can the revenue of Badung Regency be able to increase its revenue so far? What are the strategy of the Badung Regency Government, especially the Regional Revenue Board and PasedahanAgung in optimizing this revenue.
11	How we could find out the sources of Regional Original Revenue (PAD) that have not been collected or have not been identified in the Regional Revenue Board and PasedahanAgung, Badung Regency?
12	What are the strategy of the Badung Regency Government to facilitate a systematic, transparent, and effective licensing system to increase the Regional Original Revenue(PAD) in Badung Regency?
13	Has the Badung Regency Government, especially the Regional Revenue Board and PasedahanAgung, have actually applied the one-door electronic licensing so that they can find out (potential) tax objects that have been made Hotel and Restaurant Tax payments (PHR) in Badung Regency?
14	Have the Regional Revenue and PasedahanAgung Agency synergized with both the National banks and the Bali BPD as local Government Bank as partners for the Badung Regency Government in implementing Hotel and Restaurant Tax (PHR) revenues?
15	Does the Regional Revenue and PasedahanAgung Board have a special team to carry out field inspections and do them regularly? How are the coordination with local environmental officials?
16	How does the Regional Revenue and PasedahanAgungBoard respond to advances in digital technology, especially in financial transaction traffic in the field of foreign tourism, especially with the use of foreign banks and / or the latest payment applications?

3. Documentation

Documentation is a data collection technique by looking for data on matters in the form of notes, transcripts, books, inscriptions, agendas, photos, and so on. Documents will be used to complete the data. Data is collected and then used to see an overview of Foreigner Ownership of Property Operated as a Tourism Accommodation Business in Badung Regency.

4. Literature review

Literature review is a technique of collecting data and information by examining written sources such as scientific journals, reference books, literature, encyclopaedias, scientific essays, and other reliable sources either in written form or in digital format that are relevant and related to the object to be studied.

The data analysis technique used in this research is descriptive qualitative research. The qualitative descriptive research method according to Sugiyono (2012: 9) a research method based on the philosophy of post positivism, used to study the condition of a natural object,(as opposed to experiments) where the researcher is the key instrument, the data collection technique is carried out by a combination of inductive / qualitative data analysis, and the results of qualitative research emphasize the meaning rather than the generalization of the research.

III. Results and Discussions

Based on the Law Number: 28 Year 2009 Regarding to Regional Taxes and Regional Levies, what is meant by Regional Taxes, hereinafter referred to as Taxes, are compulsory contributions to the Regions that are owed by an individual or entity of a compelling nature based on the Law, without receiving direct compensation and being used for Regional needs for the amount of -the great prosperity of the people. Whereas Regional Levies, hereinafter referred to as Retribution, are Regional levies as payment for services or the granting of certain permits specifically provided and / or given by the Regional Government for the benefit of private persons or Entities.

Table 2: Regional Original Revenue (PAD) of Badung Regency from Years 2015 s.d 2019

Regional Original Revenue (PAD) of Badung Regency	Amount (RP)
2015 Year	Rp 3.001.464.263.014,00
2016 Year	Rp 3.563.459.644.191,57
2017 Year	Rp 4.172.457.395.825,25
2018 Year	Rp 4.555.716.407.353,28
2019 Year	Rp 4.812.239.493.732,21

Source: Regional Revenue Agency/Pasedahan Agung Badung Regency

In the table 4.2 explained that the Regional Original Revenue (PAD) of Badung Regency for the last 5 years from 2015, 2016, 2017, 2018, 2019. In 2015 the amount of PAD revenue was Rp 3.001.464.263.014,00, in 2016 the amount of PAD revenue was Rp 3.563.459.644.191,57, in 2017 the amount of PAD revenue was Rp 4.172.457.395.825,25, in 2018 the amount of PAD revenue was Rp 4.555.716.407.353,28, in 2019 the amount of PAD revenue was Rp 4.812.239.493.732,21. When analyzed the

revenue of Badung Regency PAD in the last 5 years has experienced a significant increase in regional income. Based on the Law Number: 28 Year 2009 concerning to Regional Taxes and Regional Levies, what is meant by Hotel tax is a tax on services provided by a hotel. Hotels are companies that facilitate providing lodging services including other services related to costs, which include motels, guesthouses, tourist lodges, tourism guesthouses, guesthouses, guesthouses and the like, as well as boarding houses with more than 10 rooms. Meanwhile, Restaurant Tax is a tax on services provided by restaurants. Restaurant is a free food or beverage facility which includes restaurants, cafeterias, canteens, stalls, bars.

Table 3: Hotel and Restaurant Tax Revenues against District Original Revenue Badung from Years 2014 s.d. 2019.

Hotel and Restaurant Tax Receipts	Percentage (%)
2015 Year	63,47%
2016 Year	61,04%
2017 Year	60,03%
2018 Year	62,80%
2019 Year	66,67%

Source: Regional Revenue Agency/Pasedahan Agung Badung Regency

In the table 4.1 the results of the percentage of hotel and restaurant tax revenues in 2015 amounted to 63.47%, in 2016 the percentage decreased by 2.43%, in 2017 the percentage was 60.03% decreased by 1.01%, in 2018 the percentage was 62, 80% experienced an increase of 1.77%, while in 2019 the percentage was 66.67%, an increase of 8%.

Table 4: Local Original Revenue (PAD) of Badung Regency from Hotel and Restaurant Taxes

Badung Regency PAD from Hotel and Restaurant Tax	Amount (Rp)
2015 Year	Rp1.905.007.741.655,94
2016 Year	Rp2.175.049.389.609,25
2017 Year	Rp2.504.829.272.199,63
2018 Year	Rp2.860.767.891.014,63
2019 Year	Rp3.208.516.890.768,89

Source: Regional Revenue Agency/Pasedahan Agung Badung Regency

Based on Table 4.3 Local Own Revenue (PAD) sourced from hotel and restaurant taxes from 2015, 2016, 2017, 2018, 2019. In 2015 the hotel and restaurant tax was IDR 1.905.007.741.655.94, in 2016 hotel and restaurant tax amounted to IDR 2.175.049.389.609.25, in 2017 hotel and restaurant tax was IDR

2.504.829.272.199.63, in 2018 hotel and restaurant tax was IDR 2.860.767.891.014.63, while in 2019 taxes hotels and restaurants amounting to Rp3.208.516.890.768.89 in the last 5 (five) years the revenue of Badung Regency PAD on Hotel and Restaurant Tax has increased in revenue.

Legal Arrangements Regarding To Ownership of Residential Or Housing for Foreigners According to the Government Regulation Number 103 Year 2015 concerning to the Ownership of Housing or Residential Houses by Foreigners Domiciled in Indonesia.

Regulation of Residential House Ownership or Residence for Foreigners Domiciled in Indonesia Foreigners domiciled in Indonesia, namely Foreigners who have a residence permit in Indonesia. In addition, this residence permit for foreigners is required for foreigners who wish to own a residential or house in the form of a single house or apartment unit. This is regulated in the Regulation of the Minister of Agraria and Spatial Planning / Head of the National Land Agency Number 29 Year 2016 concerning to the Procedures for Granting, Releasing or Transfer of Rights to Ownership of Housing or Residential Houses by Foreigners Domiciled in Indonesia This residence permit is divided into five residence permits, namely diplomatic residence permit, official residence permit, limited stay permit, visitation residence permit and permanent residence permit.

In Indonesia, it has been affected positively in the era of globalization, because there are more and more foreign investors who want to invest in Indonesia. However, not all foreigners who have money can own land rights in Indonesia, because there are provisions that limit the ownership of land and buildings for foreigners and foreign legal entities in Law Number 5 of 1960 concerning Basic Agrarian Regulations (UUPA).) and various implementing regulations (Ardani, 2017).

Policies regarding to the foreigners and ownership of residential or housing for foreigners domiciled in Indonesia are regulated in several laws and regulations, including (Kusumawati, 2019):

- 1) The 1945 Constitution of the Republic of Indonesia/ Article 33 Paragraph (3)
- 2) Emergency Law Number 9 Year 1955 concerning Foreign Population.
- 3) Law of the Republic of Indonesia Number 5 Year 1960 concerning Basic Agraria Regulations.
- 4) Law of the Republic of Indonesia Number 12 Year 2006 concerning Citizenship of the Republic of Indonesia.
- 5) Law of the Republic of Indonesia Number 23 Year 2006 concerning Population Administration.
- 6) Republic of Indonesia Law Number 25 Year 2007 concerning Investment.
- 7) Law of the Republic of Indonesia Number 1 Year 2011 concerning Housing and Settlement Areas.

- 8) Law of the Republic of Indonesia Number 20 Year 2011 concerning Flats.
- 9) Government Regulation of the Republic of Indonesia Number 40 Year of 1996 concerning Building Use Rights, Business Use Rights and Land Use Rights.
- 10) Government Regulation of the Republic of Indonesia Number 103 Year 2015 concerning Ownership of Residential or Occupancy by Foreigners Domiciled in Indonesia.

Regulation of Sanctions for Foreign Nationality (FOREIGNERS) Who Violate Legal Provisions Regarding to the Ownership of House or Residence in Indonesia

Criteria for Legal Smuggling by Foreigners in the Context of Controlling Land Rights Indonesia is one of the countries that is the destination for foreigners who want to travel or do business. The business that is carried out is very closely related to land and buildings that are used as places of business, offices, factories or residential houses. Thus, foreigners who want to invest must try to have legality of ownership or control of the land. The problem that often arises is related to the control of the land rights, namely that it is prohibited for foreigners to own land with freehold status as based on Article 21 paragraph (1) of the UUPA. There is a tendency for a person to have land rights that have the status of ownership rights because it is the strongest and most fulfilled right and does not expire. This is what causes someone to try to take shortcuts so that they can control of the land ownership rights with a disguised legal action ("under the guise of") and qualify as legal smuggling. This clearly ignores the principles of good faith and nationality contained in the UUPA.

In the Emergency Law Number 9 of 1955 concerning the Population of Foreigners who are allowed to live in Indonesia, it is divided into two groups, namely the first, those who obtain an admission by obtaining the right to stay in Indonesia for a certain period of time, the second, those who are allowed to live in Indonesia and are seen as residents on a permanent basis or *gevestegd*.

IV. Conclusion and Suggestions

1. Conclusion

Legal arrangements regarding to the Ownership of Residential or Houses for Foreigners according to Government Regulation Number 103 of 2015 concerning Ownership of Residential Houses or Occupations by Foreigners Domiciled in Indonesia, creates conflict of norms, and allows for legal smuggling and is deemed incapable of providing legal certainty for the community. This is because there is a conflict of norms / norms conflict and indicates disharmony and even overlaps between the provisions of one another. The contradiction / conflict of norms, among others, contradicts Law Number 5 of 1960 concerning Basic Agrarian Principles (UUPA) and Law Number 1 of 1974 concerning Marriage, namely regarding the arrangement of the "Property Separation Agreement", as well as

contradicting Government Regulation Number 40 of 1996 concerning Building Use Rights, Business Use Rights and Land Use Rights, namely regarding the regulation of the "Term of Use Rights". Sanctions for foreign nationals (FOREIGNERS) who violate legal provisions regarding the Ownership of Residential or Residential Houses in Indonesia, have been regulated in Article 26 paragraph (2) of the UUPA, where the consequences are "null and void" and the land falls to the State, with the provision, that other parties who burden it continue and all payments that have been received by the owner cannot be reclaimed.

2. Suggestions

It is necessary to evaluate the existing regulations, whether they are in accordance with the needs of the Indonesian people, whether they have been carried out with the aim of being as large as the Indonesian people. The rules contained in Government Regulation Number 103 of 2015, There it is said that the ownership of the Right to Use by a foreigner domiciled in Indonesia is given up to a period of 30 years, even then it extendable for 20 years, and extendable for another 30 years. This needs to be reexamined, whether it takes such a long period of time for foreigners to have rights to land in Indonesia.

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IMPACT OF OWNERSHIP ACQUISITION AND MANAGEMENT ACQUISITION ON EMPLOYEE PSYCHOLOGY AT THE NON STAR HOTEL IN UBUD

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1. Introduction

The rapid development of the hospitality industry has made tourism players have to make the right strategy in order to improve company performance and its existence. To increase company growth or strengthen their competitive advantage over competitors, a very popular investment strategy among companies, Mergers and Acquisitions (M&A) are applied. Acquisitions or mergers are also a trend in the development of the accommodation services business that occurs in non-star hotels in Bali, including the Gianyar regency. Gianyar is one of the districts in Bali which has 1,014 non-star hotels (Central Bureau of Statistics of Bali Province, 2021) and most of them are located in the sub-district of Ubud. The trend that occurs is that there is a takeover of management by another party, where the owner will get profit sharing, overcontract, asset sales, and finally use the services of a professional accommodation facility operator. The following is a list of non-star hotels that have experienced acquisitions in Ubud sub-district.

Tabel 1: Non-Star Hotels Experiencing Acquisition in Ubud District

No.	Hotel Name	Location	Acquisition Status
1	Teba House Bisma Ubud	Jl. Bisma Ubud	Management Acquisition
2	Astra Homestay By Anantria	Jl. Sandat No. 29 Ubud	Management Acquisition
3	Kapu-Kapu Ubud	Br. Laplapan Ubud	Management Acquisition
4	Umah Anila	Jl. Hanoman Ubud	Management Acquisition
5	D' Meranggi Guest House	Br. Juga Mas, Ubud	Management Acquisition
6	Green View Ubud	Jl. Jembawan Ubud	Management Acquisition
7	Swan Inn	Jl. Monkey Forest Ubud	Management Acquisition
8	Toya Villa Suweta	Bentuyung, Ubud	Management Acquisition
9	Ganesha Ubud Inn	Jl. Hanoman Ubud	Management Acquisition
10	Kandarpa Ubud	Desa Peliatan, Ubud	Management Acquisition
11	Royal JJ Resort And Spa	Desa Petulu, Ubud	Management Acquisition
12	Cenik Villa Ubud	Jl. Raya Keliki, Ubud	Management Acquisition
13	White Cubes Ubud	Desa Kedewatan Ubud	Management Acquisition

No.	Hotel Name	Location	Acquisition Status
14	Villa JJ And Spa Ubud	Desa Petulu, Ubud	Management Acquisition
15	Eden House	Jl. Raya Ubud, Ubud	Management Acquisition
16	The Meranggi Private Pool Villa	Desa Singakerta, Ubud	Management Acquisition
17	The Griya Boda Ubud	Jl. Raya Andong, Ubud	Management Acquisition
18	The Forest Batu Kurung	Desa Kedewatan Ubud	Management Acquisition
19	Sarin Ubud Suites	Jl. Monkey Forest Ubud	Ownership Acquisition
20	Kuda Angin Private Pool Villas	Jl. Penestanan Kelod, Ubud	Ownership Acquisition
21	The Forest Villa Ubud	Desa Kedewatan, Ubud	Ownership Acquisition
22	Pondok Saraswati Villas Ubud	Desa Lodtunduh, Ubud	Ownership Acquisition
23	Matahari House	Jl. Suweta Ubud	Ownership Acquisition
24	Cahaya Intan Ubud	Desa Kedewatan, Ubud	Ownership Acquisition
25	Alam Pangkung Ubud	Jl. Raya Ubud, Ubud	Ownership Acquisition
26	The Carik Bisma	Jl. Bisma Ubud	Ownership Acquisition
27	Bisma Cottages Ubud	Jl. Bisma Ubud	Ownership Acquisition
28	Ubud Terrace	Jl. Monkey Forest Ubud	Ownership Acquisition
29	Candy Villa	Desa Sayan, Ubud	Ownership Acquisition
30	Full Moon Villa Ubud	Desa Lodtunduh, Ubud	Ownership Acquisition

Source: Processed Data, 2021

The data listed above is only a small proportion of non-star hotels in Ubud that have experienced acquisitions. Management acquisition referred to above is a takeover of management by the operator from the owner. Local operators acquiring non-star hotels in this area include Anantria, Amatara, Prasi, Mahaputra, Kutus-Kutus, and Gamma Hospitality. The change in ownership status that occurs is due to an over contract or sale of assets due to financial failure.

Most of the acquisition process only count about the profitability of the company and rarely count the human side of the M&A process. The M&A process will also give impact to the employee's psychology. The exclusion of the psychological impact of employees after the company undergoes an acquisition process which is one of the causes of the success or failure of the acquisition process encourages the author to conduct research on these psychological impacts. The psychological impact of employees after the acquisition process must be addressed by management for the acquisition to be successful.

The focus of this research is the psychological impact on employees after the acquisition process in non-star hotels. The acquisition process will cause stress to employees because they feel uncertain about their future. The purpose of this study is to find a strategy that must be done to overcome the negative psychological impact of post-acquisition employees. These findings are expected to be used as a basic evaluation to overcome the negative impact of the acquisition process on the psychological impact of employee's future.

This research will be devoted to employees at non-star hotels in Ubud subdistrict, Gianyar regency, Bali. Acquisition of non-star hotel property is meant by the acquisition by the management of accommodation facilities, experiencing an over contract or experiencing a sale of assets.

Literature Review

A merger is a process where the asset of two or more companies become one company or under control of one company. Acquisition is a process of buying ownership to a company by purchasing the company, share capital or its tangible and intangible assets (Bohra, 2017). A merger is a merger of two companies into one, but the merging company is dissolved, while the acquisition is a condition where there is a takeover of shares by another company while a company whose shares have been taken over becomes a subsidiary (Nasir and Morina, 2018).

'Stress' was identified by Hans Selye in 1936 (Ghoyal and Joshi, 2013). Hans Selye defines stress as "the body's non-specific response to any request for change." To reduce the impact of stress in the workplace, Stress Management can be defined as an intervention which can help and improve the individual's focus and ability to deal with the stressors. Managing stress in everyday life among employees is the goal of Stress Management. Biofeedback, meditation and massage can be used in the Stress Management.

The Pressure Management Indicator (PMI) proposed by Williams and Cooper is a 120 item questionnaire developed from the Occupational Stress Indicator (OSI) (Brate 2013). PMI is more reliable, more comprehensive, and shorter than OSI. It provides an integrated measure of the main dimensions of the working pressure. The outcome scale measures job satisfaction, organizational satisfaction, organizational safety, organizational commitment, anxiety depression, resilience, worry, physical symptoms, and fatigue. The source of stress scale consists of pressure from workload, relationships, career development, managerial responsibility, personal responsibility, household demands, and daily hassles. Moderator variables measure drive, impatience, knowledge, control, freedom of decision making, and strategies for dealing with focus problems, work-life balance, and social support.

2. Research Methodology

The instrument used in this research is Pressure Management Indicator (PMI) proposed by Williams and Cooper (1998). The PMI instrument contains a biographical questionnaire and provides an integrated multidimensional way to diagnose the main dimensions of stress in the workplace and is measured using a Likert scale from 1 to 6 which measures: 1. Sources of socio-professional pressure: Workload (PW), Relationship (PR), Recognition (PC), Organizational climate (PO), Personal responsibility (PP), Managerial role (PM), Home / work balance (PH), Daily hassles (PD) - as an independent variable; 2. Personality (individual differences): Drive (TD), Control (LC), Impatience (TI), Personal influence (LI) - as moderating variables; 3. Coping mechanism: Focus problem (CO), Life / work balance (CD), Social support (SS) - as moderator variables; 4. Effects: Job satisfaction (JI), Organizational satisfaction (JO), Organizational security (OS), Organizational commitment (OC), State of mind (MA), Resilience (MR), Confidence level (MW), Physical symptoms (PA), Energy level (PE) - as the dependent variable.

This research was conducted in a number of non-star hotels in Ubud area. This study uses a quantitative data approach. The data from this study were obtained through a questionnaire. The population of this study are employees of 30 non-star hotels in Ubud sub-district with a sample of 120 people using purposive sampling technique. Pearson Correlation is used to test the correlation by comparing the significance value with the level of significance (5%). The cronbach's alpha coefficient will be used for this study where according to Ghozali in Agi Santri (2015) if the value of cronbach's alpha is greater than 0.70 ($\alpha > 0.70$), the instrument used can be said to be reliable. One way-Analyze of Variance (ANOVA) will be used in this research. All statistical calculations will be measured using SPSS for Windows, where the significant value is ($p < 0.05$).

3. Expected Result and Conclusion

The employee's psychology has impact on the successful of the M&A process. The acquired company employees experienced a high level of stress and dissatisfaction. The stressors experienced by employees are uncertainty, insecurity, job changes, and the threat of job loss. Although M&A is well planned from a strategic, financial and legal perspective, the adverse outcomes associated with M&A activities are attributed to human factors, especially in the post-merger stage. Stress will cause fatigue, back pain, extreme fatigue, headaches and sleep disturbances. All sources of employee stress (organization, work, workplace relationships, work environment and life between work and family) are significantly correlated with all fatigue (Physical, Psychological, and Organizational). This of course will reduce employee productivity which will result in company productivity as well as the cause of failure of an acquisition process.

Keywords: *acquisition, psychological impact, Pressure Management Indicator, stress.*

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THE IMPACT OF TRUST AND USEFULNESS OF SOCIAL MEDIA TOWARDS INTENTION TO USE THE SOCIAL MEDIA AMONG LOCAL TRAVELER DURING COVID19 PANDEMIC

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Abstract

The aim of this study is to perceive trust and usefulness of social media, as well as the intention to use it for the health and safety information while travelling domestically. Hence, the hypotheses were formulated to define social media roles in planning their trip which focusing on destination's health and safety information and its significance. The online survey was distributed to the domestic traveler who had traveled in Malaysia for the past 12 months. 412 collected responses were analyzed using SPSS to run descriptive and correlation analysis. The result showed that most of the respondents were pleased with the social media trust and usefulness which led to the intention to use social media to search for health and safety information during pandemic. The findings also indicate that a comprehensive and safety quality action should be taken by the government and other related organizations to provide appropriate and latest information on health and safety at the destinations via social media platforms.

Keywords: social media, Covid19, tourism, trust, usefulness, health, and safety information

I. Introduction

There is a growing number of cases and deaths reported around the world due to the Covid-19 outbreak pandemic, so the government has taken several measures to ease the mass hysteria and protect Malaysian health (Anis, 2020). Therefore, on March 18, Movement Control Order (MCO) was introduced to stop infectious diseases, and via quarantine, many of us engage with social media to understand Covid -19 detail. In Star Online 2020, the International Fact-Checking (IFCN) stated "as the cases increase globally, fake news on the coronavirus is also rising" (Anis, 2020). The misinformation on COVID-19 has spread online, especially on social media. This situation makes it difficult for users to differentiate between facts and fakes news. In addition, online users are more interested to use social media as a platform for communication and socialization. They exchange the information while allowing sensationalism and disinformation to spread about Covid-19.

During a crisis, social media is seen as one of the platforms that can be used to search for certain information. However, study has shown that personal histories and

characteristics influenced the way tourists use social media during a crisis (Mizrachi and Fuchs 2016). One of the things that influence people intention to follow online advice is trust and usefulness of the information (Naeem, 2021). However, the credibility of the online content can be questioned because it may be a bogus content shared by somebody with hideous and personal motives. Berhanu & Raj, (2020) stated that, there is a possibility of the company to post positive reviews and comments about themselves but negative reviews on others. Warner-Söderholm et al., (2018) added, the interrelation between individuals, organizations, information, and technology during crises with the inflow of information on social media has made it tough for us to trust the source. Thus, the study aims to; 1) identify the influence of social media use on intention to use social media for health and safety, and, 2) identify the influence of trust in social media on intention to use social media for health and safety information.

II. Literature Review

2.1 Social Media

According to Berhanu & Raj, (2020) social media is that web media, which inspires input, debates, and contribution of ideas and information from every person. Today, social media is one of the tourist alternatives to increase destination awareness. Another researcher has claimed that the data sharing among customers has improved through social media from online ratings and feedback, advertising sponsors, social inspiration and influencers. Besides that, shoppers in tourism and hospitality have used social media as source of information (Berhanu & Raj, 2020). Therefore, social media has improved the net buying activity of many corporations and customers because it makes it easier to require optimal purchasing decisions (Naeem, 2021). In addition, the feedbacks in travel-related online platform were emerged from consumer-generated media, one of them is social media. Besides that, social networking sites (SNS), blogs, websites for posting and sharing activities, as well as virtual communities' platforms have found to be significantly affected the tourism and hospitality industry.

2.2 Social Media Use in Travel Planning

According to Jalilvand & Samiei (2012), eWOM can be defined as any comments that is positive or negative on product or business by future, current or former customers, which is available via the Internet to many individuals and institutions. Studies on current eWOM focuses on the reason of why people love to post and read feedback, and also how they react to certain messages in eWOM platforms. At the local level of decision making, eWOM has recognized as one of the effective tools (Tham et al., 2013). Hence, social media encourage travel and

the execution of destination decisions. Social media is a source of ideas, minimized choices, and finalized decision in order to confirm the choice made (Fotis et al., 2012). From different perspective, social media provides the ability to track the online interaction of stakeholders in line with organizational communication. The new trend in the tourism industry is where the consumers have become original content producers for destinations, hence become very influential and prominent stakeholders. Therefore, the success of destination marketing promotion via social media is important to ensure the reputation of each of the different stakeholders (Pedrosa et al., 2020).

2.2.1. The relationship between the use of social media in planning a travel and intention to use social media for health and safety information

According to Kang and Schuett (2013), one of the main sources of information to customer in tourism and hospitality is social media. While the tourism sector has been the fastest growing industry, it is facing some obstacles such as war and terrorism, worldwide crime activity, epidemic diseases, natural disasters and economic crisis such as recession (Garg, 2015). These challenges have a huge impact on the development of tourism which indirectly lead to travel risk. Due to this scenario, from the viewpoint of the traveller, it creates an impression for the need of protection and security. Hence, in choosing travel destination, safety and security has become one of the key considerations.

Since Covid-19 outbreak has spread widely all through the globe, international air traffic has slowing down their business activities. Many countries enforce travel restrictions, close borders or introduce quarantine times. During the quarantine time, travellers allow to travel interstate. However, traveller's priority and concern has changed from fulfilling travel experience to protecting and securing themselves first. Hence, the study is initiated to identify intention to use social media to search for information on health and safety among traveller in Malaysia.

2.3 Social Media Trust for Information on Health and Safety

According Berhanu & Raj, (2020) they found some hospitality and tourism consumers that they trust on social media quite travel websites and a few of them comply with trust that travels website through an online survey. Trust can be described as a set of beliefs that will refrain from opportunistic behavior by the other party and will not benefit from a situation. Trust has been an important part of our lives; personal and business, both on and off-line, throughout history. Trust philosophically links us to an intoxicating energy source. (Warner-Søderholm et al., 2018). The content posted online could be trusted as long as the experiences that they produced and released are authentic. Besides that, trust in

social media is believed to be related to a health issue. Lin, Zhang, Song, & Omori (2016) posited that social media has tremendous potential to facilitate the quest for information and decision-making on health and self-care issues by providing new channels for health-related information.

2.3.1 The relationship between trust in social media and intention to use social media for health and safety information

According to Abbas Naqvi, Jiang, Miao, & Naqvi, (2020), daily life business and one-on-one communication; message sharing and new connections are established through confidence. Thus, the ability of the recipients to exchange and accept health information distributed on social media is thought to be influenced by their level of trust. Moreover, the recipients do not usually have professional health knowledge may feel uncertain about the truth of the scientific information. Additionally, Jin, Yin, Zhou, & Yu (2021) stated that trust may represent by the interaction between three confidence beliefs; source credibility, institution-based trust, and material credibility. While for destination trust, Mohammed Abubakar (2016) believed that the tourist willingness is depend on the capacity of a destination that offers medical tour to perform its advertised functions. People build a sense of community on social media, and they thus trust comments posted online. In order to disseminate compelling communication, build reputation and influence customer intentions or behaviours, today's astute service providers pay great attention to online reviews (Amaro, Duarte, & Henriques, 2016). Social media has been used to search for information on potential destinations, imagine images, and access past tourist experiences posts before decided the best choices for travel (Gede et al., 2020).

2.4 Intention to use social media to search information for health and safety during travel

According to Helal (2018) social media and healthcare are a powerful combination. Social networks, especially for millennials, have become an essential health resource. However, it can be difficult to grasp how to master the complexities of social media in healthcare. Nowadays, the applications of social media are built and downloaded on any smart device and used as a tool to find more travel information (Xiang & Gretzel, 2010). In purchasing a travel destination, it is motivated by the perceived utility of social media in the travel planning process and the desire to use social media for the protection of a travel destination. In selecting a travel destination, the value of health safety has a very strong effect on the trust in social media that provides information on the health protection of a tourist destination. As people become more aware of the value of

health protection for travel, they trust social media as a source of information more (Saud et al., 2020).

The proposed framework for the study was partially adapted from the study of Tuclea, Vrânceanu & Năstase (2020)

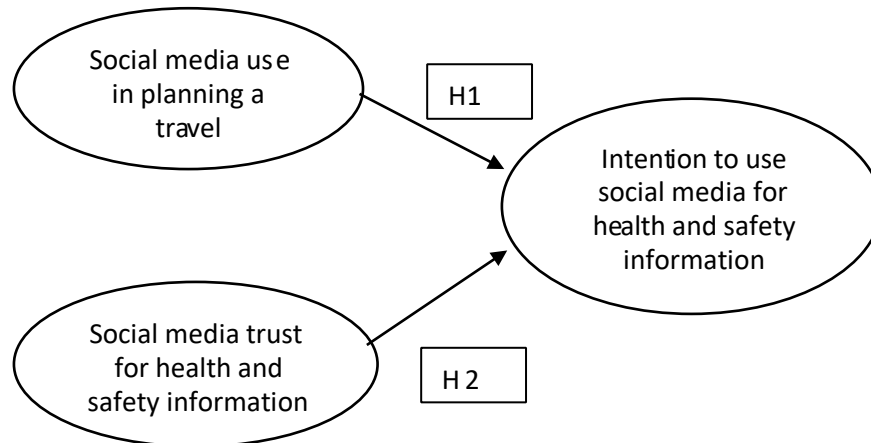


Figure 1: Framework

III. Research Methodology

3.1 Population and sampling

According Newzoo (2020) in 2019 there are about 20.1 million users in Malaysia spend their time on online game. The study can be concluded that there are more than 1 million social media users in Malaysia. So, based on the sample size table by Krejcie & Morgan Table. Krejcie & Morgan (1970), a suitable sample size for this study is 384. A convenience sampling technique was used to collect the sample. This study used a screening question for this sample, and only respondents who answered yes to both questions were allowed to access the survey, which helped only get the right respondent to this survey. Apart from that, this survey gathers email addresses to ensure that no repeat respondents respond. The survey was distributed through WhatsApp and other online platforms in order to reach respondents.

3.2 Survey instrument

The questionnaire developed for this research was adapted from Tuclea, Vrânceanu, and Năstase (2020). The questionnaire is divided into 5 sections, sections A, B, C, D and E. For the section A uses, the multiple choice and Section B until section E using Linkert 5-point scale ranging from strongly disagree (1) to strongly agree (5). First section A is regarding the traveler's travel during pandemic. This question is to determine whether a person can contribute in the questionnaire or not. The next part demographic, the gender is categorized as male and female while the age from below 18 until above 40, education, race,

origin place and status. In section B, the study is focusing on finding out the social media that users use when they planned for their holiday during pandemic situation as source of news. Such questions are intended to describe the user perspective on the usage of social media. Section C consists of four questions regarding the trusting the social media on health and safety issues. This section is to determine how social media is related to news regarding health and safety issue during pandemic. Section D is about the use of social media in travelling process. This section emphasis on how social media give benefits to the user as source of news when travelling during pandemic. Lastly, part E is about the intention to use social media for health and safety information. It consists about three questions which used to determine the intention of users using social media to search information on health and safety and the destination.

3.3 Reliability and data analysis

The reliability analysis was run to test the coefficient values of the variables. The reliability coefficient values for each section of the questionnaires range from 0.714 to 0.748 which the instruments were considered as good (Hair, 2006). The online questionnaires were distributed via online platform, ranging from email, WhatsApp and telegram. To avoid biasness and inaccuracy of the online questionnaire's distribution, few questions were asked to screen the respondents background to ensure the study collected the suitable respondents. Hence, out of 619 collected online responds, only 412 respondents have passed the screening questions. The data was then analyses using The Social Science Statistical Package (SPSS) to run descriptive analysis and correlation analysis. The descriptive analysis will explore the utility of social media in travel planning and social media confidence for health and safety information. While correlation analysis was run to test the relationship between usefulness and trust of social media on intention to use social media for health and safety information among traveler who traveled domestically during Covid19 outbreak.

IV. Results and Discussions

4.1 Socio demographic profile of respondents

Table 1 presents the demographic information of the respondents that included gender, age, races, educational level, place of residence and marital status. Besides, it is clearly shown that the percentage female respondents have outnumbered the male respondent with the percentage of 85.2%. In term of respondents age group, the largest respondents age group are between 18 to 25 years' old which are 62.4%, followed by age between 26 to 32 years' old which

are 18.0%, and then age between 41 years old and above which are 7.8%, thus follow by age below 18 years' old which are 7.3%.

The remaining 4.6% are respondents with age between 33 to 40 years old. In addition, the majority of the respondents were Malay with 95.1% with Degree as their level of education (62.4%), followed by Diploma (18.2%), and then high school (12.6%), Master (6.1%) and PhD (0.2%). Most of the respondents reside in Selangor with the percentage of 32.0 %, Kuala Lumpur, Kedah, Perak and Johor which the percentage are 12.1%, 10.9%, 9.2% and 7.8% respectively. The remaining are the state that have below the percentage of 6.0%. The respondent's marital status majority were single with the percentage of 79.9%.

The travel and visitation pattern among the respondents during Covid19 outbreak were summarized as 18.7% of them have had travelled at least once a year, 56.3% traveled about 2-3 times in a year, 18.7% traveled 4-5 times in a year and only 6.3% traveled more than 6 times in a year

Table 1: Socio demographic profile of the respondents

	Frequency	Percent
Gender		
Male	61	14.8
Female	351	85.2
<i>Total</i>	412	100.0
Age		
Below 18 years old	30	7.3
18-25 years old	257	62.4
26- 32 years old	74	18.0
33-40 years old	19	4.6
41 years old & above	32	7.8
<i>Total</i>	412	100.0
Race		
Malay	392	95.1
Indian	6	1.5
Chinese	3	.7
Others	11	2.7
<i>Total</i>	412	100.0
Education Level		
High school	52	12.6
Diploma	75	18.2
Degree	259	62.9
Master	25	6.1
PhD/Doktor Falsafah	1	.2
<i>Total</i>	412	100.0
State		

	Frequency	Percent
Pulau Pinang	24	5.8
Selangor	132	32.0
Perak	38	9.2
Kedah	45	10.9
Terengganu	9	2.2
Kelantan	17	4.1
Negeri Sembilan	15	3.6
Johor	32	7.8
Kuala Lumpur	50	12.1
Pahang	18	4.4
Melaka	9	2.2
Perlis	4	1.0
Sabah	5	1.2
Sarawak	12	2.9
Putrajaya	2	.5
<i>Total</i>	412	100.0
Marital		
Single	329	79.9
Married	81	19.7
Others	2	.5
<i>Total</i>	412	100.0

4.2 Descriptive analysis

As for the type of social media that is used by the respondent during travel, all elements in each statement as follows, *Social Networking Sites (Facebook, Twitter, and Instagram)* has the frequency of respondents using social networking sites during travel 396 and 16 respondent's not using social networking sites during travel. The frequency for *Tourism oriented sites (TripAdvisor)* however is lesser that social networking sites where only 77 respondents use tourism-oriented sites and 335 respondents are not using it. For *Online booking platform (Agoda.com, Booking.com, Hotel Combined)* the frequency of respondents who use it are 255 and 157 of respondents are not using online booking platform. While frequency for *Content communities (YouTube)* has 131 respondents who use the platform and 281 who do not use the platform. *Discussion sites (Quora, Reddit)* has the lesser user among all type of social media with frequency of 21 of respondents who use the platform and 391 not use the platform. Lastly, the frequency of 31 respondents has used *BlogSpot* as medium of social media when they travelling and 381 are not using the blogpost. The question *How much time do you spend on social media each day?* Has the frequency of respondents answering < 2 hours (34) which the smallest response compared to 2-4 hours (131), 4-6 hours (128) and 6 hours and above (119). In addition, the highest mean values for social

media use is ($M=4.6578$, $SD=.58102$ from this statement, *(you are familiar with the use of social media)*. Then, follow by this statement *(you use social media to find and spread information)* with ($M=4.5049$, $SD=.76255$) values. *You have no difficulties in using different social media platforms* ($M=4.4612$, $SD=.78362$).

Table 2: The frequency and percentage of social media types

Social media	Frequency	Percent
Social Networking Sites (Facebook, Twitter, Instagram)	396	96.1
Tourism oriented sites (TripAdvisor)	77	18.7
Online booking platform (Agoda.com, Booking.com, Hotel Combined)	255	61.9
Content communities (YouTube)	131	31.8
Discussion sites (Quora, Reddit)	21	5.1
BlogSpot	31	7.5

Table 3 shows the values for trust in social media for information on health and safety. The highest mean value for this statement, *Social media information regarding the health safety of travel destinations will be useful for you in choosing future vacations* ($M=4.46$, $SD=0.66$). While the lowest value was the statement of; *You trust and share an online review about the destination with your relative and friends before you arrive at the destination* ($M=3.8617$, $SD=1.01942$). Next, the use of social media in travelling process scored the highest value on this statement, *“ You find guarantee of health and safety measurement taken (due to covid-19 crisis) by tourism provider like accommodation units, restaurants, tourist attractions are important”* ($M=4.4369$, $SD=.75028$). While statement-*Social media information influences your behavior in the travel destination* has shown the lowest value ($M=4.0194$, $SD.98634$)

Table 3: The mean scores for trust and use of social media in travel planning

Statement	Frequency Percentage (%)					Mean	StdDev
	1	2	3	4	5		
Social media trust							
You trust the information sent by tourist services suppliers (travel agencies, hotels) on social media on the health safety of a travel.	2 (0.5)	6 (1.5)	125 (30.3)	179 (43.4)	100 (24.3)	3.90	.79
Social media information regarding the health safety of travel destinations will be useful for you in choosing future vacations.	0 (0.0)	1 (0.2)	35 (8.5)	149 (36.2)	227 (55.1)	4.46	.66
You trust the information on social media regarding the health safety of travel destinations	0 (0.0)	7 (1.7)	97 (23.5)	172 (41.7)	136 (33.0)	4.06	.79
You trust and share an online review about the destination with your relative and friends before you arrive at the destination	14 (3.4)	23 (5.6)	93 (22.6)	158 (38.3)	124 (30.1)	3.86	1.02
Social media use							
You use social media information to plan your holiday	3 (0.7)	12 (2.9)	42 (10.2)	122 (29.6)	233 (56.6)	4.39	.84
Social media information influences your behaviour in the travel destination	6 (1.5)	29 (7.0)	73 (17.7)	147 (35.7)	157 (38.1)	4.02	.99
Social media influences your choice of travel destination	3 (0.7)	17 (4.1)	58 (14.1)	135 (32.8)	199 (22.4)	4.24	.89
Social media creates expectations about your travel destination	1 (0.2)	11 (2.7)	50 (12.1)	144 (35.0)	20 (50.0)	4.32	.81
Social media influences you more in choosing a travel destination compared to traditional media	6 (1.2)	11 (2.1)	57 (28.4)	105 (58.3)	23 (9.0)	4.33	.91
You find guarantee of health and safety measurement taken (due to covid-19 crisis) by tourism provider like accommodation units, restaurants, tourist attractions are important	0 (0)	5 (1.2)	50 (12.1)	117 (28.4)	24 (58.3)	4.44	.75

Table 4 result shows the mean scores of the intention to use social media to search for information regarding health and safety at tourism destination. Based on all the three statements, the mean score states that most of the travelers were satisfied with was the question statement in this section analysis. Official sites from the social network of tourism services provide information about safety and health at the destination (M=4.1529, SD=.81853). Various podcasts (a series of recorded voice files use for listening) share information regarding health and safety at the destination (M=3.5898, SD=1.05986). Tourism oriented sites (eg: TripAdvisor) advertise about health and safety at the destination respected occupation (M=3.8422, SD=. 91851)

Table 4 The mean scores of statements intention to use social media for health and safety in tourist destination

Statement	Frequency (%)					Mean	Std Dev
	1	2	3	4	5		
Official sites from the social network of tourism services provide information about safety and health at the destination	4(1.0)	4(1.0)	75(18.2)	171(41.5)	158(38.3)	4.1529	.82
Various podcasts (episodic series of spoken word digital audio files use for listening) share information regarding health and safety at the destination	18(4.4)	36(8.7)	134(32.5)	133(32.3)	91(22.1)	3.5898	1.06
Tourism oriented sites (eg: TripAdvisor) advertise about health and safety at the destination respected occupation	6(1.5)	15(3.6)	130(31.6)	148(35.9)	113(27.4)	3.8422	.92

H1: The use of social media in planning a travel influences the intention to use social media for health and safety information

The relationship between the use of social media in the travel planning process and the intention to use social media for information on health and safety of tourism destination were tested using correlation analysis. Based on the analyzed data, there was medium correlation between the two variables [$r=0.370$, $n=412$].” This hypothesis is accepted as the value of significance is in range between 0.00 to 0.05. The correlation between the social media use and intention to use social media for health and information search has partially suggested that the tourist demanded all kinds of information on health and safety especially during pandemic. Social media is a powerful platform as it spreads faster and further. The results of this study are comparable to Xiang & Gretzel (2010) where it demonstrates that social media is still a major part of the field of online tourism and thus plays a substantial influence in planning trips. From this survey finding, there is significant hypothesis in the usefulness of social media that influence social media user toward the attention to use social media on the health and safety of tourism destination. The survey that was conducted reported that out of 412 respondents, more than 300 respondents thought that social media is useful. Especially in travel planning towards the intention to use social media on the health and safety of tourism destination” From this research also reach high satisfaction level with the high mean scores of the six statements to determine the usefulness of social media on the intention to use social media influence travelers and user social media travel during pandemic.

H2: The trust in social media among traveler influences the intention to use social media for health and safety information

The analysis undertaken to test the relationship between trust in social media and the intention to use social media in health and safety information. The results show that the were medium correlation between the two variables [$r=0.412$, $n=412$].” This hypothesis is accepted as the value of significance is in range between 0.00 to 0.05. Trust in social media for health information affected the intention to use social media on the health and safety of the tourist at the destination. This brought to the attention that the finding discovered by this study is that users of social media trust social media with regard to tourism destination health and safety information. Apparently, this study finding is similar to Tuclea, Vranceanu, & Nastase (2020), where the user who trust social media information on health and safety are motivated to use social media as a platform to search for health and safety information during crisis. This is due to fact that pandemic outbreak has restricted travel movement, hence online platform such as social media, social network sites, blogs, websites, and many more have become source of information. Similarly, Berhanu & Raj (2020) in their

study found that the international visitors have a positive perception towards the trust of information sources from social media. There is an important hypothesis from this survey finding that the degree of confidence of social media in destination health information affects the intention to use social media to assess the healthy protection of the tourist destination. The survey that was conducted in this study found that more than 300 respondents agreed that they trust the social media in travel planning towards the information on the health and safety of tourism destination. Moreover, high mean values on satisfaction level were identify from six statements in measuring the degree of trust on social media on the intention to use social media influence travelers and user social media travel during pandemic.

V. Conclusion and Implications

Social media is a very popular medium of networking, since it has the potential to focus and to disseminate information from different categories of providers. However, the quality of information provided by social media sites may differ depending on the source status, and customers are more likely to trust information provided by tourists (Fotis, et al., 2012). The current study found that the more adept people are at using online channels and the more trusting they are of social media for tourism content, the more they use social media to share feedback, photographs, videos, and reviews about their travel destinations (Tuclea, et al., 2020). Additionally, people who are more involved with trip planning and who are more engaged on social media are more likely to continue using social media in the future. Given the Covid19 pandemic outbreak situation, tourists are becoming more concerned and sensitive about the health. With travel restrictions and social distancing procedure, tourist travel to places that are considered safer as to reduce the health risks. Minimum physical contact has also become the factor that contributed to the increment on the number of social media user all over the world. With wide coverage and almost borderless, social media has been using as a platform not only to communicate and socialize but also to provide and disseminate particular information on health and safety.

The study findings suggested that social media is useful when seeking knowledge about the tourist destination's health and safety at local tourist destination. Based on the study, the tourism suppliers and destination management organizations should use specific social media channels to advertise the importance of following SOP (standard operation procedures) during Covid19 pandemic. In order to spread the awareness on health risk while attracting traveler to certain destination, destination management should work together with public and commercial sectors. Besides that, there are strong correlations between the trust in social media on health

and safety information, and intention to use social media for health and safety while travel in domestic destination. Before updated any latest information, the content should be screened first to ensure its reliability and credibility.

The study is limited on two dependent variables which are social media trust and social media use only. In the future, the study should include more than trust and usefulness as the antecedents that influence social media use. The Technology Acceptance Model (TAM) can be integrated into the framework for further study. Besides that, the samples that represent this study is dominated by Malay population, which is more than 90%. Further study is suggested to consider population balance in term of race or to focus on specific respondents or specific group of samples at specific destination. This may result in specific suggestions and recommendations that will assist in providing the best solution for the targeted population and destination.

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THE ROLE OF GOVERNMENT IN THE RECOVERY OF TANJUNG LESUNG TOURISM DESTINATION POST-TSUNAMI SUNDA STRAIT IN 2018

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Abstract

As an archipelagic country that is in the ring of fire and surrounded by several oceans, Indonesia has enormous natural tourism potential, and also has a high potential for natural disasters. Tanjung Lesung is one of the 10 New Bali destinations introduced by the Ministry of Tourism to the world as a new reference in visiting Indonesia besides Bali, which is located on the western tip of the island of Java, has a beautiful white sand beach with calm waves. However, on December 22, 2018, Tanjung Lesung was hit by a natural tsunami due to the activity of Mount Anak Krakatau which is an active volcano. This article used Descriptive research methods, it discussed how the government together with stakeholders in the Tourism Industry rebuild Tanjung Lesung post- tsunami in the area, specially in the development of Human Resources who were victims of the natural disaster. this study limited more about how the strategy was to rebuilt people's trust but has not yet analyzed the results.

Keywords: *Tanjung Lesung, Tsunami, Tourism*

I. Introduction

As an archipelagic country that is in the ring of fire and surrounded by several oceans, Indonesia has enormous natural tourism potential, and also has a high potential for natural disasters. Natural disasters such as tsunamis, earthquakes, and volcanic eruptions are a separate threat posed by Nature for Indonesia. One of the areas with beautiful natural tourism potential and located in disaster-prone areas is the Tanjung Lesung tourism destination, which is in the City of Pandeglang, Banten Province. At the end of 2018, the Tsunami Natural Disaster hit the plains of the Sunda Strait due to the activities of the Anak Krakatau Mountain. One of the biggest impacts was in the Tanjung Lesung area. The article aims to analyzed how the roles of stakeholders in the tourism sector in helping the community to recovered from natural disasters and return to attract tourists to visited the Tanjung Lesung destination.

Indonesia is a large country consisting of more than 18,000 islands in the Southeast Asian Archipelago, and is the largest archipelagic country in the world (New World Encylopendia. 2019). Indonesia is rich in diversity, amazing attractions, amazing natural adventurers, especially on its beaches and volcanoes

(Lonely Planet, 2019). The diversity of destinations provided by nature for Indonesia is united with the cultures of the various tribes who inhabit it, making Indonesia rich in tourism potential. Seeing the enormous potential of Indonesia's wealth in the tourism sector to be further explored, the Government of Indonesia through the Ministry of Tourism in 2018 paid special attention to 10 new destinations spread across Indonesia to become new potentials in attracting tourist visits (CNN Indonesia, 2018). One of the 10 New Bali Destinations is Tanjung Lesung.

At the end of 2018, the Tanjung Lesung Area, which is located in the Sunda Strait Coastal area, had to experienced a natural tsunami disaster as a result of the eruptive activity of the Anak Krakatau Mountain. This was a serious concern because it occurs during the school holidays, so many local tourists from various regions visited and stayed overnight in the Tanjung Lesung area. Of course this disaster has had a negative impact, specially on the decrease in tourist visited after the natural disaster, so it was important to analyzed how stakeholders in the tourism sector help restore the situation, especially to the community after the natural disaster that occurred in the Tanjung Lesung area.

II. Literature Review

2.1 Perception of Risk Destinations

Issues with psychological militant assaults, cataclysmic events and wellbeing concerns present difficulties to Destination advertising, as the view of potential sightseers is impacted by the kinds of occasions revealed internationally (Wolff and Larsen, 2016). This current person's impression of the dangers related with movement to a traveler region is a significant factor in surveying an objective's economy as extra hindrances to drawing in vacationers to visit the location can bring about a huge decrease in pay to the local. Wolff and Larsen (2016) found that people take a "house is more secure than on board" point of view, which makes more people seem their home as the most secure objective, so it turns into a test for partners to shape an objective to be just about as agreeable as "home" for vacationers.

The danger in an objective was dictated by the person's perspective on the vulnerability and the contrary outcomes of the relative multitude of potential outcomes that would happened (Reisinger and Mavondo, 2005). In the travel industry, vacationers' impression of actual wellbeing and security in a region are vital. Concerns are developing for this danger all throughout the planet, keeping people from voyaging and looking for vacationer locations, particularly to zones that have not been visited previously.

As a country that has a high risk of natural disasters, the government, as a key role holder, should be able to make quick and accurate decisions for disaster preparedness management, especially for the community so that people can recover quickly, and tourism destinations will revive in the area. Tanjung Lesung itself has been labeled as "10 New Bali" which is given special attention in the field of tourism, with the Tsunami that hit the area, the government must handle it appropriately and quickly so that the community can immediately rise up, and tourism can run again.

2.2 Marketing Post-Conflict Destination

The main advertising devices an objective can use for a fruitful the travel industry is a positive brand picture. Objective brands can incorporate a particular picture or say that can impact sightseers' insights and fuse neighborhood esteems in their inhabitants. Advancing an objective can help create traveler guests to the zone and feature the vacation spots the region is known for. It is significant in making a positive picture to modify a recuperating objective, particularly in Tanjung Lesung which was incapacitated by the Tsunami. The precision of the system for recuperation and getting back to showcasing or rebranding was the fundamental assignment of partners to rebuild up the Tanjung Lesung vacationer location.

Subsequent to encountering clashes like conflict, cataclysmic events and fear based oppressor assaults, objections should look to advertise their post-clash the travel industry. A few nations have acquainted various ways with reestablish their travel industry area after the emergency happened, like those in Sri Lanka and China.

Sri Lanka encountered a decrease in both their travel industry and the quantity of global vacationers in the mid twentieth and 21st hundreds of years because of the proceeded with common conflict and geological annihilation brought about by the torrent (Buultjens et al., 2015). The public authority made a few new activities by presenting the Reconstruction and Development Agency, alongside a few other turn of events and the executives ventures to accomplish post-clash recuperation. Sri Lanka was attempting to improve their post-clash the travel industry through the advancement of street framework, air terminals and force plants for the travel industry zones. The public authority was likewise making an Investment Council, which would go about as the sole power liable for advancing the travel industry nearby. The Investment Council elevates motivations to energize project execution with an end goal to reconstruct the travel industry. Through their work on rebuilding and advancement, Sri Lanka had the option to build their number of worldwide outings after the conflict and

the overwhelming torrent from 349,308 individuals in 2005 to 1.27 million out of 2013 (Buultjens et al., 2015).

Like Sri Lanka, Sichuan area in Southwest China experienced catastrophic events that set aside enormous effort to control their travel industry. In 2008, Sichuan experienced an Earth quake that lost in excess of 80,000 individuals, alongside many individuals who were harmed. The Earth quake left the Disaster scene in Sichuan, influencing places of interest nearby. To reestablish the travel industry economy, Sichuan took the choice of rebranding their vacation destinations with a structure called "darktourism". There are a few different terms related with this, for example, "unfortunate the travel industry" or "sadness the travel industry", however the general meaning of these terms alludes to "the demonstration of making a trip to a site related with death, enduring, or what seems, by all accounts, to be horrible" (Stone, 2006, p. 146). Sichuan made new vacationer locales and dedications of the tremor stricken territory to pull in travelers. Present day the travel industry has seen an increment with locales gave to death and calamity.

Both of countries above can be used as examples for the Indonesian government in carrying out rebranding of Tanjung Lesung after the Tsunami, but still the main thing is how to build communities in the area so that they are ready and recovered after the Tsunami.

III. Research Methodology

3.1 Research Method

Research methods in this study is descriptive research methods, namely research procedures that produce descriptive data in the form of written or spoken words from people and behaviors that can be observed. Through this method, data is obtained from various literatures and then linked between the existing facts. Existing problems are explained and analyzed based on existing facts and arranged in a writing and a final conclusion is drawn from the existing data and facts.

3.2 Data Collection Technique

Data collection techniques are carried out through library research or library research by utilizing secondary data consisting of literature books and utilizing data through internet sites as well as other references related to the problems posed for research.

3.3 Analisis Technique and data processing

The data processing and analysis technique used is descriptive qualitative, which is a research that describes and summarizes various conditions and situations from the various data collected. This aims to explain, test the

hypothesis of the research variables. The focus of this research is the analysis of the relationships between variables.

3.4 The type of research

The type of research used by the author is library research, library research is conducted by dealing directly with the text (nash) or numerical data and not with direct information from the field or witnesses in the form of incidents of people or objects.

IV. Results and Discussions

4.1 Tanjung Lesung's Overview

Tanjung Lesung is a part of Pandeglang City in Banten Province. Based on Government Regulation Number 26 of 2012, Tanjung Lesung is a Special Tourism Economic Zone. This further strengthens that to become an independent tourism area, the Tanjung Lesung area is required to have human resources who have basic skills as tour guides. The number of tourists, both local and foreign who visit the area is a driving force for the Tanjung Lesung coastal community to increase their capacity in the tourism sector.



Figure 1: Tanjung Lesung's Map

Source: Google Map

From Figure 1 above, it can be seen that the Tanjung Lesung SEZ has a coastal tourist attraction, close to the Ujung Kulon National Park which is famous for its One-horned Rhino habitat, as well as the Enchantment of Mount Anak Krakatau which is in the Sunda Strait and directly adjacent to Lampung Province.

In supporting becoming a tourist destination, the part of the local area is to be engaged with the travel industry exercises and to feel the effect of the travel industry exercises and the presence of the Tanjung Lesung SEZ. The

government collaborates with the University of Indonesia Faculty of Mathematics and Science (FMIPA) through the FMIPA UI Marine Studies Center, which consists of several faculty and students of FMIPA UI as servants, through the Community Engagement Grants (CEGs) program

Cipanon Village to develop and be more advanced in the field of tourism (Kompasiana, 2015). CEGs 2015 activities support tour guides who were members of the Wahana Anak Pantai community to improve their abilities as tour guides by training and granting License Diving certification. Although they did not have basic diving equipment that supports tourism activities on the coast of Tanjung Lesung, Wahana Anak Pantai has the skills and basic knowledge that must be possessed as a marine tour guide. Apart from being trained as tour guides, members of the Wahana Anak Pantai also worked as fishermen in Tanjung Jaya Village on a daily basis.

Table 1: Overseas Visitor to Province of Banten

District / City	Overseas Visitor based on District/city (person)	
	2015	2016
District of Pandeglang	4.139	113.676
District of Lebak	193	261
District of Tangerang	29.163	30.861
District of Serang	0	1.347
Tangerang City	27.697	75.461
Cilegon City	39.598	59.364
Serang City	490	788
South Tangerang City	23.882	0
Province of Banten	125.162	281.758

Source: Central Bureau of Statistics of Banten, 2019

From table 1, it can be seen how the increase in the number of tourist visits, one of which is in Pandeglang, where the Tanjung Lesung SEZ is located. The government's role in promoting Tanjung Lesung, community participation in tourism activities, and high interest prove that the government is serious about marketing Tanjung Lesung and in 2018, Tanjung Lesung was introduced as one of the 10 New Bali Destinations at the IMF Annual Meeting in Bali (CNNIndonesia, 2018).

4.2 Tsunami Natural Disaster on the Sunda Strait Coast

On December 22, 2018, Indonesia was shocked by the Tsunami that hit the Sunda Strait Coastal area. Banten, especially Tanjung Lesung, which is right on the coast of the Sunda Strait, was worst affected by the natural disaster. This incident caused 430 victims to died. The National Disaster Management Agency

also recorded 1,495 people injured, 159 people missing, and 21,991 people displaced in various areas (BBC, 2018). The victims were scattered in all areas affected by the Tsunami, namely Banten Province and Lampung Province, considering that Mount Anak Krakatau was in the Sunda Strait.



Figure 2: Tsunami Affected Areas
Source: BBC, 2018

PT. Banten West Java, which is the manager of the Tanjung Lesung SEZ, said that the Tanjung Lesung beach area stretches for two hectares. The area is part of the total 1,500 hectares of Special Economic Zones (SEZ) there. Of the two hectares area, Purnomo said, until now, the value of the damage was still being calculated. The losses are estimated to be dominated by cottages, which are 61 units. The total losses from the Tanjung Lesung area alone, when combined with the losses to the community and victims of tourists visiting the Tanjung Lesung area, reached Rp. 51 billion.

4.3 Recovery from the Post-Tsunami Disaster

Tanjung Lesung, which is additionally one of the 10 new Bali objections, has likewise gotten uncommon consideration from the Ministry of Tourism of the Republic of Indonesia to straightforwardly intercede in the post-catastrophic event recuperation measure. Tourism Minister Arief Yahya activated the Tourism Crisis Center Team (TCC) which monitors disaster developments and coordinates with all relevant agencies, including disaster management agencies, local tourism offices, and various tourism stakeholders around the disaster area to gather information about the affected tourism ecosystem and provide services to tourists. TCC will be the center of information from the tourism sector so that incorrect information about the natural disaster does not occur. Minister Arief Yahya also instructed to stop all forms of promotion against Tanjung Lesung and focus on restoring destinations.

The Ministry of Tourism has three strategies for the recovery of tourism destinations that were affected by the post-tsunami. The first was recovery from the human or institutional side, then the recovery of destinations and the last was marketing. Human resources were the main focus in the recovery of tourism destinations, specially in trauma healing. Trauma healing activities carried out for people who lived and operated in tourist destinations, including workers in the tourism industry sector, such as employees of hotels, communities and the tourism industry.

For destination recovery and marketing, the Ministry of Tourism has taken a strategy by holding government and institutional events in the Banten area, so that public confidence that Tanjung Lesung has recovered would grown and returned to the courage to visit the Tanjung Lesung area. Exemplary from the Government in going directly to disaster areas was the easiest strategy to restore the confidence of investors and also the public. This strategy was said to have worked in other areas affected by natural disasters, namely Bali. The eruption of Mount Agung in Bali reduced the number of tourists visited Bali, however, trust was won when the president of Indonesia, Ir. Joko Widodo directly came to Bali and played on Kuta Beach to prove that Bali was safe. This strategy would also be used in the recovery in Tanjung Lesung.

During the 6 months target period for Tanjung Lesung recovery, the Ministry of Tourism has prepared 49 events to be held in the Banten area. The 49 planned activities consist of 16 activities for the recovery of affected destinations, 19 marketing and promotion activities, and 14 human resources and institutional activities. To increase the trust of the public and tourists in

tourism activities in the Tanjung Lesung area, the Ministry of Tourism was also working with the Indonesian Meteorology and Climatology Agency to establish disaster mitigation and tsunami early warning technology at several points along the coast. The form of participation of the Indonesian people in providing support to victims of society and the government in increasing trust through social media in enlivening the hashtag #selatsundabangkit so that people directly help restore trust in the Tanjung Lesung destination.

V. Conclusions

The conclusion of this article is that in the recovery of conditions in the Banten area, specially Tanjung Lesung as a destination that was included in the category 10 New Bali after the Tsunami natural disaster has been implemented quickly and precisely. The Ministry of Tourism was participated in restoring destination places. One of the main things in recovery was the recovery of human resources, namely the community. So that the main focus of this recovery was the community and restore the trust of the community and tourists. Infrastructure could be built immediately, but if it was not accompanied by a return of trust from the public and tourists, then the destination would still decrease in number of tourists, which can also harm those involved in the tourism industry. The focus on organizing activities by the government and institutions in the Banten area was also a strategy to restore investor and public confidence that the Sunda Strait was safe and ready to rise.

VI. Limitation

This study has limitations in the results of the analysis, where this research describes more about how the strategy was to rebuilt people's trust in visiting Tanjung Lesung, but has not yet analyzed the results, whether the strategy carried out by the government through the Ministry of Tourism was successful or not, so that it can become further research. to analyze the success of the strategy.

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PRELIMINARY STUDY OF THE DEVELOPMENT STRATEGY OF
MANGROVE FOREST AND HEALTH PROCEDURES DURING
PANDEMIC: CASE STUDY ECOWISATA IN PANTAI TIMUR
KEDONGANAN, BALI INDONESIA

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Abstract

Mangroves are complex ecosystems consisting of flora and fauna in coastal areas, living at the same time in land and sea water habitats, between tidal and low tide boundaries. The existence of pressure from various interests on the mangrove area has the potential to cause damage to mangrove plants which causes changes in the ecosystem. Meanwhile, the management threat is the interests of certain parties that tend to reduce the existence and preservation of mangrove forests, waste disposal in the upstream area that is still happening, and infrastructure development in the vicinity. This study aims: to identify the use of mangroves by the local community and also to reduce mangrove damage so that the ecosystem is preserved and preserve mangroves again, identify the use of mangroves by the community and determine mangrove management strategies. As a tourist spot so that tourism sector workers can remain productive and safe in the midst of a pandemic, visitors to tourist attractions will be required to wear masks and always maintain personal hygiene as well as the environment. When entering a tourist area, your body temperature will be checked as well as it complies with the health protocol set by the government. hence the study should be called qualitative research. The data collection methodology was carried out through participant observation and interviews. The number of respondents and the typology of respondents as well as the time for data collection and the length of time for data collection were carried out by researchers for 3 months. The data analysis process includes, prepares, and organizes data from respondents and interviews.

I. Introduction

The Covid-19 pandemic has had a significant impact on the world economy, including Indonesia. Drastic changes in the socio-economic life of the community have changed the buying and selling interactions in the market. Some industries have experienced deep downturns, some have benefited from the disaster, but as a whole the Indonesian economy has experienced quite a frightening contraction. Therefore, various strategies have been and will be implemented to try to revive the economy while maintaining the level of public health . The policies made by the government need to be reviewed again taking into account the current economic situation ,

estimates of vaccine discovery and distribution, and the duration of the benefits of the policies themselves.

The current Indonesian economic situation is not healthy. Economic growth based on the calculation of Year on Year in the first quarter of 2020 shows a weakening by only reaching 2.97%. Data in the second quarter was also less than friendly, showing a deep decline of -5.32%, the worst since 1999. Most sectors experienced negative growth, such as the transportation industry which experienced the lowest growth with a value of -30.84%. However, several sectors are still experiencing positive growth, such as the information and communication sector, financial services, agriculture, real estate, education services, health services, and water supply.

Tourism as a driver of the economic sector can be a solution for the government in increasing economic development. The tourism sector does not only touch certain economic groups but can reach the lower classes. Communities around tourism objects can establish various economic activities such as lodging, services (transportation, information), shops and others. These activities can increase people's income and reduce the unemployment rate.

Mangrove tourism is the development of a village area which basically does not change what already exists but is more inclined towards exploring the potential of the village by utilizing elements that exist in the village (representing and being operated by villagers) which function as an attribute of tourism products on a small scale to become a series of tourism activities, as well as being able to provide and meet a series of travel needs both in terms of attraction and supporting facilities, Mangroves can grow well in coastal areas that have large and protected rivers. Mangrove species have the ability to adapt to extreme environments such as inundated soil conditions, soils that have high salt content or substrate conditions in the form of mud which are generally unstable. Some types develop the ability to excrete salt from the body's tissues, others adapt by developing their root or reproductive systems. Indonesia has a high diversity of mangrove species. In Indonesia, there are approximately 202 types of mangrove plants, including 89 types of trees, 5 types of palms, 19 types of climbers, 44 types of soil herbs, 44 types of epiphytes and 1 type of ferns. Some mangrove species are true and some others are mangrove followup (Noor et al., 1999).

Currently the tourism industry does not only rely on uniqueness and beauty as the main attraction for tourists. The implementation of health protocols, especially in handling Covid-19, is a must in every corner of this industry. Therefore, community service activities are needed in the form of training on the application of health protocols for employees at tourist attractions. This activity aims to prepare employees

to be able to apply health protocols when serving tourists so that they are able to provide a sense of security and comfort to tourists when making tourist visits.

II. Literature Review

According to Nazir (2013: 93) data collection techniques by conducting a review study of books, literature literature, notes, and reports that have to do with the problem being solved. This technique is used to obtain the basics and opinions in writing which is done by studying various literature related to the problem under study. This is also done to obtain secondary data that will be used as a basis for comparison between theory and practice in the field. Secondary data through this method is obtained by browsing the internet , reading various literature, the results of studies from previous researchers, lecture notes, and other relevant sources.



Figure 1: Map Grand Forest Park

Spesies *Avicennia* spp (Api Api), *Dizona* juga sering tumbuh jenis *Bruguiera* spp (Lindur, tanjang) dan *Xylocarpus* spp. (banang-banang, Nyirih), *Ziziphus* *Mauritana* (Bidara/ Widara), *Rhizophora* *Mucronata* (Bakau hitam), *Cocos* *Nucifera* (Kelapa).

Tabel 1: Fauna Mangrove

no	Nama Lokal	Nama Latin	Kategori
1	Kuntul Besar	<i>Egreta Alba</i>	Umum terdapat
2	Kowak Malam Kelabu	<i>Nycticorax</i>	Umum terdapat
3	Blekok Sawah	<i>Ardeola Speciosa</i>	Kadang dijumpai
4	Kuntul Karang	<i>Egretta Sacra</i>	Kadang dijumpai

III. Research Methodology

Judging from the data source in this study. As follows are data collection techniques that can be done in this study by:

Observation

Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory. Observations will be made directly into the field to find out what kind of marketing strategy is in Kedonganan Eko Mangrove Bali. According to Imam Gunawan (2013: 143).

Not only through socialization, program managers also use it media to convey messages. The use of the media also varies, such as, print media, social media, and in-person meetings as needed. Media social used varies according to the interests of each audience.

The Instagram social media manager is used to publish mangrove ecosystem conservation programs and education on species mangroves. Instagram is used to target millennials and tourists overseas. And for Facebook it is used to target intellectuals. Social media is quite effective in conveying messages because of its role as intermediaries to disseminate information quickly. Managers make use of the media as a publication event about what activities are carried out in Mangrove.

Interview

According to Imam Gunawan (2013: 143). Said that interviews can be conducted in a structured or unstructured manner, can be done face- to-face or by telephone. In this study, researchers used unstructured interviews, namely free interviews where the researcher did not use interview guidelines that had been arranged systematically and only outlines the problems to be asked. Interviews will be conducted with respondents, namely Mr. David Polar, who has a problem with how the marketing strategy for tour package products through social media in Kedonganan Eko Mangrove Bali. In this case, it is intended that the questions asked by the researcher can be directed, without reducing the freedom in developing questions and the atmosphere is maintained so that the dialogical impression of the information is more visible.

Documentation

According Sugiyono (2014: 142), the documentation which is seeking data on things or variabel the form of notes, transcripts, books, letters of newspapers and magazines. Documentation can be in the form of writings, pictures, monumental works of someone who has the documentation. The goal is to be able to carry out documentation activities to obtain information on knowledge and evidence.

IV. Results And Discussions

According to Law Number 5 of 1990 concerning Conservation of Living Natural Resources and their Ecosystems, a large forest park is a natural conservation area for the purpose of collecting natural or artificial plants and or animals, native and non-native species, which are used for research, scientific purposes, , education, supporting cultivation, culture, tourism and recreation. Nature conservation area is an area with certain characteristics, both on land and in waters which has the function of protecting life support systems, preserving diversity of plant species,

The management of nature reserve areas and nature conservation areas is regulated in Government Regulation (PP) of the Republic of Indonesia Number 28 of 2011 concerning Nature Reserve Areas and Nature Conservation Areas. In this regulation, Mangrove management is limited to research activities, development of science and technology; education; collection of biodiversity, storage / absorption of carbon, utilization of water / energy water, heat and wind and nature tourism; utilization of wild flora and fauna for cultivation; traditional use by local communities; and animal breeding / plant propagation.

The high dependence of the surrounding community on the existence of mangroves requires management to involve the community. The community realizes that they have a role to play in preserving mangroves. The community tries to apply the principle of mangroves. Although based on the prevailing regulations, mangrove management is limited to research, science, education, cultivation support, culture, tourism and recreation activities; in fact there are community activities / community groups located in the mangrove area outside the permitted activities.

Characteristics Of The Mangrove Environment

Based on the zoning rate of growth of mangrove species related to the thickness of the substrate, the following sequence occurs:

- a. The area closest to the sea, with sandy substrate. In this zone, the species *Avicennia* spp (Api Api) are usually grown and this type is often associated with the *Sonneratia* spp (Prapat)species which predominantly grow in deep mud habitats and are rich in organic matter.
- b. The area is more landward, with a thick muddy substrate and the substrate is still soft, which is more dominated by the species *Rhizophora* spp (Mangrove). *Dizona* also often grows types of *Bruguiera* spp (Lindur, tanjang) and *Xylocarpus* spp. (banang-banang, Nyirih).
- c. The zone towards the land is more inland with a hard muddy substrate and a bit dense dominated by the *Bruguiera* spp.

d. Transition zone between sea and land, with a hard substrate and low salinity levels (10 - 20 ‰) . This species is mostly dominated by *Nypa fruticans* (palm)

Mangroves can grow optimally in coastal areas which have large river estuaries and deltas and the water flow contains a lot of mud. In coastal areas that do not have river estuaries, mangrove growth cannot take place optimally. Mangrove forests in Indonesia are well developed in muddy coastal areas and in estuary areas. Besides that, mangroves can also grow in steep and compact clay soils, especially of the Tanjang type (*Bruguiera* spp), in peat areas such as *Candelia* spp, sandy soils like *Rhizophora stylosa* and even coral soils rich in detritus such as *Pempis acidula* (Sukardjo, 1981) . Mangrove forests generally have alluvial soil types, blue to grayish brown.

The structure of the mangrove forest is very simple, generally consisting of one tree canopy with small tree species with a height of up to 50 meters. The dominant species in mangrove forests mostly consist of the genera *Rhizophora*, *Bruguiera* and *Avicennia* (Arthana, 1999). Factors that affect the structure, diversity and growth of mangroves include: Coastal physiography, tides, waves and currents, climate, fresh water supply and salinity (salt content).

1. Beach Physiography.

Coastal characteristics, such as area, length and location, relate to tidal inundation, sedimentation and sediment characteristics. Mud beds and estuaries are affected by waves or rivers which are generally associated with the fertility of the mangrove area which supports a very wide variety of vegetation and animals.

2. Tides

The duration of the tide will affect changes in salinity in the mangrove area. The salinity of water becomes very high during high tide, and decreases during low tide. Salinity also varies during changing seasons. Changes in water salinity by tides are one of the limiting factors for the distribution of mangrove species, particularly the horizontal distribution. Tides also affect the mass transfer of freshwater to seawater, so that it can affect the vertical distribution of mangrove organisms. The mangrove species that dominate the inundation areas that occur all the time are *Rhizophora mucronata*, *Bruguiera* spp., And *Xylocarpus* spp.



Figure 2. Mangrove vegetation and ecotourism facility

3. Waves and currents

Mangroves are often found in quiet places and around hugging beaches that allow for sedimentation or siltation carried by freshwater flows. Sediment deposition is needed as a substrate for mangrove growth (Snedaker et al., 1985; Nontji, 1987). Mangrove trees are known as halophyte plants, meaning that they are resistant to soil or substrates that contain salt and stagnant seawater. There are also mangroves growing at a higher place towards the mainland so that they will experience a period without seawater inundation. Larger particles will be carried and accumulate and form sandy beaches or sand solids.

4. Climate

Actually, mangrove forests are not affected by the existence of the climate, meaning that mangrove forests can grow in areas with wet, seasonal and dry climates. But generally mangrove forests in Indonesia are found in climates with high annual and monthly rainfall. This can prevent the accumulation of soil salts so that the mangrove forest can thrive and develop properly. Climatic factors that influence the development and growth of mangroves includes light, rainfall, temperature, wind, salinity, dissolved oxygen (DO), and physical and chemical properties of soil.

Standard Protocol Health In Mangrove Tourism Location

Technical Arrival

- Cars / motorbikes and boats are sprayed with disinfectant at the entrance to the Ketapang pier
- Prospective tourists are required to use masks in the vehicle or during a trip
- After getting off the vehicle, he is obliged to wash his hands with the liquid soap provided
- Measured body temperature

Traveler

- Must comply with the rules that are set

- b. Must use a mask
- c. Attempted to bring a hand sanitizer
- d. Bring personal fittings (medicine , prayer mat, sarong, mukena, etc.)
- e. Fill in the data and attach the statement letter from the agent travel (for those who use it)
- f. If the photo together, keep your distance (social distancing)
- g. Tourists are prohibited from crowding each other and joining other
- h. groups
- i. Take out the trash in its place

Standard protocols that must be considered are as follows:

1. Make sure all public areas are clean. Do cleaning using disinfectant at least 3 times a day, especially during times of busy activity (morning, afternoon and evening) at each representative location (door handles, elevator buttons, escalator handles, etc.)
2. Detection of body temperature at each entry point of tourist attractions If the community's body temperature is detected ≥ 38.0 C, it is recommended to immediately check the condition of the body to a health service facility and not allowed to enter tourist attractions
3. Temporarily postpone large events that bring in large numbers of people (eg concerts, seminars, etc.). If there is a meeting it is limited to a maximum of 20 participants
4. While limiting visitors to local residents only until it is determined otherwise by the Office after coordinating with the Covid-19 Prevention Task Force .
5. Promote regular and thorough hand washing
 - a. Display posters regarding the importance of washing hands and proper hand washing procedures
 - b. Ensure tourist attractions have access to hand washing with soap and water or alcohol-based hand washing
 - c. Place hand sanitizer dispensers in strategic and easy-to-reach places for the public at tourist attractions and ensure these dispensers are refilled regularly
6. Disseminating coughing / sneezing etiquette at tourist attractions
 - a. Display posters about the importance of implementing cough / sneezing ethics and procedures for sneezing / coughing at tourist attractions
 - b. Tourist attractions managers must provide face masks and / or tissues that are given to all visitors and passengers who have flu or cough symptoms
7. Regularly update information about Covid-19 and place it in an area that is easily seen by visitors.
8. Providing communication, information and education (IEC) media regarding the prevention and control of Covid-19 in strategic locations in every tourist spot.

9. Working together with the nearest health facility for sick travelers referral procedures and increased staff knowledge about personal protective equipment and infection prevention
10. Reset ticketing system, cashless payment system, reservation system in tourist destinations. Especially for tourist villages, the reservation queue is at the same time to prepare educational packages chosen by tourists.
11. Restrictions on visitors are in accordance with the capacity of officers and the ratio of tourists to land area (open-close system).

Preparation of Health Protocols in the Field / Tourism Activities:

- Establishment of a Covid 19 Prevention and Control Task Force in Pahawang Island Village
- Data collection posts are established in 2 places, namely:
 - Dusun II Penggetahan (Village Hall)
 - Hamlet III Jelarangan (Pos Lanal Pahawang)
- Sea
- Installation of Benner in Each Destination
- Preparation of the Disinfectant Spray
- PPE preparation
- Handsanitaizer preparation
- Thermogun

V. Conclusion And Suggestions

5.1 Conclusion

The surrounding community has a high dependence on the existence of the mangrove ecosystem. The local community makes use of mangroves in the form of nature tourism businesses, breeding turtles, collecting non-timber forest products, cultivating fish and crabs, as well as traditional fishing and crab fishing. The community realizes that they play a role in preserving mangroves, therefore they apply local wisdom to support the sustainability of mangroves.

5.2 Suggestions

To get optimal benefits while maintaining the preservation of mangroves, mangrove management is directed towards the development of ecotourism. Both activities are carried out by involving local communities and directed as a means of environmental education. In addition, the development of ecotourism currently carried out by local communities must also be embraced by area managers to ensure that what the local community does is in accordance with applicable laws and regulations.

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FROM POWDERY BEACHES TO SHINY NICKELS: AN EXPLORATORY STUDY ON THE POTENTIAL OF INDUSTRIAL TOURISM FROM THE DEMAND SIDE IN PALAWAN, PHILIPPINES

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Abstract

The paper explored the potential of eco-mine tours from the demand side as a form of industrial tourism in the province of Palawan, Philippines which is popular for its nature-based tourism products. It utilized a descriptive-exploratory design using quantitative method in gathering information from 112 tourist respondents in Puerto Princesa, Palawan chosen through convenience sampling. The research established that respondents are not yet ready to engage in industrial tourism like mine tours as evidenced by their low level of awareness on the concept of industrial tourism and their low interest in participating in a mine tour if it will be offered to them. This established the high demand by tourists in Palawan for its mainstream offerings of sun, sea and sands despite the presence of other potential products in the form of eco-mine tours. The paper contributed to the discourse of promoting Palawan as an industrial tourism destination for product diversification, development of its unique selling proposition and promotion of sustainable mining practices.

Keywords: *Eco-mine tours, Industrial tourism, Unique selling proposition*

I. Introduction

Palawan islands have been recognized by different international travel magazines and shows as one of the world's best islands. In 2020 it was named for the fourth time as "The Best Island in the World" by Travel+Leisure magazine. It is undoubtedly famous for its tropical allure of sun, sea and sands which pulled in 1,917,461 local and foreign visitors in 2019.

Unknown to many, however, tourism is not the only industry that benefits from the islands' rich natural resources. Palawan also hosts several mining companies one of which is the Rio Tuba Nickel Mining Corporation (RTNMC) which offers ecomine tours. RTNMC, like Palawan islands, is multi-awarded and recognized for its sustainable mining practices. The eco-mine tour is not, however, part of the staple activities offered to visitors by the local tourism office and private tour operators since it is not aligned with mainstream tourism.

Moreover, most of the studies conducted about Palawan centered on nature tourism and its attendant activities geared towards leisure and relaxation. Industrial tourism activities in the islands are not given enough scholarly attention.

This paper attempted to explore the potential of industrial tourism in Palawan by (1) profiling its visitors and measuring their (2) acceptability of industrial tourism (3) readiness to participate in mine tours (4) awareness on sustainable mining practices.

II. Literature Review

Industrial tourism, at its most basic level, encompasses visits to sites that perform economic activities whereby the primary purpose of engagement is the broadening of knowledge about the processes involved and the procedures done in industrial operations, among others, by ocular means (Vargas-Sanchez, 2008) and/or by hands-on activities (Chow, Ling, Yen & Hwang, 2017). This form of tourism has been recognized by many as an increasingly important niche of the tourism industry as it has emerged in the last decades in response to the trend of individualization and differentiation (Otgaar&Klijs, 2010). Also, industrial tourism has been strengthening community linkages through time as companies open doors for tourist involvement in the industry. Through a managerial perspective, two conflicting operations arise when companies manage both the economic activities and tourism due to the incompatibility of the fields' objectives. Since the latter is more concerned with the effective production of the core product and the former, with the handling of visitors, there is no doubt that some companies are hesitant in terms of manhandling the two simultaneously. However, the public relations opportunity brought by tourism may override corporate concerns regarding the associated financial and developmental costs (Frew, 2011). In the international scope, specifically in Western Australia, travel and business activity to key 'mining' tourism regions had increased strongly and accommodation and aviation industries in capital cities and in the mining areas were benefitting from the boom of that time (Pham, Bailey, & Marshall, 2013). In Italy, especially in Sardinia and Tuscany, destinations for industrial tourism are the Amiata Mining Park, the Colline Metallifere Mining Park, the Geomining Park of Sardinia, and the Archeomining Park of S. Silvestro - parks set up on abandoned mine-workings, however offer little to no tourist access (Preite, n.d.).

III. Research Methodology

The research is descriptive in nature and gathered quantitative data through face to face surveys of 112 tourists in Puerto Princesa, Palawan in February of 2018.

Convenience sampling was utilized due to time constraints. A descriptive design is most appropriate for the research since not much is known yet about

industrial tourism in the study site. The study likewise captured the respondents' set of preferences, acceptability and awareness on industrial tourism in general and ecotours in particular to gauge their readiness to engage in special interest tourism. A descriptive design allowed the researchers to get a pulse of what tourists in Palawan know and want as far as industrial tourism is concern.

Data was statistically treated using frequency, percentage and weighted mean. Data was interpretation was guided by the conceptual framework of special interest tourism (SIT) experience (Trauer, 2006).

IV. Results and Discussions

Profile

Majority of the respondents are Filipino male tourists aged between 21-27 years and are first-time visitors in Palawan. They spend less than a week to tour Puerto Princesa and other destinations in Palawan. Almost 85% of respondents have not visited any mining sites in the province mainly because they went to Palawan for leisure, adventure and family visit. The profile of respondents suggests they are part of mass tourists who usually travel to see mainstream attractions like beaches and mountains.

Awareness on Industrial Tourism

Almost half (42.86%) of the respondents have little knowledge on industrial tourism and the remaining 35% have no idea at all on what industrial tourism is all about.

Table 1: Industrial Tourism Awareness

<i>Respondents' degree of familiarity with Industrial Tourism</i>	<i>f</i>	<i>%</i>
Never heard/read of it.	40	35.71%
Have heard/read of it but do not know what it means.	15	13.39%
Have heard/read of it but have little knowledge on it.	48	42.86%
Know and understand it well.	6	5.36%
Know and have tried it before.	3	2.68%
Total	112	100.00%

The overwhelming number of respondents for this study have little to no awareness about industrial tourism in general and mining tours in particular since 90% of them have not yet participated in a mining site tour.

Table 2: Impression on Sustainability of Mining Practices

Definitely Yes (5)	Probably Yes (4)	Neutral (3)	Probably No (2)	Definitely No (1)	Mean	Verbal Interpretation
15	22	31	20	24	2.86	Neutral

Owing to the almost total lack of awareness and participation of respondents on mine tours, they perceived the mining industry and its current practices as neither good nor bad. Their inability to form a clear impression on mining and its practices is consistent with their lack of information on the industry in question.

Table 3: Interest of Tourists to Engage in Industrial Tourism

Definitely Yes (5)	Probably Yes (4)	Neutral (3)	Probably No (2)	Definitely No (1)	Mean	Verbal Interpretation
33	39	25	6	9	3.72	Probably Yes

However, despite their lack of awareness on industrial tourism, the respondents expressed a slight interest in participating in industrial tourism in the form of a mine tour if they were to be invited by a company like RTNMC. They are unsure though if they will spend money on a tour in a mining site.

Table 4: Willingness to Spend Money

Definitely Yes (5)	Probably Yes (4)	Neutral (3)	Probably No (2)	Definitely No (1)	Mean	Verbal Interpretation
16	32	32	16	16	3.14	Neutral

For those were willing to spend money on it, almost half of the respondents will only spend between Php150-500 for such an activity.

Acceptability of Industrial Tourism

In general, respondents find industrial tourism as a slightly acceptable form of tourism in Palawan.

Table 5: Industrial Tourism Acceptability

Statement	5	4	3	2	1	Mean	Verbal Interpretation
	Strongly Agree	Slightly Agree	Undecided	Slightly Disagree	Strongly Disagree		
I appreciate variety over the ordinary in the tours I participate in	53	46	11	2	0	4.34	Slightly Agree
People deserve to be educated on the sustainable practices of	54	27	27	2	2	4.15	Slightly Agree

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mining through the first-hand experience								
I am unfamiliar with industrial tourism but I would gladly pay to take part in a mine tour	19	36	33	17	7	3.38	Neutral	
I am unfamiliar with industrial tourism but I would gladly take part in a mine tour as long as it promotes sustainability and concern for the environment	41	43	20	7	1	4.04	Slightly Agree	
The addition of a mine tour in Palawan's tour packages would greatly diversify the tours offered.	34	34	37	4	3	3.82	Slightly Agree	
I am willing to add mine tours in my tailormade itineraries.	23	36	43	5	5	3.60	Slightly Agree	
I would love to discover and explore more of Palawan through the sustainable practices done	34	40	29	7	2	3.87	Slightly Agree	

by its mining
companies.

Since

industrial

tourism is an

41

45

22

2

2

4.08

unfamiliar

interest in the

Philippines but

a rising field in

foreign

countries,

exploring it

further would

enable it to

bring

significant

improvement

to the local

economy

General

3.91

Slightly

Industrial

Agree

Tourism

Acceptability

V. Conclusion

The research established that mass tourists are not yet ready to engage in industrial tourism activities like mine tours as evidenced by their low level of awareness on the concept of industrial tourism and their slight interest in participating in a mine tour even if it will be offered to them. This highlights the fact that tourism promotions in Palawan capitalize mainly on its mainstream products in nature tourism like sun, sea and sands despite the presence of other potential products in the area of industrial tourism. Palawan is home to several mining sites which incorporate sustainable practices in their daily operations like the RTNMC. The development and marketing of mine tours has the potential of hitting two birds with one stone: product diversification and promotion of sustainable mining practices to tourists who h

A province with diverse product offerings can cater to a wider market base who are looking for both the traditional and an alternative tour experience. While the natural beauty of Palawan is truly remarkable by itself, it will not hurt if the province will explore other avenues to showcase to visitors. After all both natural tourism and industrial tourism, in the case of mining, is connected by the richness of the land. Mining companies like RTNMC on the other hand will be given the opportunity to

showcase their good practices to a set of public who either has no idea or a negative impression of the industry. Mine tours can be developed as part of Palawan's niche tourism offering to visitors who are looking for something outside of the usual tourism products which the province is known for. With the inclusion of mine tours, Palawan can now offer products to tourist whose motivations are mainly pull factors when choosing a destination. RTNMC can forge partnerships with tour operators and the local tourism office to promote its mine tours to a niche market initially and eventually to the mainstream tourists.

Tourism and mining are two of the industries which fuel the growth of Palawan and other provinces in the country. The strategic utilization of the resources of both industries can mean a successful partnership that can be highly beneficial for tourism, environment, business, and the people.

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CORONAVIRUS IMPACT: THE STUDY OF POST-PANDEMIC PLANNED TRAVEL BEHAVIOR

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Abstract

The pandemic of COVID-19 has not only affected destinations during the times of the crisis but also after that period because travelers are starting to change, and they begin to re-evaluate the high-risk destination whether to go or not. Several previous studies have reported on tourists' travel behavior post-pandemic but have not provided information about their original plans and past behavior. Therefore, this paper will examine the direct effect of the Theory of Planned Behavior (TPB) towards Post-Pandemic Planned Travel Behavior, also, the moderation effect of past behavior on the antecedents of independent and dependent variables. This study adopted the Theory of Planned Behavior (TPB) and was conducted online using the random sampling method to collect the data. The findings indicated that there is a strong association between TPB attributes and Post-Pandemic Planned Travel Behavior, indicating that people would most likely travel as planned after the pandemic's end. The importance of this study is to acknowledge travelers' new travel preferences in the event of a pandemic. In the future study, additional antecedents of the purpose of tourist conduct should be explored. Recommendations in regaining people's trust to continue traveling according to their old plans postpandemic are provided.

Keywords: covid-19 pandemic, post-pandemic planned travel behavior, theory of planned behavior, travel patterns.

I. Introduction

The year 2020 emerged a serious threat to public health. The novel pandemic outbreaks of Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) started in December 2019 in the Chinese city of Wuhan. ("Covid-19 Timeline...", 2020). Hundreds of nations introduced a variety of mobility limitations in response to the pandemic, ranging from obligatory partial or total quarantines (commonly referred to as lockdowns) to non-binding calls for operation restrictions (BBC News, 2020). Concerning this, tourists' behavior is gradually changing (Haque, 2020). Malaysia's travel and tourism industry are among the hardest hit where not only chain hotels affected, but also major airlines and other peripheral services related to tourism industry (Pfirsch, 2020). People would want to travel again, but their desire may not be quelled and bringing tourists back and re-building confidence in travel is going to

take new methods and challenges (Pfirsch, 2020). People may still get scared of contracting the virus even post-pandemic (Charumilind, Craven, Lamb, Sabow, and Wilson, 2021).

Post-pandemic refers to the aftereffects of a pandemic (Markiewicz, 2020). When this pandemic end, a new normal may last for months, years, or forever. Planning for the after-effects of a pandemic is necessary (Markiewicz, 2020). Major changes to the tourism industry, including drastic reorganisation and the implementation of new guidelines and norms, are needed to restart planning (Lew et al., 2020). Consumers, meanwhile, have shifted because of the pandemic, including their perceptions, preferences, and travel attitudes (Peters et al., 2020). In conjunction to this, Pandemic Planned Travel Behavior could be understood with when it came to selecting a mode during the pandemic, people will be prioritized pandemic-related issues over any other specific issues (Abdullah, Dias, Muley and Shahin, 2020). The pandemic planned may vary depending on sex, car ownership, jobs, distance from travel and other pandemic underlying factors (Abdullah et. al, 2020). As for now, to reduce crowds and physical encounters, a significant change from physical shopping, corporate events, and long-distance travels to shopping via online, teleconferencing, and domestic outings has occurred (Shamshiripour, Rahimi, Shabanpour, and Mohammadian, 2020). Not only during the disaster, but also in the following, when travellers' behaviour shifts and they re-evaluate whether to escape from the high-risk destination or not (Yuzhanin and Fisher, 2016).

For those purposes mentioned above, the Theory of Planned Behavior (TPB) was adopted into this study. Hence, this study was to seek the association of past behaviors with post-pandemic planned travel behavior, regarding Attitude, Subjective Norms, and Perceived Behavior Control. The result determined the likelihood of people to continue traveling according to their old plans after the pandemic is over.

II. Literature Review

1. Theory of planned behavior

TPB is one of the socio-psychological theories most used for the prediction of human decisions and actions (Ajzen, 1991, p. 183; Guerin & Toland, 2020, p. 197). In the tourism sector, TPB is also a widely used theory for understanding the decision-making processes and behaviors of travelers (Kim & Hwang, 2020, p. 2). The components of TPB are attitude towards actions, subjective norms, and perceived behavioral control (Ajzen, 2020, p. 314). The TPB structure states that the most proximate determinant of the actual behavior is the behavioral intention (Eom & Han, 2019, p. 962) and that this intention focuses on the attitude towards behavior, the subjective norm, and the perceived behavioral control (Guggenheim et al., 2020, p. 105489). In other words, the intention of the person emerges

simultaneously through volitional and non-volitional processes (Prasetyo et al., 2020, p. 322). The use of TPB has been shown in several experiments in different contexts: encouraging sustainable transport choices (Abrahamse, 2019, p. 108); energy conservation (Abrahamse, 2019, p. 59); Determinants of Transport Choices (Abrahamse, 2019, p. 85); Social Psychology Theory Extensions (Barlett, 2019, p. 39); post Coronavirus (Han et al., 2020, p. 6485) and drone food delivery service (Kim & Hwang, 2020, p. 5). Generally, the literature supports TPB's predictive influence on behavioral intentions. In the study (Li et al., 2020, p. 102964), intrapandemic perceptions of tourist destinations are introduced to explore their connection with expected travel behaviors after a pandemic, and the results show that Intra-Pandemic Perception is indirectly and strongly associated with PostPandemic Travel Intention.

2. Attitude

Attitude toward the behaviour quantifies a person's level of negativity or positivity toward his or her output of the action (Knabe, A., 2012). It is a straightforward evaluation of a psychological individual that covers the dimensions of good and evil, harmful and helpful, friendly and bad, and approachable and self-absorbed. (Ajzen, 2020). Tussyadiah, Wang, Jung, and Dieck (2018) viewed attitude as a multi-components structure and observed that the individual's attitude to the item mediates all responses to the stimulus item. Although the attitudes observed by Ajzen and Fishbein (2011) are better predictors when examined at the same degree of generality or precision as the behavior. Adame (2020) discovered that vested interest has an impact on the strength of the connection between behavior and attitude. Others also identified numerous implications for relationships between attitudes and actions: previous experiences and thoughts (Lee and Lina Kim, 2018), cognitive stress and optimistic mood (Strack and Förster, 2011), direct and indirect encounters (Perloff, 2020), and usability of alternative acts (Zeni, Buckley, Mumford and Griffith, 2016). Further, Miller (2017) showed that the intention of leisure options is predicted with the accuracy of attitudes towards adequate behavior.

3. Subjective norm

Subjective norms apply to what individuals consider other key people in their lives think about whether or not the person can carry out the action (Knabe, A., 2012). Any person or community that serves as a reference group can have a significant impact on the values, attitudes, and choices of an individual, according to Pestana, Parreira and Moutinho (2020), since the individual can conform to his or her reference group(s). A person considers whether a tourist should undertake an action based on people's views that are relevant to that tourist and on the perceived social pressure to behave in a specific way (Chen and Tung, 2014). The

researchers added that perceived social pressure is linked to a person's sense of how important others desire success or failure in each task. The more people think that tourists can behave, the more tourists plan to act (Yuzhanin and Fisher, 2016).

4. Perceived behavioral control

Perceived behavioral control depicts an individual's perception of the ease or difficulty of conducting certain behavior (Ajzen, 2020). It is also a key determinant of the intention of the traveler (Tsai and Bagozzi, 2014). The key factor in the nonvolitional phase is perceived behavioral regulation, where this non-volitional factor implies an individual's understanding of their ability to engage in a certain action or not (Kim & Hwang, 2020, p. 2). Perceived behavioral regulation is postulated to represent experience, also obstacles, and expected impediment. According to Wang, Zhang, Yu, and Hu (2018), perceived behavioural management refers to a person's belief in getting access to the tools and opportunities required to perform an action. Conner (2020) discovered that perceived behavioural influence accounts for an estimate of 6% of the variance in predicting behavioural intent. The result in Yuzhanin and Fisher (2016) research also claimed that perceived behavioral influence had a substantial impact on the purpose of tourist actions. Also, in the study of (Han et al., 2020), perceived behavioral regulation among US foreign travelers has a beneficial influence on the behavioral intentions of safer destinations.

5. Past behavior

Behavior has been defined as: 'something an individual does in reaction to internal or external events. Actions can be visible (motor or verbal) and observable or hidden (activities that are not visible but include voluntary muscles) and indirectly observable; behaviors are physical events that occur in the body and are braincontrolled' (Davis et al., 2015). Human social activity is often controlled at some, albeit low, level of cognitive effort, even in routine (Sommer, 2011). Consequently, it is possible to note relatively minor events of relevance; they can interrupt the behavior's automatic execution and initiate reasoned action (Sommer, 2011). As quoted in Maio, Haddock and Verplanken (2018), people that have acted at one point in time in a certain way are likely to do so again. For example, individuals who have committed a certain activity may think about its potential effects later, and their subsequent behaviors might be influenced by these post-behavior cognitions (Maio et. al, 2018).

6. Post-Pandemic Planned Travel Behavior

The tourism industry has been recognized as vulnerable to catastrophic events for a long time, suggesting risk to personal protection, safety, or health (Cró & Martins, 2017; Estevão & Costa, 2020). Therefore, the recovery process after any situation of catastrophe or force majeure needs research on the changing attitudes

and expectations of customers to understand the changes in demand characteristics (Ivanova et al., 2020). COVID-19 has caused fear, anxiety, and confusion (Shah et al., 2020). After enforcement of Movement Control Order (MCO) in Malaysia, individuals are then permitted to travel through states under the Recovery Movement Control Order (RMCO), while domestic tourism is strongly encouraged (Povera & Chan, 2020). Prevention initiatives by advisory and regulatory bodies, such as social distancing, combined with public awareness of contagion, have caused a significant fraction of individuals in the past few months to change their daily habits. Major shifts from in-store shopping, business meetings, and longdistance commutes to online shopping, telecommuting, and road trips have been made to minimize crowds and physical interactions (Shamshiripour et al., 2020).

7. Theoretical framework

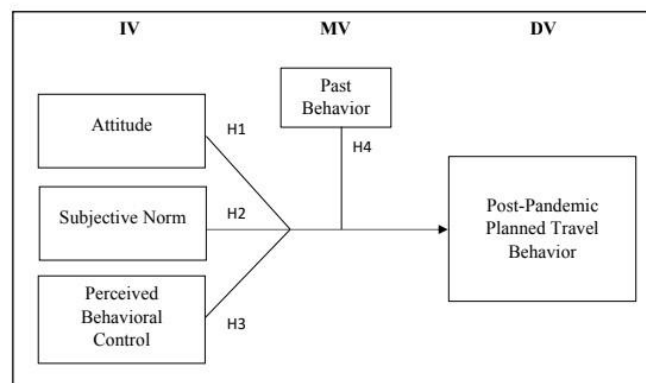


Figure 1: Theoretical model of Coronavirus Impacts: The Study of Post-Pandemic Planned Travel Behaviors. Adopted from Phetvaroon, K. (2006).

III. Research Methodology

This study used quantitative approach and it was a cross-sectional analysis. Data for this study was gathered using a Google Form self-administered online questionnaire, where the survey was spread over Malaysia's common social media sites, namely Facebook, Instagram, WhatsApp, and Twitter. According to Sekaran and Bougie (2016) to provide access to groups and individuals who would be difficult, if not impossible, to reach via other channels. A simple random sampling technique was adopted, and the sample population was the public people of Malaysia across the states who have visited local destinations during the pandemic. The sample size was set at 385 with a 95% confidence level and 95% accuracy as desired. Thus, there were 50 respondents tested for the pilot test. This is parallel with a study by Rossi, Wright,

and Anderson (2013) where the rule of thumb is to test the survey on at least 12 to 50 respondents prior to pilot testing of full-scale administration. The questionnaire was written in bilinguals of English and Bahasa Malaysia to ensure all respondents of all ages could have a clear comprehension to respond to the study's questions. To ensure effective research instrumentation, the questionnaire was divided into three parts: namely Section A (attributes of theory of planned behavior), B (past behavior as moderating variable), and C (postpandemic planned travel behavior). This study utilized a 7-point Likert scale. This questionnaire was distributed over the span of four weeks to complete the data collection.

The data was evaluated using the Social Science Statistical Package 26 (SPSS 26) for version 10 of Windows. In order to assess the reliability of each variable, the researchers used Cronbach's alpha value. The analysis was performed to study the relationship between the properties of the independent and dependent variables. In addition to that, traditional Moderation Analysis was also included to perform the hypothesis testing apart from the normal inferential analysis.

As for demographic profile of respondents, majority of them are females (66.2%), followed by males recorded at (33.8%) relatively. In general, most of the respondents are not married (68.4%) with age between 18-24 years old (60.4%) which then can be generalized as students who recorded the highest percentage of (52.8%) and household income of below RM1,000 (26.3%). The domestic travel frequency is recorded 1-5 times in a year represented by a percentage of (64.6%).

IV. Results and Discussions

1. Cronbach's Alpha

According to Bujang, Omar, and Baharum (2018), Cronbach's alpha is a measure of internal consistency, that is, how closely a set of items as a group are related.

Table 1: Cronbach's Alpha

Cronbach's Alpha	N of items
.919	29

Table 4.1 display the Cronbach's alpha and N of items. It is a measure of scale reliability (Bujang, Omar, and Baharum, 2018). The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, .80 and above is better, and 0.90 and above is best (Davis, 2020). As shown in table 4.1, the Cronbach's alpha in which the number of items (29) is 0.919 indicates that the items have a relatively high internal consistency where it can be considered reliable.

2. Hypothesis 1, 2, and 3

Each sub-section has the function of testing hypotheses 1 to 4. First, the correlation coefficient is evaluated to measure the strength of a linear correlation for the Theory of Planned Behavior (TPB); Attitudes, Subjective Norm and Perceived Behavioral Control, and Post-Pandemic Planned Travel Behavior (PPPTB). Next, a moderation test is conducted for Past Behavior (PB) as the moderating variable for the relationship between TPB and PPPTB. Factor analyzes are used to organize all 29 attributes into the correct components. The findings are listed as follows.

This study implemented the Theory of Planned Behavior (TPB) originated from (Ajzen, 1991) as a research framework to forecast the Post-Pandemic Planned Travel Behavior. Hence, hypothesis 1,2 and 3 are tested to find the relation of the variables.

H1: There is a relationship between Attitude and Post-Pandemic Planned Travel Behavior.

H2: There is a relationship between Subjective Norm and Post-Pandemic Planned Travel Behavior.

H3: There is a relationship between Perceived Behavioral Control and Post-Pandemic Planned Travel Behavior.

Table 2: Pearson Correlation Between the Attributes of TPB and PPPTB

		Correlations		
		ATT	SN	PBC
PPPTB	Pearson Correlation	.700**	.774**	.767**
	Sig. (2-tailed)	.000	.000	.000
	N	396	396	396
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 2 shows the overall association of the attributes of TPB which are Attitude (ATT), Subjective Norm (SN), and Perceived Behavioral Control (PBC) towards Post-Pandemic Planned Travel Behavior (PPPTB). The correlation (reported as the statistic r) takes more value than 0.7 from the above outcome. According to Cohen (1992, p. 99), the widely-used rules specified regard $r=0.1$ as small, $r=0.3$ as moderate, and $r=0.5$ as high/large. For all 3 variables with PPPTB, the outcome has therefore shown a large positive correlation.

The first hypothesis is to learn if there is a relationship between Attitude and Post-Pandemic Planned Travel Behavior. The Pearson's r value is stated by 0.700 and there is a significant result for $P<0.05$ for sample $n=396$. Attitude is known to

be a construct leading to intention and behavior (Ajzen, 2020). Proving the point, Conner (2020) observed that the more optimistic the attitude of an individual, the more likely they are to participate in such behavior. Hence, hypothesis 1 is supported.

Next, in the second hypothesis, the study aims to determine whether there is a relationship between Subjective Norm and Post-Pandemic Planned Travel Behavior. The result specifies that there is a substantial strong relationship between the two attributes for the significance level of 0.000 which therefore indicates that hypothesis 2 is accepted. In accordance with Yuzhanin and Fisher (2016), subjective norms are found to have a major positive relationship with behavioral intentions. This is backed by Soliman (2019), who also use TPB to predict the intention of the behavior of choosing a destination.

The third hypothesis investigates whether there is a relationship between Perceived Behavioral Control and Post-Pandemic Planned Travel Behavior. Corner (2020) claimed that there is a major correlation between perceived control of behavior and behavioral intention. Hence, the findings of the test have proved the statement above when $P < 0.05$ ($r = 0.767$). Perceived control of behavior is where the person already has their own beliefs, and this may affect their ability to travel to a destination.

3. Hypothesis 4

This study includes Past Behavior as a moderator that may affect the strength of the relationship between the Theory of Planned Behavior and Post-Pandemic Planned Travel Behavior, based on the empirical evidence of past experience leading to future behavior. Therefore, hypothesis 4 is generated.

H4: There is a relationship between TPB, and Post-Pandemic Planned Travel Behavior when Past Behavior as the moderating variable.

To test whether there is a significant causal relationship between TPB and Post-Pandemic Planned Travel Behavior with the presence of Past Behavior as the moderating variable, the study has considered in detail the specific analysis procedures for appropriately measuring and testing a moderation hypothesis (H4). Leech, Barrett and Morgan (2014) explained the method of Moderation Analysis and thus, the following table is derived.

Table 3: Moderation Test of Past Behavior

	Unstandardized B Model	Coefficients ^a		Standardized		
		Std. Error		Beta	t	Sig.
1	(Constant)	.118	.185		.639	.523
2	TPB	.934	.036	.790	25.679	.000
	PB	.085	.031	.085	2.767	.006
3	(Constant)	-1.104	.499		-2.211	.028
	TPB	1.183	.101	1.001	11.692	.000
	PB	.373	.114	.375	3.281	.001
	TPB.PB	-.057	.022	-.426	-2.632	.009

a. Dependent Variable: PPPTB

Firstly, the attributes of Attitude, Subjective Norm and Perceived Behavioral Control are computed to form a single independent variable of the Theory of Planned Behavior (TPB). Then, the interaction term on Post-Pandemic Planned Travel Behavior represented by “TPB.PB” is calculated before the process of moderation analysis is conducted.

From the table above, the impact of TPB on PPPTB is significant by 0.000, and also by 0.006, the table shows that the impact of PB on PPPTB is also significant. The following result of the interaction term of TPB.PB shows a significant value of 0.009 which can be concluded that Past Behavior is moderating the relationship of Theory of Planned Behavior (TPB) and Post-Pandemic Planned Travel Behavior (PPPTB). Hence, hypothesis 4 is accepted.

Table 4: Hypothesis Testing Result

Code	Hypothesis	Result
H1	There is a relationship between Attitude and Post-Pandemic Planned Travel Behavior.	Supported
H2	There is a relationship between Subjective Norm and Post-Pandemic Planned Travel Behavior.	Supported
H3	There is a relationship between Perceived Behavioral Control and Post-Pandemic Planned Travel Behavior.	Supported
H4	There is a relationship between TPB and Post-Pandemic Planned Travel Behavior when Past Behavior as the moderating variable.	Supported

V. Conclusion

The main purpose of this study was to determine the likelihood of people to continue traveling according to their old plans after the COVID-19 pandemic is over, where to further investigate, Theory of Planned Behavior (TPB) is adopted to help

measure this Post-Pandemic Planned Travel Behavior that includes Past Behavior as a moderator to determine the strength of the relationship.

The first objective of this study is to identify the relationship between attitude and post-pandemic planned travel behavior, where attitude in this context is the more positive a person's attitude, the more likely they are to engage in such behavior. Thus, the positive attitude towards post-pandemic planned travel behavior made them more likely to continue traveling according to their old plans after the COVID19 pandemic had ended.

The second objective of this study is to identify the relationship between subjective norm and post-pandemic planned travel behavior. Any person or group that serves as a 53-reference group can exert a key influence on an individual's beliefs, attitudes, and choices because the individual might conform to his or her reference group(s) (Pestana, Parreira and Moutinho, 2020). Based on the results, the hypothesis is accepted and supported when there is a substantial strong relationship between the two attributes for the significance level of 0.000. Thus, it is believed that tourists' related referents will influence their decision to return to the destinations they planned to visit in the future.

The third objective of this study is to identify the relationship between perceived behavioral control and post-pandemic planned travel behavior. According to Wang et. al (2018), perceived behavioral control reflects a person's belief in access to the resources and opportunities needed to perform a behavior. Thus, it can be said that people are likely to go traveling again if they were to have the resources needed.

Finally, the fourth objective of this study is to identify the relationship between past behavior as the moderating variable affecting post-pandemic planned travel behavior. Past Behavior as a moderator strengthens the relationship between the TPB and the Post Pandemic Planned Travel Behavior where it is proved through the significant result of 0.009. Thus, past behavior can influence someone's decision to travel to the destination they intended on going after the pandemic had ended.

In the sense of tourism, this study validated the Theory of Planned Behavior model where the respondents group plan to visit a place that is not seriously affected by the COVID-19 as their next holiday trip. They were also not intended to have a long holiday. This parallel to a study by Li, Nguyen, and Coca-Stefaniak (2020) which mentioned travelers were mostly eager to shorten their post-pandemic vacation, and therefore are classified as crisis-susceptible travelers. Perhaps due to the demographics differences.

As recommendations, destination managers are required to improve the destination image for both old and new tourism hotspots to regain people's trust to continue travelling according to their old plans post-pandemic. Through a positive destination image, repeat purchases, recommendations, and positive word-of-mouth can be guaranteed. This can first be implemented to Rural and Nature Tourism as nature trips are currently growing and popular among traveler's destination choices

nowadays (Ashley, 2020) especially during the pandemic and post-pandemic because they can disconnect from the city, release stress from the pandemic traumas, and most importantly have a high chance of SOP adherence.

The limitation during this study is, during the CMCO (Conditional Movement Control Order) period later in 2020, a cross-sectional survey sampling of the target population of Malaysia was used to establish perceptual differences in attributes that affect the post-pandemic planned travel behavior. As the study was conducted in a period where respondents were able to go travel but under strict conditions, after quite some time of being in home-isolation, the data gathered may direct to high possibilities of sample bias. Furthermore, the research was only carried out in a recovery cycle of which only some states were able to transfer and travel within restriction after MCO 1.0 ended which is until end of 2020. Thenceforth, early 2021, the situation has gotten worse when the COVID-19 cases spiked and respondents need to go through the home-isolation again under MCO 2.0 starting from Jan 13th 2021. Therefore, in order to address this constraint, a similar survey could be conducted in future research to gain more understanding of the postpandemic scheduled travel activity in a different season when COVID-19 is confirmed to disappear, which might be after MCO 2.0. In order to recognize similarities and variations across seasons and the time when Malaysians can travel freely again, the two sets of survey findings could be compared.

There are two suggestions for future studies. First, additional antecedents of the purpose of tourist conduct should be explored. Second, similar research to compare tourism behaviors between two sets of time; during MCO 2.0 and when COVID19 is confirmed to disappear or disappearing.

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CREATING EXPERIENCES WITHIN THE WALLS OF INTRAMUROS: AN ASSESSMENT OF THE TOURISM TRANSPORTATION IN INTRAMUROS

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Abstract

The main purpose of this study was to assess the tourism transportation in Intramuros, Manila by means of gathering data to tourist around Intramuros and to measure the level of expectation and satisfaction of what mode of tourism transportation that they experienced. Descriptive method was used in. Researchers identified the variables included in the study with the help of related literature. Afterwards was the collection of data from the participants through survey questionnaires which were validated by three jurors. A total of 102 participants were to answer the survey but only 52 tourists accepted it due to language barriers. Data was then analyzed using weighted mean to determine the variable that has major influence in tourist expectation and satisfaction while using tourism transportation in Intramuros, Manila. The results showed that tourist tourists have high valuation on comfortability, excitement factor, price, and capacity of vehicle more than safety and security and cleanliness of vehicles. This research recommended several motivational strategies and development of ideas to the Intramuros Administration, Tourism transportation Operators, and DOT.

Keywords: - Tourism transportation, Students, Experience, Satisfaction

I. Introduction

Tourism can be characterized as the movement of people from one place to another, particularly for delight. Tourism within the Philippines plays a vital part in the Philippine economy. The nation brags of wealthy characteristic excellence in its numerous fabulous shorelines, sunny climate, and wealthy biodiversity. More than that, the Philippines' interesting and complex culture, as exemplified by its individuals, food, and way of life, pulls in many people to visit the nation for voyaging within the Philippines, there are a part of diverse tourism transportation. For brief and long separate of transportation, individuals utilize jeepneys, multi cabs, transport, taxi, pedicabs, tricycles and others.

Over the years, the main transportation accessed by the tourist within Intramuros, Manila is Calesa, Pedicab, and bambike. Lately the E-trike is introduced as transportation as well.

The advancement of resources and transport system, coming almost in expanding speed of travel allowed for mass visit in tourism sites. In any case the



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foremost changes in guest transport had been observed in the last two centuries, especially in 1769. That year marked the starting point of the mind-blowing mechanical transformation, which changed transport. From at that point on, all the exercises related to visitor transport, have been indicating to move forward the quality of administrations and increment the speed of transport modes to cover space rapidly.

Transport is an inborn portion of tourism; whether as a useful means of transportation, such as between origin and destination or within the destination; or as a key component of the occasion encounter itself, as in cruising or traveling along beautiful or notable courses. The revolution in tourist transport was related and took place with the changes of its assets, framework, and organization to the ever-changing needs that had emerged in association with diversification of preferences in tourist service. Moreover, the role of transportation in tourism is not constrained to its instrumental function of transportation. The benefit of transportation is an integral part of each visitor program, and the creation of appropriate transportation modes decides the improvement of tourist experience before, travelling is one of the forms of learning. And it is the reason why it is best to travel to historical sites like the “Walled city” of Intramuros than the conventional classroom way of learning. This is the best way to appreciate the significance of the history because without the past, the present would have no identity.

The Walled City in Manila, the Intramuros, belongs to an era that is considered a significant part of the Philippine history. It was preserved and remained a site of history and valor. Despite all the disasters and colonization of the invaders, Intramuros remained a site to behold. For most of the Filipino people, Intramuros represents the story of the Philippine itself. Currently, this site is a well-known tourism attraction, wherein, it provides walking tours and cultural or historical performances where visitors or tourists may immerse and appreciate the history behind the place.

Over the years, the main public transportation accessed by the tourist within Intramuros, Manila are Calesa, E-trike and lately Bambike are introduced as a public transportation as well. Cycling around Manila is seldom an explored option, away from the traffic and air pollution. It can be a great option to travel around Intramuros. While E-trikes are ideal from moving from different points around Intramuros. An E-trike is a three wheeled vehicle that powered by an electric motor. E-trikes are considered as highly efficient because they used up to 75% of their energy to power the vehicle. E-trike is known not only inside the Intramuros but also nationwide.

A Kalesa or also as Caritela/Karitela is a horse-drawn cart used in the Philippines. Kalesa is a mode of transportation that introduced by the Spanish colonizers in the early 18th century. Nowadays kalesa is rarely used in some places

today. Intramuros is one of the places that has a kalesa as mode of transportation for the tourist that visits Philippines specifically in Intramuros.

Bam-bikes or a Bamboo bikes is one of the newest modes of transportation used for the tourist to tour themselves inside the Intramuros. Bam-bikes are made from bamboo attached by two wheels like a normal bicycle. Bamboo bikes are also considered eco-friendly, releasing more oxygen, and absorbing more carbon dioxide than other plants, the bamboo itself also has the strength similar suchlike steel.

Over the years, these transportations became the primary modes of travel and tourism in Intramuros. However, the frequent usage caused these vehicles in degradation which resulted to the risks of quality both service and experience. With the current conditions of the vehicles, expectations may not be equal but less than to what is experienced by the tourists. Thus, this paper aims to assess the transportation modes in Intramuros in relevance to their expectation and experienced satisfaction.

The researchers used the SERVQUAL five-dimensional model that was designed and developed by an academic research team in 1998 to understand and capture the customer's perspective that represent the service quality of any organization. This multidimensional instrument used Reliability, Tangibility, Assurance, Responsiveness and Empathy as substantial components to identify the service quality.

II. Literature Review

Transportation and Tourism

Tourism transportation has progressed immensely within the past four (4) decades. The key decisions made in tourism is where to travel and how to go there, meaning what mode of transportation will be used. The engine car has seen a similarly marvelous development rate amid the past four decades. Sheep and Davidson (1996) reiterated on two crucial issues, (1) the relationship between tourism and transportation, and (2) its feasible improvement.

Transportation plays a major role in tourism, that is to provide accessibility. Chew (1987) and, Prideaux, (2000) reiterated that without accessibility a tourism experience is not possible. Accessibility in tourism pertains on providing tourist a means to reach their chosen destination and exploring every worthwhile place using various tourism transportation. Further, this heightens the overall impression of tourists of that destination (Le-Klähn and Hall 2015, Page and Connell 2014, Boopen 2005, Naudé and Saayman 2005, Gunn and Var 2002, Chew 1987, Robinson 1976).

Leiper (1990), explained the significant relationship between transport and tourism in its tourism system model. It has been further explored and the focus of past research was on the function of transportation in the economic and logistic evolution of the tourism destinations (Hobson & Uysal, 1992). Tourism transportation is

important, as it is a part of the tourism system. It is heavily dependent on the two modes of transportation, the air transportation and motorized vehicle for land transportation. (Greene & Wegener, 1997; Royal Commission on Environmental Pollution, 1994).

According to Litman (2008) there were 12 factors that affect tourism experience in terms of destination's accessibility, specifically: (i) the mode of transportation modes; (ii) transportation network (iii) travel cost or affordability; (iv) mobility; (v) integration of the links and modes within the transportation system; (vi) transportation demand; (vii) user information; (viii) mobility substitutes – telecommunications and delivery service substitutes for physical travel; (ix) transportation management; (x) land use factors; (xi) prioritization of travel activities; and (xii) the value of inaccessibility or isolation. These should be taken into consideration in ensuring the success of a tourism destination (Currie and Falconer 2014, Celata 2007).

Transportation as Key Player in Tourism Industry

In most studies, the level of satisfaction of car passengers was *somewhat more satisfied* than the car drivers (Mokhtarian et al., 2015). Public transport resulted to a relatively unsatisfied travelers, especially when using the bus. Subway or train, on the other hand is perceived somewhat more positively, more so with a private transportation.

According to Currie and Falconer (2013), the tourism stakeholders should increase reliance on transportation systems from central transportation hubs to public transportation areas for delivery to tourist attractions.

Further, satisfaction with the use of car can be affected by elements such as congestion levels, travel time reliability, parking availability, annoyance with other road users, and experienced traffic safety (Ettema, Gärling, Olsson, Friman, & Moerdijk, 2013; Morris & Hirsch, 2016; Novaco & Gonzalez, 2009).

As the importance of transportation to travel experience arose, the need for travel companies to promote differentiation and customer loyalty become crucial. Hence, transport planners, providers and manufacturers focused more on understanding the experience of the passenger and what will delight them. A focus on the holistic travel experience pertains to the internal passenger's responses, uncontrollable aspects in travel as well as all pre-during and post travel experience. *Transportation in the Philippines*

Within the Philippines, where streets are smaller, narrower, and regularly congested, tricycle populace has expanded impressively. Individuals ride tricycles fundamentally due to need of elective mode of transportation and comfort, giving the advantage of speed and fetched. Be that as it may, riding a tricycle has a few

impediments and inconvenience. The body of the tricycle is regarded as well little, but travelers are cramped interior to maximize the number of travelers per trip.

The challenge within the past and the present is how to minimize the negative effects caused by these vehicles, whereas proceeding to meet the everyday transport requests of a developing populace. As back to natural initiatives, several electric tricycle (e-trike) programs were developed in different parts of the Philippines One of which is the e-trike started by the Asian Improvement Bank (ADB). The program included the following courses of action: (1) moved forward e-trike plan that gives a comfortable and secure riding encounter for all its travelers and (2) an economical framework for its operation, maintainability, and appropriation, utilizing ergonomic standards to progress on the current plan of the e-trike within the Philippines.

The plan advancements for the e-trike are classified into three major components: (1) usefulness, (2) security and (3) consolation. These proposed changes are created by utilizing client prerequisites accumulated from the study, recognizing ideal conditions utilizing Quality Work Arrangement (QFD) and TRIZ strategies, and utilizing Esteem Designing (VE) approach in analyzing plan capacities and creating superior and more inventive plans. Ergonomics is additionally utilized as an imperative apparatus to adjust pre-determined human variables with existing and proposed details.

Pedicab, also known as sidecar, trikes or padyak could be a composite of a bike and a side car and had a capacity of two or three people. Pedicabs are utilized for open transport for helpful traveling insides towns. Along these lines, pedicab could be a on a very basic level parcel of the transportation system inside the Philippines, especially inside the metro. Progressing fitting conditions for the transportation framework, tallying the drivers is subsequently crucial. (Dizon. A, 2015)

The *kalesa* is additionally known as “Karitela”. It may be a carriage with two huge wheels on each side, a roof to supply shade from the sun, and is at that point associated to a horse that pulls the carriage. The *kalesa* is competent of obliging at most four individuals. Through the long time in any case, the plan, length, and traveler capacity of the *kalesa* has advanced. Presently, the *kalesa* has more enriching highlights, as is basically utilized to pull in visitors.

For several years, the *kalesa* is known as the undoubted “King of the Road”, until the entry of the jeepney amid the American period. Whereas commuters these days have chosen to require cutting edge modes of transportation for individual travel, the *kalesa* can still be seen utilizing the courses of Binondo and Intramuros. Philippine life and culture will never be the same without the *kalesa*. It is portion of Philippine history, and its significance can never be neglected. Notwithstanding of the challenges of modernization, the *kalesa* will continuously give a unique mode of transport that's naturally neighborly. (Cruz. E, 2017)

Within the Philippines, *electric tricycle* or *E-trike* is the same as tricycle in terms of configuration or nearly as comparable to that of the conventional rickshaw which is three-wheeled and can ship a few travelers and subordinate on the body plan and capacity of the engine motor. E-trike is run by power whereas the last mentioned is gas-fed. A typical plan well known within the Philippines is that a sidecar which is connected to the side of a bike for carrying passengers. The utilization of motorized tricycle is as of now a portion of each Cabanatueno's ordinary living. It is utilized as a mode of commuting, cargo conveyance framework, private family benefit and source of income. (Felipe E. Balaria, Marilou P. Pascual, Mercedes D. Santos, Arjay F. Ortiz, Arneil G. Gabriel, Teodora Luz Soto Mangahas, 2017)

III. Research Methodology

The researchers used the quantitative method of research. Specifically, the descriptive method. In this study, the expectation and actual experience of the tourist were taken into consideration to come up with a better transportation system. The participants of the study are the foreign international tourist in the Philippines, specifically tourist visiting the Intramuros area. Purposive sampling was utilized. Further, the researchers used a validated and pre-tested survey questionnaire as a primary tool in acquiring necessary data.

The researchers used statistical tool to facilitate the presentation and interpretation of the results. Statistical Package for the Social Sciences (SPSS) is used for analyzing the statistical data of this study. There were only 52 foreign nationals who agreed to respond to our questionnaire. Majority of the participants were female, millennials, and came from different parts of the globe. Majority were from France, followed by Spain and on the third slot are the Americans and Chinese.

IV. Results and Discussions

Intramuros has four (4) major transportation type. Of the four (4) transportation types, *Calesa* (horse- drawn coach) is the most ridden with 29 or 31.8%. E-trike, one of the convenient and new types of transportation has 24 or 26.4%. While another tourist used *Bambike* and *pedicab* with 19 or 20.9%.

The following tables hereunder discusses the results based on the tourist expectation and their level of experienced satisfaction.

Expectation vs. Reality

Table 1: Level of Expectation and Level of Experienced Satisfaction of Tourist

Variables	Level of Expectation		Level of Experienced Satisfaction	
	Means	Verbal Interpretation	Means	Verbal Interpretation
Comfortability	4.2885	Very High Expectation	3.7692	Satisfied
Capacity of the Vehicle	4.2212	Very High Expectation	3.5865	Satisfied
Excitement Factor	4.4423	Very High Expectation	3.7788	Satisfied
Safety and Security	4.0577	Above Average	3.5673	Satisfied
Pricing	4.3462	Very High Expectation	3.9423	Satisfied
Cleanliness of the Vehicle	3.7115	Above Average	3.7115	Satisfied
Condition of the Vehicle	4.3173	Very High Expectation	3.9808	Satisfied
Level of Expectation	4.1978	Above Average	3.6868	Satisfied

In this table shows the comparative level of expectation and experienced satisfaction. Although results revealed an overall average level of expectation, most of the areas studied indicated with very high expectations: Comfortability ($w_m=4.2885$), Capacity of the Vehicle ($w_m=4.2212$), Excitement Factor ($w_m=4.4423$), Pricing ($w_m=4.3462$) and Condition of the Vehicle ($w_m=4.3173$), tourists rated these areas as “satisfied”. Meanwhile, Safety and Security ($w_m=4.0577$) and Cleanliness of the Vehicle ($w_m=4.3173$) were rated above average expectations, which were also rated “satisfied” by the foreign tourists’ respondents. While both, in general, were of the same level, some items obviously did not match with each other (expectations to experienced satisfaction) which implies that these areas need further improvement and shall be considered by all key players (i.e., passengers, operators, drivers, etc.).

The customers all expect very high or excellent service from the providers and do not tolerate mistakes from it. Expectation of the customers shall match on the perceived service quality to achieve customer satisfaction. Dissatisfied customers can create loss of revenue and missed opportunity and even loss of customers in the end (Stopka, et, al 2015).

To further dissect the result of the study, the researcher presented the assessment of tourist on the indicators identified.

Comfortability

Table 2: Means for Comfortability.

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
Seats of the vehicle are spacious enough for each other	4.3462	Very High Expectation	3.7692	Satisfied
The vehicle has proper ventilation	4.2308	Very High Expectation	3.7692	Satisfied
Overall Means	4.2885	Very High Expectation	3.7692	Satisfied

Generally, the study revealed very high expectations ($w_m=4.2885$) with regards to comfort as shown in Table 2, however does not completely satisfy ($w_m=3.7692$) the tourists. They had a high expectation and satisfied to the space for seats ($w_m=4.3462(E_x)$; $w_m=3.7692(S_e)$) and proper ventilation ($w_m=4.2308(E_x)$; $w_m=3.7692(S_e)$).

Imre and Celebi (2016) pointed out that comfort especially in public transportation should be of high consideration as stress levels of passengers in their travel time (include traffic jams) also increases and affects the quality of life. Moreover, convenience is often neglected in design of transportation systems and assessment of their operational performances.

Capacity of the Vehicle

Table 3: Means for Capacity of the Vehicle

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
Spacious enough for the group	4.2885	Very High Expectation	3.5192	Satisfied
The passengers fit properly inside the vehicle	4.1538	Above Average	3.6538	Satisfied
Overall Means	4.2212	Very High Expectation	3.5865	Satisfied

In relation to quality-of-service objective, transport capacity is another thing that shall be considered in transportation. Tourists' respondents had very high expectations ($w_m=4.2212$) in this area, yet satisfied ($w_m=3.5865$) according to their perceptions (see Table 3). Tourists expected very high and satisfied with regards to the space for group of passengers ($w_m=4.2885(E_x)$; $w_m=3.5192(S_e)$), however, their

expectations on fitting of the passengers inside the vehicle was above average ($wm=4.1538(E_x)$, however satisfied ($wm=3.6538(S_e)$).

Insufficient capacity not only results in local queues, causing passengers discomfort and wasting their time (Leurent, 2011).

Excitement Factor

Table 4: Means for Excitement Factor

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
The tourism transport provides unique experience to tourist	4.4423	Very High Expectation	3.5192	Satisfied
The driver is jolly enough while explaining the tourist attraction	4.4423	Very High Expectation	3.6538	Satisfied
Overall Mean	4.4423	Very High Expectation	3.5865	Satisfied

Drivers, on the other hand, play important roles in providing excitement factors of the tourists during the entire trip. In this study, foreign tourists (respondents) had a very high expectations in terms of the excitement factor ($wm=4.4432$) considering the uniqueness of the experience and the behavior of the drivers. However, in terms of satisfaction, tourists were only satisfied in this area ($wm=3.788$). Drivers as having direct contact with the tourists, Le-Klahn, et al (2014) suggested that they should better understand the behavior of the tourist’s passengers to improve their experience and gain satisfaction of the trip.

Safety and Security

Table 5: Means for Safety and Security

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
Secured from harm	4.0769	Above Average	4.0769	Satisfied
Absolutely safe to ride	4.0385	Above Average	4.0385	Satisfied
Overall Mean	4.0577	Above Average	4.0577	Satisfied

In terms of safety and security, respondents’ expectations were above average. The safety and security of all passengers is another thing that should be considered in public transportation because it poses higher risk because it carries more passengers in one car (Joewono and Kubota, 2006). The study revealed equal expectation (above

average, $wm=4.0577$) and perceived satisfaction (satisfied, $wm=4.0577$). Expectation on security from harm ($wm=4.0769$) and safety in riding ($wm=4.0385$) were rated above average, as shown in Table 8. Result clearly implies that tourists from the start did not expect higher in this area and might already have the awareness on the safety and security in public transportations.

Pricing

Table 6: Means for Pricing

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
The tourism transport offers affordable pricing	4.4038	Very High Expectation	4.0385	Satisfied
Their value for money is excellent	4.2885	Very High Expectation	3.8462	Satisfied
Overall Mean	4.3462	Very High Expectation	3.9423	Satisfied

Like any other people, tourists expects very high in terms of the affordability of a product and the value of their money being paid. However, in this study, tourists were not so satisfied ($wm=3.9423$) in terms of pricing. Expectations on pricing (fare of the vehicle) was very high ($wm=4.3462$), shown in Table 6. Tourists expected “very high” and were “satisfied” on the affordability of the ride ($wm=4.4038(E_x)$; $wm=4.0385(S_e)$) and on the value of money they were paying ($wm=4.2885(E_x)$; $wm=3.8462(S_e)$).

Drivers commonly overpriced their services to the mindset that foreign tourists do have much budget and have no knowledge on the fare matrix. Paulley, et.al (2006) noted that the overpricing in services particularly in tourists’ destinations would lead to decrease of demand of the products or services. This is obviously evidenced by the decreased number of passengers riding in *calesa* and *pedicabs* in Intramuros.

Cleanliness of the Vehicle

Table 7: Means for Cleanliness of the Vehicle

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
The vehicle has a pleasant smell	3.9615	Above Average	3.9615	Satisfied
A trash bin is present inside the vehicle	3.4615	Above Average	3.4615	Satisfied
Overall Mean	3.7115	Above Average	3.7115	Satisfied

Table 7 shows the cleanliness of the vehicle. Results shows that expectations of the respondents in this area was “above average” ($w_m=3.7715$) and tourists were only satisfied ($w_m=3.7115$). Respondents rated the smell of the vehicle “above average” and “satisfied” ($w_m=3.9615 (E_x)$; $w_m=3.9615 (S_e)$) and the presence of trash bin inside vehicles was also rated “above average” and “satisfied” ($w_m=3.4615(E_x)$; $w_m=3.4615 (S_e)$).

The results were relevant to the study of Stopka, et.al (2015) which he noted that passengers looked after the interior cleanliness of the vehicle (i.e. seats, garbage and odor) than its exterior. He recommended the service providers to take care more of the cleanliness of the transport vehicles both interior and exterior aspects.

Condition of the Vehicle

Table 8: Means for Condition of the Vehicle

Indicators	Level of Expectation		Level of Experienced Satisfaction	
	Mean	Verbal Interpretation	Mean	Verbal Interpretation
The vehicle is pleasant to the tourist (exterior wise)	4.3846	Very High Expectation	4.0962	Satisfied
The Vehicle is well furnished inside the passenger’s area	4.2500	Very High Expectation	3.8654	Satisfied
Condition of the Vehicle	4.3173	Very High Expectation	3.9808	Satisfied

With regards to Expectations on the condition of the vehicles, respondents rated “very high” ($w_m=4.3173$) and “satisfied” ($w_m=3.9808$). Tourists had very high expectation and were satisfied on the pleasantness of the exterior of the vehicles ($w_m=4.3846(E_x)$; $w_m=4.0962(S_e)$) and in furnishing of the passenger’s area ($w_m=4.2500(E_x)$; $w_m=3.8654(S_e)$). Results implies that tourists see these vehicles to be of good condition, however some external needs development. Operators and drivers shall consider at all time the passengers and the vehicles to avoid constraints. The condition of the vehicle is affected by the capacity of the vehicle and the period that it was used as well as the condition of the infrastructure to where the vehicle is running. Thus, the life span and physical condition depends in its usage, time/period and the condition of roads or streets (Leurent (2011)).

Paired Samples T-test Analysis

Paired Samples t-test was conducted to determine significant difference between the factors and between Expectation and Satisfaction on the public transportation in Intramuros. The results are shown in Table 15.

Table 9: Paired Samples T-test Analysis

Items	Sig. (2-tailed)	Significance	Decision
Comfortability (E) Comfortability (S)	.000	Significant	Accept Ho, reject Ha.
Capacity of the Vehicle (E) Capacity of the Vehicle (S)	.000	Significant	Accept Ho, reject Ha.
Excitement Factor (E) Excitement Factor (S)	.000	Significant	Accept Ho, reject Ha.
Safety and Security (E) Safety and Security (S)	.000	Significant	Accept Ho, reject Ha.
Pricing (E) Pricing (S)	.001	Significant	Accept Ho, reject Ha.
Cleanliness of the Vehicle (E) Cleanliness of the Vehicle (S)	.000	Significant	Accept Ho, reject Ha.
Condition of the Vehicle (E) Condition of the Vehicle (S)	.002	Significant	Accept Ho, reject Ha.
Expectation Satisfaction	.000	Significant	Accept Ho, reject Ha.

*Significant at p-value .05 (2-tailed sig.)

** (E)- Expectation; (S)- Satisfaction

Results revealed significant differences with p-value ranging from .002 to .000 between the expectation and the experienced satisfaction on the transportation inside Intramuros. This means that their experience was different from what they were expecting in their travel using the transportation vehicles available and common in the Walled City. By looking back to the results of the weighted means of expected and experienced satisfaction, there were obvious differences. In terms of expectation, results revealed above average to very high expectation, while in experienced satisfaction, all aspects were rated satisfied.

Whereas service performance and satisfaction shall match on the expectations of the customers. Thus, the extent to which the service performance matches customer expectations influences the degree to which the customer feels satisfied (Transportation Research Board 1999, 2004). Furthermore, safety and security, cleanliness, pricing, comfort, condition of the vehicle and accessibility are significant variables that influence customer satisfaction in transport usage (Lai & Chen, 2011; Jayaraman, et al, 2011; Dell 'Olio, Ibeas and Cenin, 2011; Tyrinopoulos & Antoniou, 2008).

Tourists had a very high expectation on comfortability, capacity of vehicle, excitement factor, pricing and condition of vehicle. However, above average expectation on safety and security and cleanliness of the vehicle. Level of expectation was above average. Also, data revealed unanimous results on the level of experienced satisfaction which was 'satisfied'.



Hence, it is recommended that improvement in both the tangible (physical aspects of transportation) and intangible (comfortability, excitement, and satisfaction) products and services of the transportation in Intramuros. Vehicles shall emphasize and maintain cleanliness inside the vehicle by providing trash bins. Management and operators of transport vehicles shall impose unified fare matrix to maintain integrity because some drivers are opportunists and collect over fare payment from foreign tourists. Management, operators and drivers shall also emphasize and maintain security and safety at all times to protect tourists' passengers from harm. Management of Intramuros shall coordinate with the Tourism agencies to conduct seminars to all drivers of public transportations inside the Walled City. Management and Concerned agencies in Intramuros shall formulate regulations and policies regarding transportation. LPU and other educational institution shall conduct and promote responsible tourism inside Intramuros.

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THE IMPACT OF TOURISM DEVELOPMENT IN SANUR VILLAGE

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Abstract

This study aims to determine the social and economic impact for the people of Sanur in the presence of a tourism area. This research uses descriptive qualitative approach. The subjects used in the study were residents of the Sanur village community because most of the people depend on their income in the tourism area. Purposive sampling technique is a technique chosen by the researcher in the research sample, namely the people of the Sanur village who meet the criteria in the study, so that researchers can gather information from residents regarding the object of study. Data collection techniques used are direct observation, interviews, and documentation. The data analysis technique used in this research is the interactive model qualitative analysis. The technique of checking the validity of the data in this study used triangulation techniques. Based on the results of the study, it can be concluded that: 1) The social impact of the existence of the tourism area: a) the existence of good social interaction between traders, traders with tourism area managers and traders with tourists through two processes of social contact and social communication and, b) social changes, both positive and negative, namely harmony in society (social equilibrium), organization between traders and disorganization (the existence of hotels that are abused and the existence of localization), 2) the economic impact of the existence of the tourism area on the Sanur family community: a) the wider business opportunities, b) creating jobs, c) increasing income.

Keywords: *tourism area, socio-economic life, Sanur village*

I. Introduction

The image formed from a tourist object is a combination of factors that exist in the tourism object concerned (weather, natural scenery, security, health and sanitation, hospitality, etc.), on the one hand and the information received by tourists from various sources from other parties or from his own fantasies. (I Gde Pinata, 2005: 43).

Sanur is a famous tourist destination on the island of Bali. This place is located just east of the city of Denpasar, the capital of Bali. Sanur is in the Municipality of Denpasar. Because the beach has calm waves, it cannot be used for surfing like Kuta Beach. Not far off Sanur Beach, there are also diving and snorkeling sites. Due to its friendly conditions, this dive site can be used by divers of all skill levels.

Sanur is also known as Sunrise beach as opposed to Kuta Beach. lease outline here the data/methodology of the research. The methodology should be at minimal,

sufficient to understand the research design. This section may include supporting figures, tables, and images as necessary.

Because of its location in the east of the island of Bali, it is the right location to enjoy the sunrise or sunrise. This makes this tourist spot even more attractive, there is even a section called Matahari Terbit beach because the view at sunrise is very beautiful when seen from there. Along the coast, this is the right place to see the sunrise. Especially now that a kind of backrest has been built containing tiny huts that can be used as a place to sit around waiting for the sun to rise. In addition, the waves on this beach are relatively calm, making it very suitable for children's beach recreation and harmless. In addition, visitors can see the sunrise by swimming on the beach. Some of this beach area has exotic white sand. Equipped with a shade tree, visitors can sit around enjoying the roasted corn or spring rolls that are sold by street vendors.

Along these beach resorts are now equipped with tourism support in the form of hotels, restaurants or small cafes and art shops. One of the oldest hotels in Bali built on this beach. This hotel is called Ina Grand Bali Beach which is located right by the beach. This hotel is the first five-star hotel on the island of Bali. In addition, along the coastline, a kind of pedestrian area is also built which is often used as a jogging path by tourists or local people. This path stretches to the south past Shindu beach, Karang beach to Semawang so tourists can exercise and enjoy the beach view in the morning.

The tourists who want to visit this tourist area, they can use the air route. After arriving at I Gusti Ngurahrai Airport, which is in Tuban District. The distance between Tuban and this tourist area is only about 10 to 15 kilometers and can be reached in about half an hour. This area is also crossed by a toll facility called Bali Mandara. In addition, this area is also equipped with transportation in the form of taxis.

Many more visitors due to the development of tourism activities in the tourist area of Sanur can have a broad impact or influence, both positive and negative impacts on the physical environment, economic, social, and cultural conditions for the surrounding community in the tourist area, especially residents of the area Tourism activities in economic life can have a positive impact, namely creating large enough jobs (business opportunities) for residents and their surroundings. These job opportunities include working as a charge collection officer (TPR), parking attendant, cleaning officer, clothing, souvenir, handicraft trader, food, and beverage trading business, as well as transportation service business (transportation) and others. The negative impact is the presence of social deviations, for example prostitution. Referring to this fact, the research is interested in examining more deeply the impact of the existence of tourist areas on the socio-economic life of the surrounding community.

II. Theoretical Review

A. Social Interaction Review

The definition of social interaction according to Gillin and Gillin is dynamic social relationships which involve the relationship between individuals and groups of humans. (Soejono Soekanto, 2006: 55). The driving factors for social interaction include: Imitation, suggestion, identification, sympathy, empathy, and motivation. (Soleman Taneko, 2008: 65).

Forms of social interaction can be in the form of cooperation (cooperation), competition (competition) and opposition or conflict (conflict). In this case, many figures identify the form of social interaction that occurs in social life. According to Gillin and Gillin, the form of social interaction is divided into two, namely the associative and dissociative processes. (Soerjono Soekanto, 2005: 64).

B. Social Change Review

Social change is a form of change in mankind as a result of the escalation of natural, biological, and physical changes that occur throughout human life. (Agus Salim, 2002: 1). Every human being must experience changes, both positive and negative changes, and these changes will affect the human being. In general, the description of social change is very broad, changes in community change can be about social values, social norms, patterns of organizational behavior, the composition of social institutions, strata in society, power and authority, social interactions and so on. (Soerjono Soekanto, 2006: 256).

C. Social Mobility Review

A social movement or social mobility is a movement within a social structure that includes certain patterns to organize organizations or groups of people. In this study of mobility, it does not only stop at the movement of social class movement, but also the mobility of human resources (HR). Mobility of human resources is not only a process of social transformation, but also provides an overview of the use of human resources. (Tadjuddin Noer Effendi, 1995: 32). This social mobility also appears in the social life of residents in the area around the tourism area, especially the people of the sanur village, where many of these people sell in the tourism area. There are two principal types of social movements, namely as follows. (Soerjono Soekanto, 2006: 224).

- a. Horizontal, namely when individuals or other social objects move from one social group to another social group which is equal.
- b. Vertical, namely when individuals or other social objects move from one social position to another that is not equal.

D. Social Impact Review

The definition of impact is a collision, an influence that has either positive or negative consequences. ([http // repository.usu.ac.id / bitstream](http://repository.usu.ac.id/bitstream) accessed on April

16, 2013). Sociological approach can be interpreted as the use of basic concepts to examine a social phenomenon, in the sense that social impact is an effect of a social phenomenon that occurs in people's lives. In general, social impacts have two characteristics, namely positive and negative social impacts. In social life itself, there are various kinds of sociological concepts such as social interaction, social groups, social institutions, social strata, social change and so on. Then from this concept there is a dynamic or a change that occurs in individuals, groups, or society as a whole. In this case the discussion of the positive impact is the increase in social and economic welfare felt by the people of Sanur Village.

E. Conflict Overview

Sociologically, conflict is defined as a social process between two or more people (it could be a group) where one party tries to get rid of the other by destroying it or making it powerless. Conflict is motivated by differences in the characteristics brought by individuals in an interaction, these differences include physical characteristics, intelligence, knowledge, customs, beliefs and so on. (<http://id.wikipedia.org/wiki/konflik>), accessed on 16 April 2013)

According to Soerjono Soekanto, there are five specific forms of conflict that occur in society, namely: personal conflicts, political conflicts, racial conflicts, conflicts between social classes, and conflicts of an international nature.

F. Relevant Research

1. Afri Listiana (2005) with the title "The Influence of the Borobudur Temple Tourism Object on the Socio-Economic Behavior of Traders in the Borobudur Temple Tourism Park, Magelang Regency". This study aims to determine a general description of the influence of Borobudur Temple tourism objects on the socio-economic behavior of traders and social interaction patterns of traders in Borobudur Temple Tourism Park.

This research uses qualitative methods and takes place in the Borobudur Temple Tourism Park, Magelang Regency. The focus in this study is the socioeconomic behavior of traders and social interaction patterns in various aspects of life. Sources of data in this study are employees of PT Taman Wisata Candi Borobudur and traders in Borobudur Temple Tourism Park. The data collection methods used were observation, interview, and documentation. In this study, the data validity checking technique used was the source triangulation technique, while the data analysis method used was the interactive analysis model. The results showed that the existence of Borobudur Park had an effect on the socio-economic behavior of traders. The social interaction process produces two patterns, namely the associative social interaction pattern and the dissociative social interaction pattern.

2. Dieta Widya Krisnasari (2004) with the title "The Impact of Taman Krida Wisata on Socio-Economic Development of the Community of Wergu Wetan Sub-district, Kota Kudus Regency 1990 - 2003".

This study examines the impact of Taman Krida Wisata on the socio-economic development of the Wergu Wetan sub-district, Kota Kudus district in the period 1990 - 2003.

This research method uses a social and economic approach. This research found that the existence of Taman Krida Wisata in Wergu Wetan Village, Kudus Regency, which was inaugurated by Regent Suhartono, has an effect on the surrounding community, especially the Wergu Wetan community. The effects include positive and negative influences. Positive influences include the influence on the economic and social fields. Influences in the economic sector include providing employment, increasing income for the community and for the government. Influences in the social sector, among others, are the improvement of people's living standards and social conditions.

The negative effect is the use of Taman Krida Wisata which is not right on target. The logical consequence of the existence of Taman Krida Wisata as a tourist place is that it has an influence on the socio-economic development of the people of Wergu Wetan Village. This can be seen in the increase in income and standard of living of the people of Wergu Wetan Village. As for the social aspect, it creates a change in the role of women as female workers and improves the public health environment.

3. Yuda Eka Praja (2011) with the title "Analysis of the Influence of the Existence of the Jatim Park 2 Tourism Object on the Socio-Economic Life of the Surrounding Population. This study aims to analyze the influence of the existence of Jatim Park 2 tourism objects on the socio-economic life of the surrounding population.

This research is a qualitative descriptive study. Data collection methods in the form of in-depth interviews, observations, and field surveys, it is known that the development of the Jatim Park 2 Tourism Object has a socio-economic impact on the residents who live around it. The surrounding population is a group of people who are in the same geographic area and take advantage of existing natural resources, namely residents of Oro-oro Ombo Village, Batu District, Batu City.

The results of observations show that 88% of the direct involvement of the surrounding population can affect income to meet family needs. Of the 88% generally come from residents who depend on their livelihood by making activities at the Jatim Park 2 Tourism Object as their main job. So that all the income earned is used to meet the needs of the family, this is also because

previously they did not have a steady income. Meanwhile, 68% of the people who were involved indirectly also felt an additional income.

These findings indicate a positive impact of tourism development on the economic life of residents living around the Jatim Park 2 Tourism Object, especially residents of Oro-Oro Ombo Village. Although the level of influence has not been sufficiently capable of rapidly increasing the economic life of the population. The contribution of the tourism sector is still enjoyed by some residents who are directly involved in the activities of the Jatim Park 2 Tourism Object. Apart from the positive impacts, the existence of the Jatim Park 2 tourism object also creates a negative externality for the residents of Oro-oro Ombo Village. Among other things, it can be seen from the existence of structural and cultural social changes in the population, the problem of waste, and the presence of local resources in the form of agricultural land which is increasingly threatened by the forces of outside capital.

The similarity between previous research and research that will be carried out by researchers is examining the social and economic impacts on the community around tourism objects, while the difference between previous research and research that will be carried out by researchers is that this research is carried out in a different place or area, because each region has a different structure. social and economic differences. So, the social and economic conditions of each region have different levels.

G. Framework

The existence of a tourism area will indirectly have an impact on the socio-economic life of the people of Sanur Village, both positive and negative impacts. With this, it will attract the residents of Sanur to increase their income or provide job opportunities for the villagers. There is a change in the environment regarding an increase in the economy of the surrounding community, where every community is always developing and will bring about a change in society, so that there will be several social phenomena that will be interesting to research and want to know the impact that occurs on the surrounding community with the sociological theory approach.

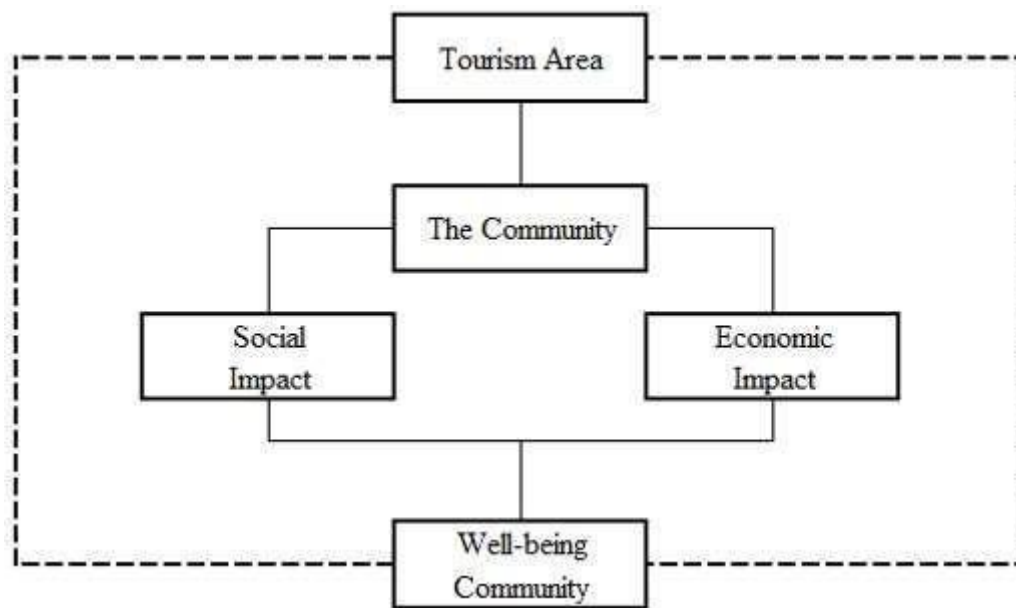


Figure 1: Framework of thinking

III. Research Methodology

A. Research sites

Research on the socio-economic impact of the people of Sanur village with the existence of a tourism area, where the place of research here is the Sanur community which is located between the tourism area. The thing that causes Sanur village to be a place of research is because its area covers a tourism area and many Sanur residents work in the area.

B. Research time

This research was conducted within a period of 1 week, namely the first week of December 2019.

C. Research Form

The approach or form of this research is to use a qualitative descriptive approach. According to Bogdan and Taylor, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Margono, 2005: 36). According to Moleong, a qualitative descriptive approach is an approach where the data collected is in the form of words, pictures, and not numbers. (Lexy Moleong, 2004: 2).

D. Research subject

The research subject chosen by the researcher will also affect the sampling technique. Purposive sampling technique is a technique chosen by researchers in the research sample. With this technique, it is expected that the existing sample can provide accurate information about the focus of this research. Purposive sampling technique is a sampling based on the research area with the research subject determined for a specific purpose by the researcher himself. The research subject is

the subject to be researched in the field (people who meet the criteria in the study). The subjects used in the study were Sanur residents because the area was in the tourism area so that researchers could gather information from residents regarding the object of study.

E. Research Data Sources

Qualitative research has the main data source which comes from words and actions, the rest is additional data such as documentation and others. (Moleong, 2004: 157). Types of data sources used in this study are:

1. Primary Data Sources

Primary data sources are data obtained by digging from the original sources directly on the informants. In this study, primary data were obtained through interview techniques with Mr. Rihendra Putra and Ibu Nita Antarini who in-charge as Villas Manager and Chief Accountant of Kamuela Villas & Suites Sanur, which consisted of residents or residents of Sanur who work in the tourism area and were strengthened by other informants, namely Villa Managers and Tourism Area Managers.

2. Secondary Data Sources

Secondary data sources are data used to support primary data, namely through literature studies, documentation, books, magazines, newspapers, written archives related to the object under research.

F. Research Instruments and Data Collection Techniques

Instruments or tools here are tools for collecting data. The instrument in qualitative research is the researcher himself who is accompanied by aids in the form of notes. Researchers in this case used several data collection methods in this study as follows:

1. Direct Observation Method

Collecting data by direct observation or by direct observation is a way of collecting data using sensory organs, which in this case is more focused on the eye. (Moh. Natzir, 1988: 212). According to Guba's opinion quoted by Noeng Muhadjir, he said that observation is an interaction between the researcher and the one being studied, meaning that there is influence and a reciprocal relationship so that the researcher must view what is being observed as a subject. So, this observation is used when making the first observation to find out the problem being studied and also as a complement to the research after the interview process is carried out. The purpose of making observations as a material to compare the results of the interview process with the results of observations by researchers in the field. In this study, the things that were observed were how the socio-economic impact of the people of Sanur village with the existence of a tourist area.

2. Interview Method

An interview is a conversation with a specific purpose carried out by two parties, namely the interviewer who asks the question and the interviewee who provides the answer to that question. (Moleong, 2004: 186). According to Deddy Mulyana, an interview or interview is a form of communication between two people that involves someone obtaining information from another by asking questions, based on certain objectives. (Deddy Mulyana, 2004: 180)

3. Documentation

Documentation is a method for finding data in the form of notes, transcripts, books, newspapers, magazines, inscriptions, minutes, meetings, agendas and so on. (Suharsimi Arikunto, 2001: 206). Documentation as a data collection technique by recording or quoting data from existing documents at the research location. Documentation is intended to complement data from interviews and observations.

G. Technique of Data Validity / Data Validity

The technique of checking the validity of the data is used to check the correctness of the data generated by the researcher so that valid data can be obtained, and its validity can be accounted for. Researchers used triangulation techniques. Triangulation is comparing data obtained in interviews with observational data, which means comparing what people say in public with what they say in private, comparing what people say about the situation with what is said all the time, comparing the results of the interview with the content related documents. (Husaini Usman, 2004: 330-331).

Triangulation as an evaluation process can maintain the accusation that the research findings use simple tools, both methods, data sources and research bias problems. The data obtained can also be developed and stored so that at any time it can be traced back (Patton, 1983: 332)

H. Data analysis technique

Data analysis is the process of simplifying data into a form that is easier to read and implement. Data analysis was carried out with the aim that the information gathered would be clear and explicit. In accordance with the research objectives, the data analysis technique used to analyze the data in this study was a qualitative analysis of the interactive model as proposed by Miles and Huberman, which consisted of four main things:

1. Data Collection

Data obtained from observations, interviews and documentation are recorded in field notes which consist of two aspects, namely description and reflection.

2. Data Reduction

Data reduction is a process of selection, focusing, simplification and abstraction. The way to reduce data is to select, make a summary or brief description, classify it into patterns by making research transcripts to emphasize, shorten the focus, remove unimportant parts, and arrange so that conclusions can be drawn.

3. Presentation of Data

Data presentation is a set of structured information to provide the possibility of drawing conclusions and acting. So that the data presentation does not deviate from the main problem, the data presentation can be realized in the form of a matrix, graphic, network or chart as a forum for information guidance about what happened. The data is presented in accordance with what was studied.

4. Conclusion Withdrawal

Drawing conclusions is an attempt to seek or understand meaning, the regularity of explanatory patterns, causal pathways, or propositions. The conclusions drawn are immediately verified by looking at and questioning again while looking at field notes to obtain a more precise understanding, besides that it can also be done by discussing. This is done so that the data obtained, and the interpretation of the data have validity so that the conclusions drawn are solid.

To further deepen data analysis techniques, an interactive mechanism will be presented according to Miles and Huberman:

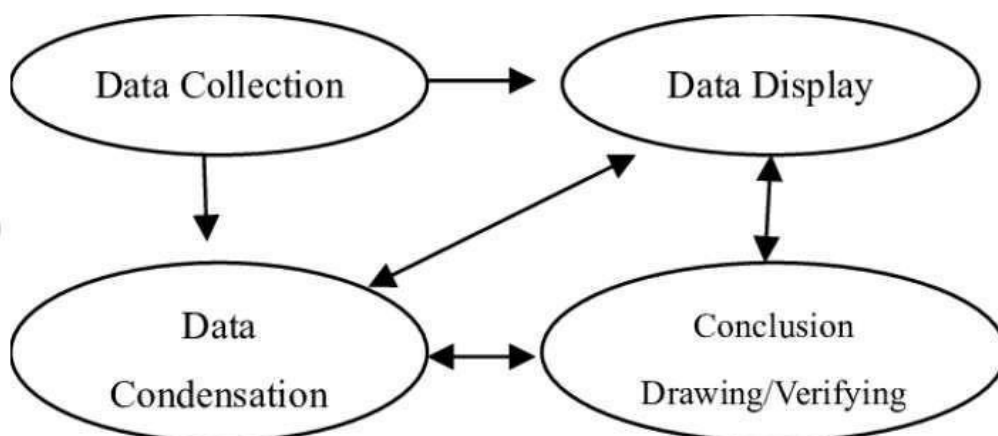


Figure 2: Interactive model of data analysis of Miles and Huberman

IV. Results and Discussions

Tourism can develop in a place basically because the place has an attraction that can encourage tourists to come to visit it. As stated by Inskip (1991: 77) that the attractiveness in tourism includes: 1) natural attraction based on the formation of the

natural environment, 2) cultural attraction based on human activities including history, religious archeology and traditional life, 3) special types of attraction is an artificial attraction such as a theme park, circus, and shopping. This means that the attraction of the tourism area is a natural attraction. The existence of this attraction, if the development of tourism is carried out, it will have an impact on the lives of the surrounding community. Likewise, the existence of a tourism area has an impact on the people of Sanur Village, both social and economic impacts.

1. Social Impact of the Existence of a Tourism Area for the Community of Sanur Village

The results of this study indicate that the existence of the tourism area has a social impact on the people of Sanur Village, both in the form of an associative and dissociative social interaction process which is quite influential on social life for the people of Sanur Village. The social interactions that occur between traders and traders and managers of the tourism area are well- established. This can be seen in everyday life in the tourism area which interacts with each other and through two processes of social contact and social communication.

The process of associative social interaction that occurs between traders in the tourism area is cooperation and accommodation. This is in accordance with the opinion of Abdulsyani (2007: 156) that the general form of associative social interaction includes cooperation and accommodation. The cooperation that occurs between traders in the tourism area is well established because of the same interests and mutual need. As argued by Charles H. Cooley (in Abdulsyani, 2007: 73) that cooperation arises because someone realizes that if they have the same interest, at the same time they have the knowledge and self- control to fulfill these interests, have an awareness of the same interests. and organization is an important factor in cooperation.

Meanwhile, according to Abdulsyani (2006: 156) accommodation refers to two definitions, namely in a situation and a process. In a situation, accommodation is a balance (equilibrium) in the interactions between individuals or groups of people in relation to social norms or values prevailing in society. As a process, accommodation refers to human efforts to relieve a conflict, namely efforts to achieve stability.

The process of dissociative interaction also exists in the social life of traders in the tourism area, which includes competition, conflict / dispute, and contravention. In social life, traders cannot be separated from competition. Competition among traders in the tourism area is still deep fair level means healthy competition without threats or violence.

In addition, the existence of tourism areas also has an impact on the direction of social change, both positive and negative, namely harmony in society (social

equilibrium), organization and disorganization. harmony in the community in the tourism area has been well established. Meanwhile, social changes in the organization formed an organization between traders in the tourism area, namely Bumdes (Village-Owned Enterprises). Furthermore, social change in the form of disorganization also occurs in the community around the tourism area, namely accommodation that is misused and localization as a negative impact.

Thus, the existence of the tourism area has a social impact on the people of Sanur Village both in social interaction and social change.

2. The Economic Impact of the Existence of a Tourism Area for the Community of Sanur Village

The results of this study indicate that the existence of the tourism area has an economic impact on the people of Sanur Village, namely the positive impact of expanding business opportunities, opening jobs, increasing income and emancipating women so that women can work, the existence of organizations to help in terms of business capital difficulties. Furthermore, the negative impact of the presence of prostitution is damaging the joints of family life. Husbands or masher who are seduced by prostitutes usually forget their function as the head of the family who must meet the economic needs of the family. The existence of wide employment opportunities and the number of tourists who come will help increase the income of traders. The increase in merchants' income comes from the large number of tourists who buy products / merchandise. With the increase in income can help improve the economy of the traders which in the end will also increase the welfare and prosperity of the traders.

V. Conclusion

Based on the results of research and discussion, the conclusions in this study are as follows:

1. The social impacts of the existence of the tourism area on the community of Sanur Village, are:

a) Positive impact:

- There is social interaction between traders and traders, traders, and park managers as well as traders and tourists.
- Traders as a good host for domestic and foreign tourists.
- Mastering various foreign languages.
- There is harmony in society.
- The existence of an organization between traders.

b) Negative impacts:

- There were accommodations that were abused.
- The existence of localization.

- Less attention to family (wife and children)
2. **The economic impacts of the existence of the tourism area on the community of Sanur Village, are:**

a) Positive impact:

- The wider business opportunities
- Opening jobs
- Increase income.
- The emancipation of women so that women can work.
- The existence of an organization that helps traders in capital difficulties.

b) Negative impacts:

With prostitution it damages the joints of family life. Husbands or masher who are seduced by prostitutes usually forget their function as the head of the family who must meet the economic needs of the family.

Suggestions

Based on the above conclusions, the suggestions that can be given are as follows:

1. For the Community of Sanur Village

For the people of Sanur village, it is hoped that they can maintain well-established social interactions and develop relationships in trading activities so that they can increase community income, and the community is also expected to be selective about the negative impacts caused by the existence of a tourism area.

In addition, the people of Sanur village are expected that entrepreneurship such as trading souvenirs, clothing, drinks, and food can be further developed.

2. For the Management of the Tourism Area

The management of the tourism area is expected to maintain good relations with the community around the tourism area and be more active in providing information that is beneficial to the community.

3. For Further Researchers

It is recommended that the use of qualitative research that is in line with qualitative methods can further investigate the impact of tourism from various aspects on society.

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INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

TOURISM, LOCAL WISDOM & CULTURE

THE ROLE OF COMMUNITY IN THE DEVELOPMENT OF WAKATOBI ARCHIPELAGO TOUR IN COMMUNITY BASED TOURISM

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Abstract

The Wakatobi Islands became one of the districts in Southeast Sulawesi which was included in the 10 New Bali Destinations by the Ministry of Tourism in 2018. The potential tourism in Wakatobi Islands had been explored by Wakatobi National Park. The role and society with the development of tourism in the Wakatobi archipelago have become an important focus of attention in the concept of community-based tourism. This study focuses on analyzing how the role of the community in tourism development in the Wakatobi Islands in implementing community-based tourism in the area. The type of research used by the author is library research (LibraryResearch). Community empowerment programs to encourage increased utilization of potential in the community, to increase the welfare of communities in the area, and support and play a role in preserving natural resources through activities: strengthening the capacity of communities and groups of natural resource users, developing buffer zone economic enterprises, developing business sustainable alternative economies, as well as the development of a Conservation Village Model (MDK) as a vehicle for developing local potential.

Keywords: *Tourism, Wakatobi Islands, Community Based Tourism*

I. Introduction

Indonesia is a large country consisting of more than 18,000 islands in the Southeast Asian Archipelago, and is the largest archipelagic country in the world (New World Encyclopendia. 2019). Indonesia is rich in diversity, amazing attractions, amazing natural adventures, especially on its beaches and volcanoes (Lonely Planet, 2019). The diversity of destinations provided by nature for Indonesia is united with the cultures of the various tribes who inhabit it, making Indonesia rich in tourism potential. Seeing the enormous potential of Indonesia's wealth in the tourism sector to be further explored, the Government of Indonesia through the Ministry of Tourism in 2018 paid special attention to 10 new destinations spread across Indonesia to become new potentials in attracting tourist visits (CNNIndonesia, 2018). One of the 10 New Bali Destinations that has been developed and has become a priority is Wakatobi.

Wakatobi Islands is one of the districts in Southeast Sulawesi Province. Wakatobi is short for the name of 4 major islands, namely Wangi-Wangi Island, Kaledupa Island,

Tomia Island, and Binongko Island which are part of the TukangBesi Archipelago, as a whole this archipelago consists of 39 islands, 3 burnt islands and 5 atolls. The northern part is bordered by the Banda Sea and Buton Island, the southern part is bordered by the Flores Sea, the eastern part is bordered by the Banda Sea and the western part is bordered by Buton Island and the Flores Sea. Initially Wakatobi was one of the sub-districts in Buton Regency, then based on Law no. 29 of 2003, Wakatobi District was designated as a separate district.

The Wakatobi Islands have a wealth of marine tourism potentials. The government has realized marine diversity through the making of the Wakatobi Islands into a Marine National Park in 2002 and recognized by the world through the United Nations in the cultural field, namely UNESCO by making the Wakatobi archipelago a world biosphere reserve in 2012. Seeing the world's potential and recognition of natural beauty maritime Wakatobi archipelago, the Indonesian government began to introduce Wakatobi as the 10 New Bali Destinations in 2018.

This study will analyze how the Government invites the community to participate in tourism activities in the Wakatobi Islands and see how the impact of the development of the Wakatobi Islands on the community itself.

II. Literature Review

Community Based Tourism

Community-based tourism (CBT) is a tourism development concept by prioritizing active community participation with the aim of providing welfare for them while maintaining environmental quality, and protecting their social and cultural life. The concept of community based tourism is compatible with sustainable tourism even though the approach is different, where community-based tourism promotes a bottom-up approach, while sustainable tourism puts a top-down approach. The bottom-up approach means that the initiative for tourism development comes from the community, whereas in the top-down approach, the initiative comes from the government. The implementation of community-based tourism is considered capable of providing various benefits for the community, namely increasing welfare, protecting the environment, and protecting their social and cultural life.

Community Based Tourism (CBT) is one of the fast growing segments in the Tourism industry, and the most acceptable tool for sustainable development especially in developing countries. Through CBT, local people receive income that directly improves their livelihoods and manages biodiversity in a sustainable manner. Moreover, it increases the level of transparency, governance and technology transfer among themselves.

According to Garrod (2001: 4), there are two approaches related to the application of planning principles in the context of tourism. The first approach tends to be associated with formal planning systems that place a strong emphasis on the potential benefits of ecotourism. The second approach tends to be associated with the term participatory planning which focuses more on the provisions and arrangements that are more balanced between development and controlled planning. This approach places more emphasis on sensitivity to the natural environment in the impact of ecotourism development.

In its application, the Wakatobi Islands have potential advantages from the ecotourism sector, where the Wakatobi Islands have a wealth of marine diversity in the area. Currently, the Government is trying to provide initiatives for the community to participate in tourism activities in the Wakatobi archipelago. The CBT approach is considered to be very effective in fostering community participation in community activities, and making tourism in Wakatobi sustainable.

III. Research Methodology

The type of research used by the author is library research (Library Research), library research is research that is carried out by dealing directly with text (nash) or numerical data and not with direct knowledge from the field or eye witnesses (eyewitness) in the form of events, people or objects. -Other items.

a. Research methods

This research will use descriptive research method, which is a research procedure that produces descriptive data, in the form of written or spoken words from people and observable behavior. Through this method, data is obtained from various literatures and then connected between the existing facts, then the existing problems are explained and analyzed based on the existing facts and arranged in a writing and a final conclusion is drawn from the existing data and facts.

b. Data collection technique

Data collection techniques are carried out through library research or library research by utilizing secondary data consisting of literature books and utilizing data through internet sites as well as other references related to the problems posed for research.

c. Data Analysis and Processing Techniques

The data processing and analysis technique used is descriptive qualitative, which is a research that describes and summarizes various conditions and situations from the various data collected. This aims to explain, test the hypothesis of the research variables. The focus of this research is the analysis of the relationships between variables.

IV. Results and Discussion

a. Wakatobi Islands Overview

The Wakatobi Islands are famous for their diversity of coral reefs and ornamental fish which attract tourists. The types of coral reefs that live here include fringing reefs, patch reefs and atolls. Wakatobi Islands were administratively included in Buton Regency, Southeast Sulawesi Province, but since 2004 the Wakatobi Regency was formed which is the result of the division of Buton Regency with the same location and area as Wakatobi National Park (TNW).

The area of Wakatobi Regency is dominated by waters covering an area of 55,113 km² and a coastline of ± 251.96 km or 98.5% of the total area. In addition, its marine resources also have high biodiversity so that the management of Wakatobi Islands needs to consider conservation principles.⁴ On the other hand, marine tourism which is supported by the existence of Wakatobi National Park is an activity that is being developed. The advantages of these assets that have important potential, especially coral reefs and a variety of diverse marine life with high aesthetic and conservation values.

Table 1: Wakatobi district area by sub-district

No	Sub-district	Land area (m ²)	Percentage (%)
1	Wangi-wangi	241,98	29,40
2	South Wangi-wangi	206,02	25,03
3	Kaledupa	45,50	5,53
4	South Kaledupa	58,50	7,11
5	Tomia	47,10	5,72
6	East Tomia	67,90	8,25
7	Binongko	93,10	11,31
8	Togo Binongko	62,90	7,64
	Total Land Area	823,00	3,00
	Sea Area	18.377,00	97,00
	Grand Total	19.200,00	100

Source: Wakatobi District Statistic 2011

From table 1 above, it can be seen that the area of the sea surrounding the Wakatobi Islands is very wide, and has the potential for tourism to be further explored in the marine sector.

The area of Wakatobi Regency is flanked by sea waters, namely Buton, Banda Sea and Flores Sea. Thus, the administrative boundaries of Wakatobi Regency are in the marine waters, as follows:

1. In the north, it is bordered by the sea areas of Buton and North Buton Regencies
2. To the east, bordering the Banda Sea

3. To the south is the Flores Sea
4. In the west, it is bordered by the sea area of Buton Regency.

Figure 1: Wakatobi district boundary map



Source: www.wakatobi.go.id

b. Tourism Potential in Wakatobi Archipelago

The marine resource potential of the Wakatobi Islands is quite high, especially coral reef resources. This area is located in the Coral Tri-Angle Center, has the highest amount of marine biodiversity in the world (750 types of coral from 850 species of world coral), 900 species of fish in the world with 46 identified diversity. Wakatobi has 90,000 hectares of coral reefs, and 48 km of Kaledupa Atoll, which is the longest atoll in the world. The percentage of live coral cover is between 36.51- 52.86%. The waters of the Wakatobi Islands are in the "Coral Triangle" or the "center" area of the world's coral triangle, which has the highest coral reef diversity and biodiversity in the world. The coverage of the world's coral triangle area includes the Philippines, Indonesia to the Solomon Islands, with its center being in the Wakatobi Islands.

The Wakatobi Island Tourism Area is divided into 2 parts, the first, the Marine Tourism Park, and the second, the Wakatobi Marine National Park.

1. Marine Tourism Park

Marine tourism park areas are found in almost all sub-districts in Wakatobi Regency. Based on the Decree of the Director General of Forest Protection and Nature Conservation Number 149 of 2007, the areas designated for marine / marine protected areas and marine / marine tourism parks include Kaledupa Atoll Coral (KarangKaledupa 1, 2 and 3), Anano, Ujung Runduma,

KarangRunduma, Kenteolok, Tuwutuwu, Karang Koko, Moromaho, Lentea, Darawa, North Kaledupa, Buranga, Lentea-Kaledupa, Karang Octopus, Matahora. The area of Marine Tourism Park / marine protection is 36,450 hectares.

2. Wakatobi Marine National Park

The Wakatobi Islands area and the surrounding waters covering \pm 1,390,000 hectares were designated as National Parks based on the Minister of Forestry Decree No. 393 / Kpts-VI / 1996, dated July 30, 1996 and has been determined based on the Decree of the Minister of Forestry No. 7651 / Kpts-II / 2002, dated August 19, 2002, consisting of 4 (four) large islands (Wangi-Wangi Island, Kaledupa Island, Tomia Island and Pulau) which are divided into 5 (five) subdistricts within the administrative area of Wakatobi Regency, Sulawesi Province Southeast.

Wakatobi National Park is managed with a zoning system, which is determined based on the Decree of the Director General of Forest Protection and Nature Conservation No. 198 / Kpts / DJVI / 1997 dated December 31, 1997, consisting of: core zone, protection zone, rehabilitation zone, utilization zone and traditional use zone. The TNW zoning formula is described as follows:

- a) The Core Zone, a part of the national park that has natural conditions, whether its biota or physical condition is still original and is not or has not been disturbed by humans, is absolutely protected, serves to protect the representation of the original and unique biodiversity. The core zone, which is only part of Moromaho Island, has the potential and representation of important resources, namely mangrove ecosystems, bird habitats, and turtle nesting beaches, which are absolutely protected and closed from various human activities to maintain the integrity and preservation of native ecosystems and their ecological functions. The WNP core zone includes waters and part of the land area of Moromaho Island covering \pm 1,300 hectares (0.09%).
- b) Maritime Protection Zone (No Take Zone), is a part of the national park which due to its location, condition and potential is able to support conservation interests in the core zone and the use zone. The marine protected zone in TNW has the potential and representation of important resources, namely mangrove ecosystems, fish spawning areas (SPAGS), turtle nesting beaches, representation of barrier reef ecosystems, representation of ring coral ecosystems (atolls) which must be protected to maintain integrity and sustainability. representative of native ecosystems and their ecological functions and supports the core zone. The WNP marine protection zone includes a portion of the barrier reef area in the eastern part of Wangi-Wangi

Island, Pasiroka reef, the North and East of Kaledupa Island, the southern part of North Lentea Island, the northern part of Darawa Island, the southern part of Karang Tomia / Kaledupa, beaches and island waters Anano, waters of the southeastern part of Runduma Island, Runduma reef, Kenteole Island waters, Cowo-Cowo / Tuwu-Tuwu Island waters, Koko reefs and Moromaho Island waters (outside the core zone) covering an area of $\pm 36,450$ hectares (2.62%).

- c) Tourism Zone, is a part of the national park whose location, condition and natural potential are primarily utilized for the benefit of natural tourism and other environmental conditions / services. The tourism zone in TNW has the potential and representation of important resources which are natural tourist attractions and the use of other environmental services in the form of mangrove ecosystems, fish spawning areas (SPAGS), white sand beaches of Hoga Island, representation of barrier reef ecosystems, representation of coral ecosystems. rings (atolls) and representatives of fringing reef ecosystems that must be protected to maintain the integrity and preservation of representation of native ecosystems and their ecological functions as well as to support the core zone. The TNW tourism zone includes the waters of the eastern part of WangiWangi Island (barrier reef), the waters and western coast of Hoga Island, the waters of Tanjung Sombano, mangroves on the coast of Sombano-Mantigola, Kaledupa Island, mangroves on the coast of Darawa Island, the western part of Waha Tomia Island, waters around Tolandono Tomia Island (Onemobaa), and parts of the Central part towards the South Koromaho reef, the western, northern and southern coral reefs of Tomia, the Southeastern part of the Kapota reef, the northern and southern waters of Binongko Island and Otiolo Coral which are locations in the water area Kep. Wakatobi, which has been a tourist destination and targeted for tourism development in Wakatobi Regency, covers an area of 6,180 hectares (0.44%).
- d) Local Using Zone is a zone that can be developed and used limited traditionally to fulfill the daily needs of the surrounding community who usually depend on marine natural resources. The local use zone has a wealth of natural marine resources in the form of reef fish, pelagic fish and other economical marine biota which can be developed for reef fisheries and deep sea capture fisheries for the Wakatobi community based on applicable regulations. The WNP local use zone covers most of the island's coastal waters in Kep. Wakatobi apart from all other zones within a radius of ± 4 miles from Wangi-Wangi Island, Kaledupa Island, Tomia Island, Binongko Island, Runduma Island, Kapota Island, Komponaone Island, Nuabalaa Island, Nuaponda Island, Matahora Island, Sumanga Island, Oroho Island, PulauNdaa and most of the Kapota reef area, Kaledupa / Tomia reef, and the

center to the North of the Koromaho reef covering an area of 804,000 hectares (57.84%).

- e) The Common Using Zone is a zone designated for the development and utilization of deep sea fisheries. The general use zone has a wealth of marine natural resources in the form of pelagic fish which can be developed for deep sea capture fisheries for the Wakatobi community as well as for fishermen or fisheries entrepreneurs from outside Wakatobi based on applicable regulations. The Wakatobi general use zone covers most of the water area outside a ± 4 mile radius of the islands and coral reefs in Wakatobi covering an area of 495,700 hectares (35.66%).
 - f) Land Zone (Land Zone) is a land area in the form of inhabited islands and has ownership rights over land by the community or community groups who lived before the area was designated as a national park where further regulation will be carried out through a regency spatial plan. The land / special zone coverage includes Wangi-Wangi Island and the surrounding small islands, Kaledupa Island, Tomia Island, Binongko Island, Runduma Island, Anano Island, Kapota Island, Komponaone Island, Hoga Island, Lentea Island, Darawa Island, South Lentea Island, Sawa Island, Kenteole Island, Tuwu-Tuwu Island, and parts of Moromaho Island cover $\pm 46,370$ hectares (3.34%).
- c. Community Role in Tourism Activities

The government through ministries and institutions invites and educates the public to be part of tourism activities in the Wakatobi islands. One of the ministries that is involved in educating the public is the Ministry of Environment.

The existence of communities in the Wakatobi National Park (TNW) makes the TNW area unique compared to other conservation areas. So, a strategy is needed in involving the community to participate in protecting and protecting the area by granting management rights to the area in the utilization zone and other zones that have been designated.

One of the strategic steps taken by the TNW Center through the Kaledupa Region II National Park Management Section in collaboration with FORKANI (KahedupaToudani Forum) and WWF-Indonesia SES held a "Training on Enhancing the Role of Assisted Communities in Horuo Village, Kaledupa District, Wakatobi Regency, which was attended by Group representatives. Fishermen in Horuo Village and Mantigola Village. The involvement of the people of Horuo Village apart from the village area is one of the villages in the TNW area, as well as the existence of one of its communities who lives in the middle of the sea waters of Horuo Village which is called Kampung Mantigola and is inhabited by the Bajo Tribe.

The community empowerment program is intended to encourage increased utilization of potential in the community, to accelerate the improvement of community welfare in the area and to support and play a role in preserving natural resources through activities: strengthening the capacity of the community and groups of natural resource users, developing buffer zone economic enterprises, developing sustainable alternative economic enterprises, as well as the development of a Conservation Village Model (MDK) as a vehicle for developing local potential. If the community is empowered in these conservation area management activities, the hope is that not only will the welfare of the community increase, but the participation and active participation of the community in preserving natural resources will also increase.

The community empowerment program implemented so far has covered several aspects, namely:

1. Empowerment of community economic enterprises, including improving the quality of businesses for fishermen, including capital assistance for seaweed and tangka fisheries.
2. Human resource empowerment, including improving the quality of human resources, managerial abilities and other skills through training, cross visits.
3. Environmental empowerment, including increasing community awareness and capacity in the framework of KSDA through the Village Conservation Model, Community Outreach and Awareness activities.

The government is also increasingly focused on developing the Wakatobi Islands by making the Wakatobi Islands into 10 New Bali Destinations developed by the Central Government through the Ministry of Tourism.

V. Conclusion

The conclusion of this study is that the Wakatobi Islands have a wealth of marine diversity that is scattered in the islands within the regency. Apart from domestic, the diversity that exists in the Wakatobi Islands is also recognized by the world by making the Wakatobi Islands a World Biosphere Reserve by UNESCO. In its development, in order to be more focused, the central government has also included the Wakatobi Islands as 1 of 10 New Bali Destinations.

The government also implements Community Based Tourism (CBT) by involving the community in its tourism activities. Community development is the main focus through the Ministry of Environment and in collaboration with WWF-Indonesia so that the community can also benefit from the existence of tourism development in the Wakatobi archipelago.

Limitation



This study has limitations in the results of the study, as it is explained that the method used in this study is a qualitative-descriptive method. The results obtained are in the form of results from several reading sources, so further research is needed to go to the field in order to get more valid results for the results of the implementation of CBT in the community. However, this research can be a reference for continuing further quantitative research.

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LOCAL COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF TOURISM DESTINATION IN PESAWARAN, LAMPUNG

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Abstract

Pesawaran is one of the districts in Lampung Province which has various tourism potentials. Natural and cultural tourism destinations are the biggest attractions in the Pesawaran area. The awareness and participation of local communities around tourist attractions is very important in efforts to develop a destination. This study will analyze how community participation in developing tourist attractions in their area in developing tourist destinations in the Pesawaran area. Qualitative research is a research method based on postpositivism or interpretive philosophy, used to examine the conditions of natural objects, where the researcher is the key instrument. The conclusion of this study is that the community plays an important role in the development of tourism in the Pesawaran area. By empowering the community so that in the future, the destination will be purely handled by the community. This study limited on 3 tourist attractions, namely: Pahawang Island, Tegal Mas Island, and Katon State Tourism Village. There are 22 natural tourist attractions in Pesawaran in the future, They can be researched the development of community involvement,

Keywords: *Tourism, Lampung, Local Communities.*

I. Introduction

Lampung Province is one of the provinces in Indonesia with very diverse tourism potential, both from natural tourism potential and culture. One of the areas with tourism potential that is being developed by the Lampung Provincial Government is the Pesawaran district. Pesawaran have a tourist attraction, both in nature, through beaches, waterfalls, and culture, namely the katon country tourism village, a native Lampung cloth producer, tapis. In the development of tourism, of course, the community must be involved, so that tourism remains sustainable and the community becomes part of these tourism activities.

This study will analyze how community empowerment has been done in developing tourism in the Pesawaran area. The research will focus on the general description of Pesawaran, the leading tourist attractions in Pesawaran, and the role of the community around these tourist attractions.

II. Literature Review

Tourism and Local Communities

Tourism destinations are locations for production, consumption and patterns of tourist movement (Davidson and Maitland, 1997). In addition, tourism destinations are also a place for people to live to work and carry out social and cultural activities. This is also expressly regulated in Law No. 10 of 2009 concerning Tourism, which states that tourism destinations are geographic areas that are in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

Thus the community is an inseparable part of a tourism destination, so that in developing tourism destinations it is obligatory to consider various elements of society. Dogra and Gupta (2012) state that the community has a strategic position in a tourism destination. Therefore, the sustainability of tourism destinations is very dependent on the level of community involvement in the development of tourism destinations.

Local people are an inseparable part of tourism destinations. The integration of local communities in planning and developing tourism destinations is intended to ensure that local people have the space and opportunity to participate in the tourism planning process. The framework for integration starts with a basic understanding of tourism destinations. Within a tourism destination, there is not only the tourism industry (products, markets and access), but there are also links with other industries including local communities. So it can be said that the local community has a very strategic position and is equal to other decision makers (stakeholders) in the development of sustainable tourism destinations. Although conceptually community-based tourism is believed to be capable of realizing sustainable tourism destinations, in practice it has encountered various problems (Campbell, 1999; Scheyvens, 2002; Tosun, 2000).

III. Research Methodology

This research will use qualitative research methods. Qualitative research is a research method based on postpositivism or interpretive philosophy, used to examine the conditions of natural objects, where the researcher is the key instrument. The data collection technique was carried out by triangulation, namely a combination of interviews, observation and documentation. The data obtained tends to be qualitative data, data analysis is inductive / qualitative in nature. (Sugiyono, 2018: 9)

The qualitative research method was chosen in this study because the author will examine how the efforts to develop a tourist attraction in tourist destinations in the Pesawaran area through the empowerment of local communities. Thus, the author

will interview one of the figures appointed by the Pesawaran Regency Tourism and Culture Office, namely dr. Made Agung Prasetya Adynana, who is the Mekhanai Ambassador of Pesawaran Regency in 2019.

In addition to interviews, the authors make observations by means of literature study, or library research by utilizing secondary data consisting of literature books and utilizing data through internet sites as well as other references related to the problems posed for research.

IV. Results and Discussions

a. The Pesawaran Area Overview

Geophographically, Pesawaran District is located at coordinates 104.92° - 105.34° East Longitude, and 5.12° - 5.84° South Latitude. Administratively, the area of Pesawaran Regency is 1,173.77 KM² with the boundaries as follows:

1. North side: bordering Central Lampung Regency
2. South side: bordering Lampung Bay, Tanggamus Regency
3. West side: bordering Tanggamus Regency
4. East side: bordering South Lampung Regency and Bandar Lampung City

Administratively, Pesawaran District is divided into nine sub-districts, namely Padang Cermin, Punduh Pidada, Kedondong, Way Lima, Gedong Tataan, Negeri Katon and Tegineneng Districts, Punduh Marga and Way Khilau. In 2007 until now, the number of sub-districts in Pesawaran District has undergone a change due to expansion with the addition of 4 sub-districts, bringing the total to 11 districts, namely: Padang Cermin, Punduh Pidada, Kedondong, Way Lima, Gedong Tataan, Negeri Katon, Tegineneng, Marga Punduh, Way Khilau, Way Ratai, Teluk Pandan.

Many tourist attractions are scattered in the area of Pesawaran Regency, especially in Teluk Pandan District, Marga Punduh, Punduh Pidada, Way Ratai, Tataan Building, Padang Cermin, Negri Katon. Apart from that, there are ± 10 islands out of 37 small islands which are included in the administrative area of Pesawaran District.

Figure 1: Map of Tourist Attractions in Pesawaran



Source: UNILA, Journal of Geographical Research, 2017

Tourist attractions in Pesawaran District are divided into 2 groups, namely natural tourist destination and artificial tourist attractions. Among other things, natural tourist attraction

1. 10 beach tours including Queen Artha Beach, Mutun Beach, Putra Mutun Beach, MS Town Beach, Sari Rutut Beach Dewi Mandapa Beach, Ketapang Beach, Panta Klara, Marines Echo Park Beach, and Batu Mandi Beach. Apart from beach tourism, there are also island tours including Kelagian Island, Pahawang Island, Tangkil Island, Mahitam Island, Tegal Island, Tanjung Putus Island, Umang-Umang Island, Lelangga Balak Island, Lelangga Lunik Island, Loh Island, Balak Island, Legundi Island, Siuncal Island, Sijebi Island, and Sesorot Island.
2. 11 waterfall tours in the Pesawaran district, including Anglo Waterfall, Bogorejo Waterfall, Sinar Tiga Waterfall, Batu Perahu Waterfall, Wiyono Waterfall, Penyarian Waterfall, Rindu Alam Twin Waterfall, Ciupang Waterfall, Talang Rabun Waterfall, Gunung Tanjung Waterfall, and Tanah Longsor Waterfall.

Meanwhile, the man-made tourist attractions in Pesawaran include D'junjungan, the Museum of Transmigration, M Peak of Sea Binoculars, Pekon Ampai Tourism Village, Tahura Wan Abdul Rachman, and Teluk Saung Resort. In

addition to natural and artificial tourist attractions, there is one tourist village that develops culture as an attraction, namely the Katon State Tourism Village which is one of the producers of typical fabrics from Lampung, namely Tapis cloth.

The success of tourism destinations in Pesawaran, is seen from the number of tourist visits to Pesawaran Regency. Pesawaran became a district with high tourist visits in 2017, compared to other districts in Lampung Province.

Table 1: Visitor data in 2017

District/ City	Visitor		Total
	Domestic	Foreign	
Bandar Lampung City	13.169	1.004.114	1.054.283
Metro City	36	16.843	16.843
South Lampung District	6.295	857.828	864.123
East Lampung District	1.401	51.577	52.978
Tulangbawang District	269	21.070	21.339
Central Lampung District	749	14.261	15.010
Way Kanan District	0	727	727
North Lampung District	154	2.459	2.613
West Lampung District	12.077	47.364	59.441
Tanggamus District	3.250	9.500	12.750
Pesawaran District	675.344	7.653	682.997
Pringsewu District	0	0	0
Mesuji District	0	0	0
West Tulangbawang District	0	0	0

Source: Tourism and Creative Economy Office of Lampung Province in 2017

The number of tourists who come to visit Pesawaran also continues to increase every year, this is also due to the development of tourism that is continuously being carried out by the local Tourism and Culture Office. The offer is a prima donna in itself for domestic tourists, especially people in Lampung Province.

Tabel 2: Number of Tourist Visits to Pesawaran 2013-2017

Year	Visitor		Total
	Domestic	Foreign	
2013	672	34.123	34.795
2014	944	205.790	206.734
2015	5.741	581.138	586.879
2016	8.638	618.280	682.997
2017	7.653	675.344	626.918
Total	23.648	2.114.675	2.138.323

Source: Data processed from the Lampung Province Tourism and Creative Economy Office in 2017

b. Leading tourist attraction in the Pesawaran area

According to the results of an interview with dr. Made Agung Prasetya Adnyana, as the ambassador of Mekhanai Pesawaran, there are 3 main tourist attractions which are currently the prima donna for tourists to visit, the 3 tourist attractions include:

1. Tegal Mas Island

Tegal Mas Island is one of the tourist destinations with underwater beauty and is famous for its natural beauty around the island, its location is not far from the city center of Bandar Lampung, approximately 1.5 hours, including the crossing distance from the Sari Rutut beach, the location is precisely located in the village of Gebang, District of Pesawaran Regency Lampung province.

Tourism supporting facilities on the island of Tegal Mas are complete, ranging from supporting facilities for beach / sea tourism to land, there are many options that can be done on this island, starting from snorkeling, playing canoeing, and playing speedboats. In addition to the beauty of its beaches and the island that is still beautiful, the coral reefs here also attract a lot of attention from the eyes of tourists, the managers of this island really pay attention to the details of the tourism potential on this island and really maintain the beauty and cleanliness of the island.

2. Pahawang Island

Pahawang Island, Lampung, is now a popular tourist destination in the eyes of tourists. Tourists from various parts of the country are also competing to visit to witness the natural beauty here. Moreover, the atmosphere on this island is still natural. Pahawang Island is divided into two, namely Pahawang Besar Island and Pahawang Kecil Island. Both also have very different conditions. Pahawang Besar Island is an inhabited island. Meanwhile on Pahawang Kecil Island, travelers will be able to be complacent in exploring its beauty.

The tourist attraction on the island of Pahawang itself is located in the sea, namely the charm of underwater beauty. Tourists can do snorkeling or diving activities to see the beauty of the underwater Pahawang Island. Apart from being underwater, the cleanliness and beauty of the shoreline on Pahawang Besar Island also has its own potential to be visited by tourists.

3. Tourism Village Negeri Katon

Unlike the two previous superior attractions, Katon State Tourism Village has the potential in the Cultural sector. The destination of Negeri Katon is a tourist village which produces a typical cloth from Lampung, namely the Tapis. There are 100 Tapis cloth craftsmen spread across 10 villages in Katon District. The most filter-producing villages are in Negeri Katon and Halangan Ratu

villages. The craftsmen maintain the quality of the filter cloth by maintaining the process of making the filter cloth with traditional wooden weaving tools.

There are several places for craftsmen of filter cloth in Lampung with various uniqueness, but Katon State Tourism Village is the most famous place among tourists because of its location which is very close to the city center, namely Bandar Lampung.

c. The Role of Community in the Development of Tourist Attractions

The community has an important role in the development of tourist attractions. Tosun and Timothy (2003) emphasized that an important aspect of sustainable tourism is the emphasis on community-based tourism. Community participation can be done in two ways, namely:

1. Get involved in the decision-making process

Participation in decision making means that people have the opportunity to voice their hopes, desires and concerns from tourism development, which can then be used as input in the tourism planning process.

2. Sharing of tourism benefits.

The sharing of tourism benefits implies that the community should have the opportunity to obtain financial benefits from tourism and linkages with other sectors.

The awareness of the Pesawaran community to participate in tourism activities has been seen in several destinations. For example, the tourist attractions of Tegal Mas Island and Pahawang Island, where the community is involved in these activities as managers of these tourist attractions. The people around Pahawang Island and Tegal Mas, who originally worked as fishermen, now have other jobs to use their boats to take tourists to Pahawang Island or Tegal Mas Island. The benefits from an economic point of view in terms of developing the tourist attraction of Pahawang Island and also Tegal Mas have an impact on the community. Apart from fishermen, people who do not own a boat also get economic benefits through the provision of rental equipment for fishing around the jetty, as well as the provision of other tourist needs such as renting mats and drinks or food around the shoreline.

In addition, community participation in the Katon State Tourism Village also has a positive impact on the community itself. With the popularization of Desa Negeri Katon as a producer of filter cloth, tourists began to arrive to see firsthand the manufacture and buy directly on the spot so that there were direct trading transactions from craftsmen to tourists. In the future, the Pesawaran government will also develop a tourist village to invite tourists to learn firsthand how to make filter cloths, so that it becomes its own attraction to bring in tourists.

The Pesawaran district government pays special attention to tourism development in Pesawaran, and also, to bring tourists to Pesawaran that will have an impact on the community, the Government holds several interesting activities or festivals to invite tourists to come to Pesawaran. The activities held also did not escape the involvement of the community who wanted a space to promote tourist attraction in their area. One of the festivals held is the Pahawang Island Festival.

d. Pahawang Island Festival

The Pahawang Island Festival has been held by the Pesawaran District Government since 2016. This Pahawang Festival aims to introduce further about Pesawaran and its tourism potential to the community as well as tourists both local and foreign. The Pahawang Festival was initiated after Pahawang Island was nominated for the 2016 Indonesian Charm Award held by the Ministry of Tourism of the Republic of Indonesia.

In its implementation in 2016, the Pahawang Festival succeeded in increasing tourist visits to come to the Pahawang Festival. This festival also involves the community in its implementation, such as in ornamental boat competitions, and is given a special location to sell around where the festival is held. Because of its success, the Pahawang Festival is held annually, and has become an annual work program for Pesawaran District.

The development from year to year of the Pahawang festival has increasingly involved the community in it. In 2017, the Pahawang Festival will showcase the cultures that have developed in the Pesawaran area. The 2017 Pahawang Festival carries the environmental theme by involving communities engaged in tourism and culture such as the Generation Pesona Indonesia (GenPi) Lampung, blogger communities, bicycles, photography, and also the Anemon Diving Club, a research-based diving community. This festival involves the community to protect and preserve the environment, one of the activities that involves the community, namely planting mangroves which will become mangrove tourism in Pesawaran, as well as cleaning the beach.

The Pahawang Festival is also used as a space for the community to promote tourist attractions in their villages other than Pahawang Island. Of course, tourists who come know better that there are other tourist attractions besides Pahawang Island in Pesawaran. From year to year, the Pesawaran District Government has increasingly involved the community in the Festival, this was proven in 2019, where the Pahawang festival in its implementation involved 80% of the community in it. In the future, it is hoped that the Pahawang Festival will become a community festival, where the organizer is purely the property of the community, and the

government is the supervisor of its implementation. So that the festival will maximize participation from the community.

V. Conclusion

The conclusion of this study is that the community plays an important role in the development of tourism in the Pesawaran area. Communities who live in the vicinity of tourist attractions benefit from the existence of tourism activities in their area. The greatest benefit is obtained by people from the economic sector. The community has other income apart from their main job. Apart from the economy, the cultural sector in Pesawaran that developed in the community was also positively affected. The development of a tourist village that produces a typical Lampung cloth, tapis, namely Negeri Katon village, has made the village known as a cultural tourism village. The community has succeeded in becoming a part of tourism activities in Pesawaran. From the environmental sector, the community is involved and educated on the importance of protecting the environment so that tourism can be sustainable, or sustain. Educational activities that involve the community include planting mangroves which will become mangrove tourism in the future, as well as beach cleaning activities.

The government also facilitates the community to develop tourist attractions in the Pesawaran area. One form of support from the government is to hold the Pahawang Festival. The festival, which was originally held by the government for the community in bringing and promoting tourists outside of Pesawaran, is increasingly being developed by empowering the community so that in the future, the festival will be purely held by the community, and the Government will become a supporter and supervisor of the festival. With the existence of the Pahawang festival, it is hoped that it can increase tourist visits to Pesawaran and introduce other tourist attractions in Pesawaran.

Both of the Interviewer and writer agrees that Pesawaran has so many potential destination. To raise the awareness of the other destination, GenPi started to promoted by their social media. One of the duty from Muli Mekhanai as the ambassador of youth people in Pesawaran is also to promote the destination and also the culture of Pesawaran to other local people.

Limitation

This study has limitations and its research. This research focuses on 3 main attractions of tourism in Pesawaran. There are 22 natural tourist attractions in Pesawaran, and this research only focuses on 3 tourist attractions, so in the future can be researched the development of community involvement. Research development can be in the form of how the development of tourist attractions in addition to the 3 main tourist attractions, and how to empower people in these tourist attractions.

Research can also be developed on how the Pahawang festival influences other tourist attractions, apart from the three leading tourist attractions.

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AGRITOURISM AND THE CHALLENGES IN THE POST-PANDEMIC SCENARIO: A PORTUGUESE CASE STUDY

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Abstract

Tourism is an increasingly segmented activity with distinct individual interests. In particular, rural tourism (e.g. agritourism) has received the attention of several academics in different areas of knowledge. In a pandemic scenario (i.e. COVID-19) and in a post-pandemic context, tourist consumers have shown a special desire for pleasant, calm spaces with few clusters of respondents. Thus, segment tourism (for example agritourism) has reinforced its importance throughout the year 2020. Therefore, this manuscript intends to present a preliminary contribution regarding business in rural tourism contexts in Portugal. Since tourism is a fundamental sector for the economic development of a country, it is intended, through this accommodation unit, to stimulate the tourist development of the region, combating abandonment, seasonality and guaranteeing its future success. In view of the objectives of the study, the methodology was divided into two moments: application of questionnaires to the population to understand the motivations regarding their motivations towards agritourism and content analysis and development of an investment project in order to complete the financial viability of the preliminary approach. In the end, it is possible to conclude that rural tourism and agritourism are increasingly on the rise, being highly sought after by visitors.

Keywords: rural tourism, agritourism, COVID-19.

I. Introduction

The COVID-19 pandemic turned out to be a huge public health problem with an impact on companies and consumers at the national and international levels. Measures were implemented in Portugal in response to COVID-19: limitations on travel rights, closure of commercial establishments, prohibition on holding events. Teleworking was also encouraged and distance learning was promoted. Consumers and companies had to adjust their behavior, the mode of purchase and the place of purchase were changed. The companies took steps to continue the business because there is no knowledge of the end of the pandemic by COVID-19. They were forced to rethink strategies and processes to ensure that they have the necessary tools to remain open after the pandemic (Sousa *et al.*, 2020). The experience in the digital commerce process by some companies has proved to be a sustainable competitive advantage. Sustainable competitive advantage must preserve what is distinctive in a company

(Quesado & Mesquita, 2013). Digital commerce assumes itself as an important vehicle for communication and product distribution, which is fundamental for companies today. Companies must control what they achieve, namely the portfolio of products and services to the customer (Quesado *et al.*, 2014). Therefore, and in specific, in Portugal, in 2020, Tourism in Rural Areas (TER) increased, becoming an important economic activity in several rural areas. TER in Portugal is the result of profound changes in society in general and, in particular, in the rural world, requiring new developments and diversification of activities in rural areas. In particular, agritourism can be understood as the service of lodging of a family nature provided in private houses integrated in agricultural holdings that allow guests to monitor and learn about the agricultural activity, or to participate in the work developed there, according to the rules established by its responsible, and should be inhabited by those who do their exploration during the period of the same (Karampela *et al.*, 2019). Therefore, the need for organizations to adapt to the constant changes registered in the external environment and the development of agritourism led to the need for an analytical process of management and cost analysis within a strategic context, using cost information to make decisions that lead to the value generation (Sousa & Quesado, 2020).

In view of the objectives of the study, the methodology was divided into two moments: application of questionnaires to the population to understand the motivations regarding their motivations towards agritourism and content analysis and development of an investment project in order to complete the financial viability of the preliminary approach. In the end, it is possible to conclude that rural tourism and agritourism are increasingly on the rise, being highly sought after by visitors. From an interdisciplinary perspective, this manuscript presents inputs in the field of tourism, regional development and cost and investment management.

II. Literature Review

2.1 Rural Tourism Experiences and Agritourism

Tourism, as an area of study, has expanded its scope, reflecting an increasing recognition in the academic community paralleled by the application of interdisciplinary concepts and methods (Jafari & Aaser, 1988). Indeed, research in tourism has been studying its various implications from a multitude of perspectives and with interdisciplinary insights (Kucukusta *et al.*, 2013). In this context, niche tourism can be considered to be an alternative, almost antithesis to modern mass tourism (e.g. agritourism) (Roseta *et al.*, 2020). In this context, space rural tourism and agritourism as a niche has emerged from the rapid growth of what has become an industry (Sousa & Quesado, 2020), where

respondents travel often long distances to overseas countries to obtain leisure care while simultaneously being holidaymakers, in a more conventional sense.

Rural Tourism (TER) is a relatively recent phenomenon that has involved the use and adaptation of heritage built for the purpose of accommodation in rural areas, involving mainly rustic houses, farms with agricultural activities and rural hotels (Silva, 2007). TER contributes to the social and economic dynamism of the territories. To achieve this goal, the national tourism development strategy will have to focus on diversifying tourism products in order to guarantee the tourism development of a region. Defining rural space is not an easy task due to the various changes over time. It is a type of complex tourism, due to its unique characteristics of contact with nature and well-being, traditions, local cuisine and little urban influence. According to Pinto (2004), TER has the main objective of offering visitors the possibility of (re) experiencing the practices, traditions and values of rural communities, being able to benefit from a personalized hosting service. In general, tourism in rural areas is understood as all tourist activities that occur in rural areas (Kastenholz, 2002). The tourist, therefore, looks for other forms of rest, to escape the normal routine, to recover energy and escape to urban spaces, congested, polluted and distant from nature (Cavaco, 1999).

TER is a recent activity in Portugal emerging in the late 1970s. Cavaco (1999), states that there were several factors that boosted the recognition of this product, among which the emergence of the Peneda - Gerês national park and other parks, the recognition of Portugal as a quality holiday destination, willingness to develop inland tourism as opposed to the large concentration of tourism on the coast and the role of tourism as a strategic sector. In 1986, through Decree-Law n^o 256/1986, which established and classified TER in three modalities: Housing Tourism, Rural Tourism and Agritourism. However, TER was only recognized institutionally when joining the European Union, becoming an instrument of development (Figueiredo, 2003). However, Decree-Law n^o 39/2008 approved a legal regime for the installation, operation and operation of tourism enterprises, bringing together in a single Decree-Law the provisions common to all enterprises, which would be changed to Decree-Law n^o 228/2009. TER enterprises, according to this legal regime, can be classified into the following groups: country houses, agritourism and rural hotels. Country houses are properties located in villages and rural spaces that, due to their design, building materials and other characteristics, in the typical local architecture. When country houses are located in villages and are operated in an integrated manner, by a single entity, they are considered as village tourism. Agritourism undertakings are properties located on agricultural holdings that allow guests to monitor and get to know the agricultural activity, or to participate in the work

developed there, according to the rules established by their manager. Rural hotels are tourism enterprises that comply with the classification requirements applicable to hotel establishments, and can also be installed in new buildings, built from scratch, including non-contiguous ones.

TER thus contributes to improving the quality of life by creating jobs and preserving the environment and culture. For this to happen, it is important to involve all means, that is, the government, the private sector and local communities in the process of management and tourism planning. Therefore, the concept of sustainable development can and should be applied to the tourism industry, as it is closely linked to maintaining the quality of the environment, on which this activity depends. This development is not a state of continuous harmony because there are many factors that condition it. It is a process of changes in which changes in the use of resources, investment management and development guidance at the institutional level are consistent with present future needs, depending on an appropriate environmental and tourism policy (Kinker, 2002).

The agritourism aspect currently represents an important motivation for traveling, which influences the attraction for destinations and tourist activity (Kastenholz, 2005). There are several factors that lead tourists to travel, and there is not always only one main motivation. In the case of the tourist in the agritourism market, we can highlight this issue, since there are several influencing elements for decision making (Naidoo & Pearce, 2018). Consumption is not just about products, but places, spaces and time. According to Papathanassis (2011), agritourism offers the client the possibility to spend his holidays on a farm, while actively participating in the farm's life, such as working in the fields or cleaning the granaries. Typical agritourism holidays may include working and helping out on a farm, or participating in other rural activities, such as feeding animals, caring for animals, participating in harvests and experiencing welfare treatments. According to Leco *et al.* (2013), agritourism is a specific form of tourism, within the scope of rural tourism, with a strong environmental component. Due to the demand for tourist activities in rural and natural areas, agritourism emerges as an activity that responds to this demand and its new motivations.

Agritourism implies greater interaction with rural landscapes and residents. It is not just for contemplating them. For Mogollón *et al.* (2011), agritourism allows tourists to participate in rural activities, making it possible for there to be a great interaction between the tourist and the respondents of the unit that welcomes them. It allows for a more personal exchange of cultures and ways of being in life. Agritourism works as a complement to agricultural activity

and is a leisure activity, which allows to raise awareness and educate tourists to its aspect more connected to nature, which is based on country life (Swarbrooke & Horner, 2007). This tourist segment is an activity that aims to respond to a demand for a type of tourism in which tourists are interested in natural activities and in more rural areas, thus being able to respond to these new motivations of demand (Kastenholz et al., 2012). The distinctive feature of agritourism is the simultaneity of the nature of the rural world and agricultural activity. The purpose of agritourism is to show and offer tourists the possibility of getting to know and experiment directly with the production processes of agricultural establishments culminating in the tasting of products. Agritourism offers tourists the possibility to learn about cultural aspects and traditional farming practices that are used (Kastenholz *et al.*, 2014).

Agritourism allows direct contact with the population and especially with the host family, which allows agricultural activity to benefit from the practice of tourism. The tourist activity is an activity in addition to the main one, which is agriculture (Sousa & Quesado, 2020). Parra *et al.* (2007) defends the same opinion that tourist activities take place in a rural environment, but that it continues to exercise its main activity, which is agriculture. It can be concluded that in the case of agritourism, tourism is a profitable and complementary activity. Economically, some advantages in the practice of agritourism are associated with the possibility of adding value to the agricultural products of the establishment and the installation of artisanal industries, for example, for the production of typical regional foods. Tourism in more rural areas has advantages, but it can also have some disadvantages, if not properly controlled and planned.

In view of the above, and in a post-pandemic scenario (i.e. COVID-19), the increase in tourism in these more remote areas, can bring an increase in the standard of living for local populations, can have a negative impact on nature, with the increase produced waste, or the abandonment of the main (agricultural) activities. If the tourist / local population does not have a more sustainable conscience (Zhu & Sarkis, 2016), it can lead to the destruction of the environment, deforestation, abandonment.

It can result in the loss of culture / tradition on the part of the population, which causes the essence of this type of tourism to be lost. In this sense, in the next section, the main axes associated with organizational costs will be discussed, which they assume as the main determinants for agritourism companies and their influence in terms of competitiveness and differentiation of the main markets (consumers) of this tourist segment. Agritourism is considered a viable alternative, introducing itself in a more sustainable tourism by

integrating the conservation of natural resources, the participation of local communities and their strengthening. Sousa and Quesado (2020), says that agritourism appears as a possibility to prevent the disappearance of rural areas. Agritourism is a modality that is inserted in several phases related to agricultural, livestock, agroindustrial, artisanal or gastronomic production.

Phillip *et al.* (2010) proposed the categorization of agritourism based on a set of three distinct characteristics, giving rise to five types of agritourism. Flanigan *et al.* (2014) considers “interaction”, “active farm” and “authenticity” as distinct elements of agritourism.

Agritourism can still be divided into three levels: Level I (Simple): Farms with limited interaction between guests; Level II (Intermediate): Farms with greater diversity to satisfy customers' needs; Level III (Complex): Farms with all possible services and activities. Later, Dubois *et al.* (2017) revealed four main segments of the agritourism market, according to the perception of agritourists.

2.2 Pandemic Scenario and COVID-19

In 2020, the global outbreak of COVID-19 has made an enormous impact on a wide variety of different industries. The slump in outbound expenditure has caused a severe damage to such services as transport, tourism, catering, retail and entertainment. It is estimated by the World Tourism and Travel Council (WTTC) that COVID-19 will cause the global tourism industry a huge loss that amounts to a minimum of 22 billion dollars (Zhu & Deng, 2020). According to the General Directorate of Health in Portugal, the new coronavirus, designated SARS-CoV-2, was first identified in December 2019 in China, in the city of Wuhan (Wuhan's Huanan Seafood Wholesale Market). This new agent has never been identified in humans before. The source of the infection is still unknown and the route of transmission is under investigation. Person-to-person transmission has been confirmed and infection already exists in several countries and in respondents who had not visited the Wuhan market (Sousa *et al.*, 2020).

The epidemic represents a worsening above the historical average (or median) of its occurrence. The cause of an epidemic generally appears suddenly and spreads for a certain period of time in a specific geographical area, often reaching a large number of respondents (Sousa *et al.*, 2020). However, when an epidemic spreads unbalancedly, spreading across continents, or the world, it is considered a pandemic (Zhu & Deng, 2020).

Incredibly, after China, other countries are beginning to be impacted by COVID-19 and the disease is rapidly spreading to many countries and the whole world goes on alert, with the numbers of infected respondents increasing and statistics getting more and more worrying. In view of the facts presented, on March 11, 2020, the World Health Organization declares that "COVID-19" is a

"pandemic". The announcement comes when there are more than 120 countries with declared cases of infection.

According to Zhu and Deng (2020), during 2020, the global outbreak of COVID19 has made an enormous impact on a wide variety of different industries. The slump in outbound expenditure has caused a severe damage to such services as transport, tourism, catering, retail and entertainment. It is estimated by the World Tourism and Travel Council (WTTC) that COVID-19 will cause the global tourism industry a huge loss that amounts to a minimum of 22 billion dollars. However, Zhu and Deng (2020) concluded that the influence relationship showed different results depending on the exact scenario. In order for rural tourism managers to work out appropriate solutions, it is necessary to understand the relationship between current risk knowledge and the behavioral intention towards rural tourism, as well as the focus of potential tourists on the risks of rural tourism. Under the context of the new coronavirus epidemic. As revealed by their research, pneumonia risk knowledge can influence behavioral willingness to accept rural tourism (e.g. agritourism). With an increasing rate of infected respondents, the total number of deaths will, of course, be much higher, if the population is not aware that social isolation is the only way out of the spread of contagion, reduction and recovery of infected respondents. Therefore, the orientation is for respondents to stay at home, regardless of age group and, in this period, try to think a little outside the box, looking for innovative ideas to offer to the post-COVID-19 market. In this sense, and specifically, tourism has been one of the main sectors of the economy that has suffered the most from the effects of the pandemic (Nepal, 2020), leading to the closure of establishments and the cancellation of travel by (potential) visitors (Gössling *et al.*, 2020).

Turismo de Centro de Portugal launched, in March 2020, the "Haverá Tempo" campaign, called on the Portuguese to stay at home to contain the spread of COVID19 and guaranteed that the region will be prepared to receive visitors after the pandemic. With this campaign, and according to the president of the Regional Tourism Entity of the Center of Portugal, he joined the enormous effort of the country in raising awareness and creating hope. The campaign had as main platforms a video and images on social networks, accompanied by the hashtag #haveratempo, among others. The reaction, on the part of the public and followers, was quite positive, namely with regard to comments, reactions and shares through the social network Facebook. Analyzing the campaign promoted by Turismo do Centro de Portugal, it appears that the text of the promotional video states that

"These are times like the ones we live in that force us to stop and then start again. Times that take away our freedom, but that also make us believe. Believe

that we can, that we will win. There will be time to give wings to our dreams again, to embrace those we love, to smile without shadows”. The video opens with the image of a person wearing a protective mask and follows some of the biggest tourist attractions in the region. “There will be time to start over, to travel, to run, to fly. Feel and vibrate again, with the wind, the sun, the rain. There will be time to sail and to be together again. Until then, we’ll stay home. And as a whole, one, we will win”. It should also be noted that under its Contingency Plan to deal with the outbreak, Turismo do Centro created a “sample” of 1,030 tourist spots, hotels, restaurants and attractions that it closely monitors. The objective was to follow the evolution of the pandemic, assess its impact on the sector almost at a minute and help find solutions. Turismo de Portugal recognized companies in the Tourism sector that comply with the recommendations of the Directorate-General for Health to avoid contamination of spaces with SARS-CoV-2 (new coronavirus). Tourist Enterprises, Tourist Animation Companies and Travel and Tourism Agencies wishing to obtain the “Clean & Safe Establishment” seal must comply with the set of provisions contained in the «Declaration of Commitment» that will be available on the digital platforms of Turismo de Portugal concerning the registration of tourist companies: National Register of Tourist Enterprises (RNET), National Register of Tourist Entertainment (RNAT) or National Register of Travel and Tourism Agencies (RNAVT).

Figure 1: Seal Clean & Safe”



Source: Turismo de Portugal (2020)

Only after companies have submitted the Declaration of Commitment on the aforementioned platforms, do they have the possibility to use the seal in

question, either in their physical facilities, or in the channels and platforms for disclosure and sale. This measure, articulated with the Confederation of Tourism of Portugal (CTP) and with contributions from other associations in the sector, seeks to sensitize enterprises to the minimum procedures to be adopted and encourage the recovery of the tourism sector at national and international level, reinforcing confidence of everyone in the destination Portugal and its tourist resources. The search for sustainability is thus operationalized through this Portuguese measure.

III. Research Methodology

An empirical study of the Portuguese population was carried out through online questionnaires in the first half of 2020. The questionnaire was posted online at 12:00 am on April 13, 2020 and closed at 11:59 pm on May 13, 2020. For the application of the questionnaires, the following means of application were chosen: facebook, instagram, e-mail. The population of this investigation focused on the general population. The quantitative study sample consists of 328 individuals. Considering that the questionnaire was applied online, it was decided to build a simple questionnaire, consisting of 26 closed questions, among them multiple choice and dichotomous. The filling time did not exceed 5 minutes in order to captivate its full completion. This questionnaire is divided into 4 stages: 10 general questions about the vacation of each respondent, 7 about Tourism in Rural Areas, 3 about agritourism and, finally, 6 about sociodemographic characteristics. In each of the questions, a brief analysis of the information presented is made. The questionnaire, as already mentioned, is divided into 4 parts: Sociodemographic information; Personal information about the respondent's vacation; Information related to Rural Tourism; Information related to agritourism.

IV. Results and Discussions

The empirical study resulted in a division of responses by gender. The majority of respondents are female (171 respondents) and the rest male (157 respondents). Regarding the ages, respondents are distributed in different age groups, being 2130 years old (117 respondents), followed by 31-40 years old (72 respondents), and 41-50 years old (62 respondents), ≤ 20 years old (37 respondents), 51-60 years old (27 respondents) and ≥ 61 years old (13 respondents). Respondents resulted from different geographical spaces. The data are distributed by NUTS II in Portugal. Analyzing the data obtained, it appears that the majority of respondents are from the North (244 respondents), followed by the Center (41 respondents), Lisbon (18 respondents), Foreign (8 respondents), Algarve (7 respondents), Alentejo (5

respondents), Autonomous Region of the Azores (3 respondents) and Autonomous Region of Madeira (2 respondents).

As mentioned earlier, the sample for this survey is 328 respondents. In response to the question “Do you usually take a vacation?”, 280 respondents responded positively, while 48 responded negatively. Respondents who answered negatively automatically went to the question “Have you heard of agritourism?”. Of these 280 respondents who answered positively to the previous question, 132 respondents used to take vacations twice a year, while 125 respondents used to take vacations only once a year. The remaining respondents who usually take vacations 3 and 4 times a year are low, with 14 and 9 respondents, respectively. The majority of respondents, when taking holidays, take advantage of between 1 and 2 weeks (117 respondents). In turn, 83 respondents only enjoy them in less than a week and 20 respondents more than two weeks.

According to NUTS II in Portugal, respondents prefer to spend their holidays in the North (91 respondents), followed by Foreigners (88 respondents) and the Algarve (63 respondents). The Center acquires a preference of 21 respondents, the Alentejo of 7 respondents, Lisbon of 4 respondents and the Autonomous Region of the Azores and Madeira 3 respondents. The type of tourism that most respondents are looking for is “Sea and Sun” (229 respondents). Ecotourism and Nature (104 respondents) and Cultural Tourism (90 respondents) are also two other types of tourism highly sought after by respondents. Rural tourism and agritourism fall under the preference of 59 of the respondents. The means that respondents use to book their holidays are mostly websites reserved for booking accommodation (191 respondents), for example Booking, however, respondents also use the accommodation websites (83 respondents) and personal or telephone contact with the accommodation organization (78 respondents). The means that respondents use to book their holidays are mostly websites reserved for booking accommodation (191 respondents), for example Booking, however, respondents also use the accommodation websites (83 respondents) and personal or telephone contact with the accommodation organization (78 respondents).

As previously presented, we note the importance that respondents attach to the following items related to accommodation, in this case Tourism in Rural Areas. The scale used again was that of Likert, dividing its importance into 5 parameters (1. Unimportant to 5. Very Important). Respondents choose the option “Very important” when choosing access for respondents with disabilities, reception and price. The option “Important, is more prominent in the respondents' choices such as: access facilities, local architecture, design, gastronomy, contact with the local community, sale of products, swimming pool, environmental concern, agriculture / livestock,

workshops (e.g. painting, ceramics...), sports and adventure activities, hiking, information about the region and local activities and theme parties.

The purpose of this questionnaire was, in a first phase, to find out how and what motivated respondents to take vacations. In a second phase, it was intended that the respondents express their opinion about their motivations about Tourism in Rural Space. In a third and final phase, it was intended that respondents demonstrate their opinion about agritourism and whether they intended to take a vacation in the accommodation presented. As previously mentioned, the sample of this survey is 328 respondents, with 280 taking vacations. Most respondents take their holidays at least twice a year (132 respondents) and 117 respondents usually take between one and two weeks. Respondents prefer to spend their holidays in the North of Portugal (91 respondents), however, still many of the respondents also have a preference for foreigners (88 respondents), with the main type of tourism that most respondents seek is Sun and Beach (229 respondents). The means they use to book their holidays are mostly websites reserved for booking accommodation (191 respondents), for example, Booking, however, there is still a small number that does not make any reservations (23 respondents).

Respondents enjoy their holidays mostly with family members (218 respondents) and are willing to spend between 50€ to 100€ per night (183 respondents) and essentially seek to stay in a Hotel (176 respondents) or Apartment Hotels (149 respondents). Regarding TER, 78 respondents give preference to this modality.

As far as comfort, hygiene, welcome, price and service / attendance are concerned, most respondents choose the "Very important" option when choosing accommodation to book their holidays. In turn, the choice of the "Important" option is predominant in design, gastronomy, entertainment activities, infrastructure and equipment, environmental concern, easy access and access for respondents with disabilities. Of the data obtained, 166 respondents have already practiced Tourism in Rural Space, the majority of whom have done it with relatives (112 respondents), with 130 respondents choosing the North of Portugal as their preference to practice the same. Contact with nature (126 respondents), rest and tranquility (112 respondents) and getting to know the region (91 respondents) are the main reasons that led respondents to choose this modality as a vacation destination.

Respondents choose the option "Very important" in the choice of access for respondents with disabilities, reception and price. The "Important" option is more prominent in the respondents' choices, such as: access facilities, local architecture, design, gastronomy, contact with the local community, sale of products, swimming pool, environmental concern, agriculture / livestock, workshops (e.g. painting ,

ceramics ...), sports and adventure activities, hiking, information about the region and local activities and theme parties.

The degree of importance that respondents attribute to the following means to promote TER, they choose the option "Very important" for social media (Ex: Facebook, Instagram ...), website of the accommodation entity that allows you to book your stay online, websites dedicated to booking accommodation (e.g. booking), while the rest choose the "Important" option for participation in events, television, newspapers and paper magazines and travel agencies and tour operators. The average amount that most respondents are willing to spend for each night spent in a TER accommodation unit is 50 € to 100 € (122 respondents). Regarding agritourism, 240 respondents have heard of agritourism, however, only 52 respondents have practiced this modality of TER. When asked if they would be interested in taking a vacation at the Rural Tourism Unit presented, 203 respondents responded positively, while 96 respondents answered maybe and 22 respondents negatively.

Tourism is currently one of the sectors of society that has the highest growth rates worldwide and with the highest employability rates. Associated with the movement of people for reasons of leisure, work or health, tourism is involved in a complex network of relationships, forcing constant changes in the way organizations and their own territories function (Sousa *et al.*, 2019). It is well known that tourism increasingly assumes itself as a multifaceted and geographically complex activity, where new distinct individual interests often arise, in a clear logic of segmentation of tourism. An example of this is agritourism, which in recent years has gained ground and has established itself as one of the market segments that has deserved the attention of investors, businessmen and academics themselves. Typical agritourism holidays may include working and helping out on a farm, or participating in other rural activities, such as feeding animals, caring for animals, participating in harvests and experiencing welfare treatments. Agritourism does not differ much from other companies in that goods are also produced and traded and services are provided, in this case, tourist services, concerned with maximizing profits and reducing costs. Thus, cost management and management accounting tools, namely the Balanced Scorecard (BSC), gained greater importance in the face of the growth of organizations, and the search for higher levels of efficiency, rationalization of resources and profit, informing about the different economic and financial aspects of the organization, in order to facilitate the decision-making process (Sousa & Quesado, 2020; Quesado *et al.*, 2014).

V. Conclusion and Final Considerations

Tourism is one of the activities that over the years has shown strong growth and development in different countries. Thus, like any other sector of the economy,

Tourism companies face the increasing competitiveness of the markets, being concerned with developing strategic management in order to achieve the established objectives and goals and, even, ensuring their permanence in the market. As such, it is imperative to pay more attention to measures of a non-financial nature as drivers of financial indicators. In this context, evaluating the quality of service and the performance of the Tourism companies is presented as a necessity and a differentiating factor for success in this area (Quesado & Mesquita, 2013).

Regarding the empirical study, agritourism is a type of tourism on the rise and increasingly sought after by respondents, in search of rest and tranquility, escaping the routine of everyday life and the urban environment, and privileging contact with nature. The majority of respondents have a preference for the North when they take their holidays and try to book them through websites reserved for booking accommodation, for example, Booking. When asked if they would be interested in taking a vacation at the Rural Tourism Unit presented, 63.2% responded positively, that is, in their first contact with it, through this questionnaire survey, it provides us with good indicators for the future of agritourism in Portugal. At the national level, this type of accommodation offers reaches 16.9% with 248 units counted, but it is in the North region where there is a greater accommodation capacity. In 2018, Rural Tourism and Housing establishments provided 24.0 thousand beds, with agritourism units concentrating 16.7% and 848.7 thousand guests, providing 1.8 million overnight stays (16.0%).

Tourism risk perception could have a considerable impact on the decisions made by tourists. The overall level of tourism risk perception can be improved by risk perception in a dimension. A lower possibility of potential tourists can contribute to the higher probability of consumers reducing risks through risk aversion behavior. Most studies have focused on the influence of service quality on tourism intention (Zhu & Deng, 2020).

What will be the impact of COVID-19 on hospitality and tourism? What do the figures say about the impact of COVID-19 on hospitality in Portugal? The exceptional Quick Business Survey - COVID-19 from the National Statistics Institute (INE) and from Banco de Portugal (BdP), released weekly by INE, is the best way to measure the pulse to the impact of COVID-19 in Portugal. The April 14 report of 2020 paints an apocalyptic scenario for accommodation and restaurants - arguably the sector most affected by the crisis.

- Only 38% of accommodation and catering companies remain in operation, 55% are temporarily closed and 7% are permanently closed.
- About 98% recorded a drop in billing; 70% of companies' report falls above 75%. According to the Portuguese Hospitality Association, in many hotels the drop in turnover reaches 100%.

- 98% of these companies felt “a lot of impact” due to movement restrictions during the State of Emergency and 92% felt “a lot of impact” due to the absence of orders and customers.
- With less impact are problems in the supply chain (34%) and unforeseen shortages of employees (24%). However, it is possible that the problems in the distribution chain will accentuate with the progress of the epidemic.
- As for the ability to maintain financial health without measures to support liquidity, 23% respond “less than a month”, 39% “one or two months”, 28% “between three to six months” and only 10% say they are healthy financial support to withstand a period “greater than six months”.

Government measures to mitigate the impact of COVID-19 on hospitality will have both positive and negative consequences. On the one hand, positive, as the Portuguese government announced several measures to support companies. There are several lines of credit for tourism and hospitality, deferral of taxes and contributions, not to mention the famous “simplified lay off”. The most negative side, knowing that it will be impossible to resume “normal life” safely until there is a treatment and / or a vaccine. Therefore, it is impossible to predict how long the shadow of COVID-19 will hang over tourism and hospitality. And even after defeating the virus, we still need to regain the trust of the guests.

The International Monetary Fund (IMF), Banco de Portugal and the INE tried to predict which are the best and worst forecasts for 2020 and 2021:

- The IMF points to a 7.5% recession in the Euro Zone. Italy, the country with the longest COVID-19 outbreak so far, will fall 9.1%. The forecast for Portugal is slightly above the European average: a recession in the order of 8% of GDP, with a recovery of 5% in 2021. Unemployment may reach 13.9% at the end of this year and 8.7% at the end of 2021. For in other words, next year we have not yet recovered the levels of 2019, when unemployment was 6.5%. But this scenario assumes a recovery in the economy in the second quarter of the year. If there is an outbreak in the second half of 2020, the economy will not recover at the same pace in 2021.
- Banco de Portugal - BdP, in the March Economic Bulletin, is more moderate. For 2020, it predicts a recession of 3.7% in a scenario in which the economy begins to recover in the second quarter of the year, with a slight recovery of 0.7% in 2021. In a more “adverse” scenario, GDP may fall 5.7%. Unemployment reaches 10.1% in 2020 (in the best of scenarios), reaching 11.7%. In 2021, it would still be at 9.5% and 10.7%, respectively.
- INE, based on the symmetric input-output matrices of 2017, is more perpetual. Just a 25% drop in tourism - a figure much lower than that reported by hotels in the last exceptional business survey - for GDP to fall 2.9% by the end of the year. After

all, the sector employs 11.3% of the country's active population. The rise in unemployment decreases power and, therefore, a crisis in tourism will take proportions far beyond the sector.

On the other hand, the forced closure of hotels becomes more desperate as time goes by. However, thinking in the short term can be fatal. A study in Wuhan, China, concluded that returning to work too early could cause a second outbreak this summer. In this case, all predictions are unanimous: the economy's recovery would be much slower.

From an interdisciplinary perspective, future studies are expected to present contributions to niche tourism, segmentation, rural tourism, agritourism, costs and strategy in a (pos) pandemic scenario. In order for rural tourism managers to work out appropriate solutions, it is necessary to understand the relationship between current risk knowledge and the behavioral intention towards rural tourism, as well as the focus of potential tourists on the risks of rural tourism. Under the context of the COVID-19 epidemic, a structural model was constructed in this paper that involves tourism risk knowledge, pneumonia risk knowledge, risk perception, risk aversion attitude, travel intention and recommend intention. Future studies should allow corroborating the importance of agritourism in response to the global pandemic scenario and tourism renewal at European and world level (i.e. greater security, greater comfort, greater social distance, careful cost management and quality of service).

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ECOTOURISM DEVELOPMENT-BASED ON LOCAL WISDOM OF COMMUNITY IN MOSSO VILLAGE, TAMI DISTRICT, JAYAPURA, PAPUA PROVINCE

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Abstract

Mosso is one of the Village located in Muara Tami District, Jayapura, Papua Province which has abundant natural resources and a strong local culture as a potential for tourism that can be developed to improve the economy of the local community. Thus, this study aims to provide an overview of ecotourism potential and the formulation ecotourism development concept based on local wisdom as a recommendation for local governments in making tourism development policies. The development of local wisdom-based ecotourism in Mosso Village is based on the principle of sustainable development. This study uses a qualitative descriptive approach with primary data sources in the form of observations and in-depth interviews as well as secondary data from various publications. The results of this study indicate that Mosso Village has variety of tourist objects consisting nature tourism and culture tourism. It needs the management requires the equalization of concepts and synergy between local governments and local communities to optimize ecotourism which will have a direct impact on improving the community's economic condition.

Keywords: *Community, Ecotourism Development, Local Wisdom*

I. Introduction

1. Background of the problem

The development and progress of a nation cannot be separated from the participation of all sectors driving development, including the tourism sector. This sector is felt to be able to generate substantial foreign exchange for the country. One of the development efforts carried out is in the development of the tourism industry, this is clearly seen from the many tourism development programs in various tourist destination areas in Indonesia. Indonesia has so many islands, both large and small and has a variety of very attractive beauty both land and sea.

Ecotourism is one of the important sectors in the development of tourism in Indonesia. Good management of the tourism sector will help the development of several sectors which are crucial to Indonesia's development, one of which is the economic sector. The opening of ecotourism destinations in Indonesia will further open up employment opportunities for the surrounding community. This will also

have an impact on the economic growth of local residents. With the increase in community economic growth, it is hoped that the people's standard of living will also increase. (Phinemo.com, 2018). Ecotourism is responsible travel to natural areas that conserves the environment and improves the welfare of local communities.

Community participation is the key to success that must be realized and become the basis for the formulation of policies, strategies and main programs for tourism development, particularly addressing strategic issues, namely empowering the people's economy; which emphasizes the need for partisanship and empowerment of local communities, including empowering the capacity and role of the community as the main actors of development.

Jayapura has natural and forest potential that have not been maximally utilized for the welfare of the community, one of which is from the tourism sector. Mosso village is located in the border area between Indonesia and Papua New Guinea (PNG). Mosso Village has a reliable tourist attraction for local income as well as for local communities. The tourist attractions in Mosso Village are hot springs, natural resources, a diversity of flora and fauna habitat, as well as culture and language (Tok Pisin).

Based on the Jayapura Tourism Development Master Plan (2011-2026), Mosso Village is included in the Nature Tourism Area and the Border Tourism Area. Mosso Village is an area that is planned to be developed into an ecotourism destination, but has not yet been realized.

In the Mosso forest, illegal logging has taken place by unscrupulous people who have received permission from the local community. This illegal logging will disturb the flora and fauna habitat, the natural environment and the forest. Some local communities do this in order to get financial input to make a living. (Field observation results, 2020). The tourism development of Mosso Village has not been optimal and there is also a lack of community involvement in tourism development. Another problem is the lack of public awareness and knowledge in the field of tourism. The next problem is the lack of availability of infrastructure to support tourism activities such as homestays, lighting (electricity), telecommunications (internet network access), and toilets. (Field Observation Results, 2020). The involvement of stakeholders such as the government, regional tourism associations, traditional community organizations, tourism academics, and security forces need to be involved and play an active role in the development of ecotourism based on local wisdom. The purpose of developing ecotourism based on local wisdom is to improve the communities economic and protect the environment and cultural.

Based on previous research from Barkauskiene, K., & Snieska, V. (2013), stated that ecotourism is one of the fastest growing types of tourism in the world. Ecotourism as a tool for sustainable development. The main aspects of ecotourism are economic, ecological, social and cultural. Political aspects and changes in marketing also affect the development of ecotourism. Elements involved in ecotourism development: respect for ecosystem integrity, community participation and economic opportunities for local communities.

2. Formulation of the Problem

Based on the description above, the research problems to be discussed in this study are formulated as follows:

- a. What are the tourism potentials in Mosso Village?
- b. How is the ecotourism development-based on local wisdom of community in Mosso Village?

3. Research Purposes

Based on the above problems, the objectives of this study are as follows:

- a. To identify tourism potential in Mosso Village.
- b. To find out about the development of ecotourism based on local wisdom of community in Mosso Village.

II. Literature Review

1. Theory and Concept of Community-Based Ecotourism

The community-based ecotourism pattern is a pattern of ecotourism development which supports and enables full community engagement local in planning, implementation, and management of ecotourism businesses and all the benefits obtained. Community-based ecotourism is an ecotourism business emphasize the active role of the community. This is based on reality that people have knowledge about nature and the culture that becomes potential and selling value as a tourist attraction, thus involving the community to be absolute. Community-based ecotourism patterns recognize community rights local in managing tourism activities in their customary area or as a manager.

Community-based ecotourism can create job opportunities for people local communities, and reduce poverty, where the income of ecotourism are from tour services for tourists: guide fee; transportation costs; homestay; selling crafts, etc. Ecotourism has a positive impact on ultimately expected preservation of the environment and indigenous culture will be able to foster identity and pride among local residents which grew due to increased ecotourism activities. The existence of a community-based ecotourism pattern does not mean that the community will run their own ecotourism business. Implementation level ecotourism needs to be seen as part of integrated development planning that is



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done in an area. For this reason, the involvement of related parties starting from the community, community, government, business and non-governmental organization levels the government is expected to build a network and run one a good partnership according to their respective roles and expertise. Some of the key aspects of community-based ecotourism are:

- a. The community forms a committee or institution for the management of activities ecotourism in the area, with support from government and organizations community (the value of community participation and education).
- b. The principle of local ownership (management and ownership by the local community) is applied to the facilities and infrastructure wherever possible ecotourism, ecotourism areas, etc. (value of community participation). Homestay become the main choice for accommodation in tourist locations (economic value and education).
- c. Guides are local people (the value of community participation).
- d. Pioneering, managing and maintaining tourism objects responsibilities of the local community, including determining fees for tourists (economic and tourist value).

The involvement of local communities in ecotourism has a positive impact on the community itself as shown in table 1.

No	POSITIVE (with community participation)		NEGATIVE (without community participation)	
	For communities	For protected areas	For communities	For protected areas
1	Sustainable income	Reduced threats and compatible economic development (CED)	Erosion of natural resource base	Incompatible economic development
2	Improved services	Reduced threats and CED	Growing economic inequity	Poaching, oversure of natural resources
3	Cultural empowerment	Reduced threats and CED	Cultural erosion	Alienation from traditional sustainable use

2. Local Wisdom

Local wisdom is the cultural identity or personality of a nation which causes the nation to be able to absorb, even cultivate culture that comes from outside / other nations becomes the character and ability himself Wibowo (2015: 17). Identity and Personality, of course adjust to the view of life of the surrounding community so that it does not happen shift in values. Local wisdom is a means of processing culture and defend oneself from unfavourable foreign cultures. Local wisdom is a view of life and science as well various life strategies in the form of activities carried out by local communities in answering various problems in fulfilling their needs them. In foreign languages, it is often conceptualized as policy local local wisdom or local knowledge "local knowledge" or local genius Fajarini (2014: 123). Various strategies carried out by the local community to maintain their culture.

3. Theory and Concept of Sustainable Tourism

The concept of sustainable tourism development starts from the concept sustainable development. In general, the concept of development includes efforts to maintain ecological integrity and diversification, fulfil basic human needs, open options for future generations, reduction of injustice, and increased self-determination for local communities (Dorcey in Picard 2006). Djajadiningrat in Ardika (2007) stated that sustainable development implies boundaries determined by technology and community organizations and by capabilities Earth's life absorbs the impact of human activities. Tourism is developed to meet the needs of tourists, the tourism industry, and needs local communities today without sacrificing the ability of future generations came to meet his own needs.

Thus it can concluded that sustainable development in its objectives must adhere to three basic principles, namely: (1) Ecological sustainability; (2) Social sustainability culture; and (3) Economic viability where development is capable

meet the needs of the present without reducing the ability of generations coming to meet his needs. Tourism development must be based on sustainability criteria which refers to qualitative growth in which development can be supported ecologically in the long run while being economically feasible, ethically and socially fair to society "(Tourism Charter Continuity in Pitana 2002). Thus, it can be said that sustainable development is a concerted and organized effort for develop the quality of life by regulating the provision, development, utilization and maintenance of resources in a sustainable manner. This can only be done with the implementation system good governance (good governance) which involves active participation and balance between government, private sector, and society.

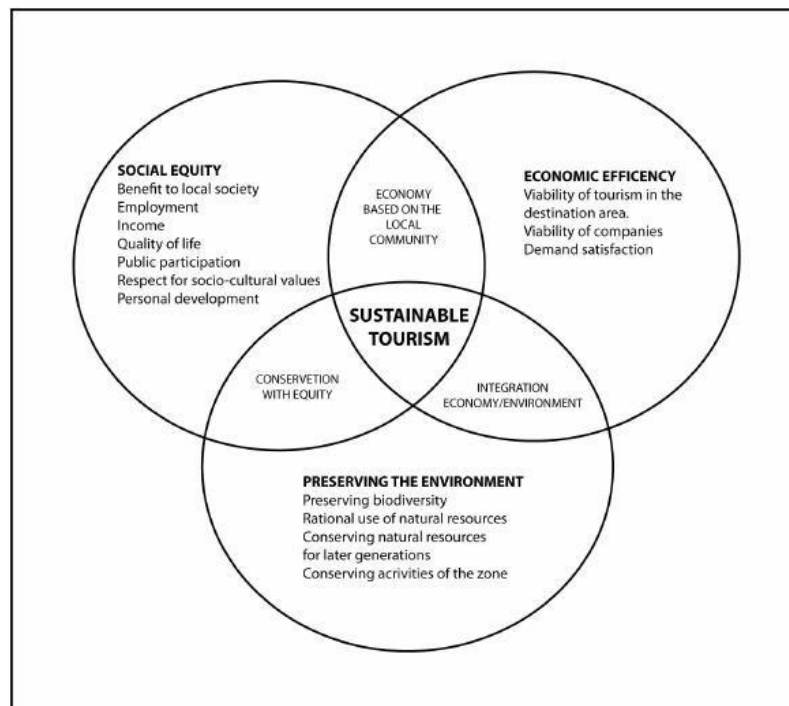


Figure 1: Model of sustainable tourism development

4. Empirical Study

Empirical study is information that justifies a belief in the truth or lies of an empirical claim. Several empirical studies that are used as a reference in this research, are:

1. Research conducted by Rumere, N., Wiranatha, A. S., & Pujaastawa, I. B. G. (2020). In the tourism scientific journal entitled "Planning of Country Border Area as A Tourism Destination in Jayapura City". The results showed that the border region of the country is in a moderate internal and external position, meaning that the border region of the country is in quadrant V, the strategy in

quadrant V is to hold and maintain. Quadrant V indicates that the border area has developed and needs to be maintained. Therefore, the right grand strategy to be implemented is market penetration and product development. Strategies and programs for developing national border areas with the Strengths-Opportunities strategy are mapping and polarization of tourist attractions, maximizing the types and diversity of tourism products in national border areas, and evaluating cross-border festivals.

The development program with Weaknesses-Opportunities analysis is the socialization and training of human resource development especially for the surrounding community, construction of public facilities, tourism infrastructure, and coordination between stakeholders, as well as development programs. Meanwhile, based on Weaknesses-Threats analysis, namely focus group discussions, seminars, workshops, entrepreneurship training, formal education for local youth, safety and cleanliness of tourist attractions, and evaluation of regulations. The relevance of this research to research conducted by Rumere, N., Wiranatha, AS, & Pujaastawa, IBG (2020), is to study the tourism potential that exists in the border area.

2. Research conducted by Arismayanti, N. K. (2019), in the Asean Journal on Hospitality and Tourism Bandung Institute of Technology entitled "Development strategy of ecotourism marine sustainable in Indonesia". The research results reveal several strategies that can be applied in the development of sustainable marine ecotourism in Indonesia, namely: regional development and marine ecotourism products through empowering local communities; marine and tourism industry network development; infrastructure development; marketing marine ecotourism products; marine spatial planning; increase the safety of marine tourism; and institutional and human resource development. The relevance of this research to research conducted by Arismayanti, N. K. (2019), is to study the development of ecotourism using descriptive analysis.

III. Research Methodology

The data collection methods are as follows: observation, interview, documentation and literature study. The key informants are Head of Jayapura Tourism Office, Head of Mosso Village, Head of Mosso Village Indigenous Peoples Organization (Ondoafi), Local Community, Head of Security (TNI/POLRI) in Mosso Area, Lecturer of Tourism Academy, Tourism Consultant, and Tourism Practitioner. The data analysis used was descriptive qualitative.

IV. Results and Discussions

1. Tourism Potential in Mosso Village

Tourism potential according to Mariotti in Yoeti (1983) is everything that is in a tourist destination, and is an attraction for people to come to visit the place. The development of tourist areas is an alternative which is expected to be able to encourage both economic potential and conservation efforts. The tourist attractions in Mosso Village are hot springs, a diversity of flora and fauna habitat, culinary, arts, traditional dance, carving, as well as culture and language (*Tok Pisin*). Tok Pisin is one of the national languages commonly used in Papua New Guinea (PNG). Tok Pisin as the lingua franca in the border area of Indonesia. Tourists can do various activities in Mosso Village such as camping, fishing, trekking, bird watching, canoeing, etc. The following is an explanation of the tourism potential in Mosso Village as follows;

a. Hot Springs

Hot springs are geothermal springs that rise from the earth's crust to the ground. Hot springs vary in size and produce water that ranges from warm to very hot temperatures. The definition of a hot spring is actually very universal, for example a hot spring can also be defined as water that is warmer than the surrounding environment, warmer than the human body temperature, warmer than the surrounding ground temperature, or warmer than 50°C. Some hot springs are often used by local people for bathing, while if the water is hot enough it is often used to boil eggs. People in Mosso Village refer to its hot springs as *catta* hot springs.

According to Mr. Agus Wepafoa, as the Head of Mosso Village. In the past, their ancestors used *catta* hot springs to ill internal diseases. Their ancestors also used *catta* hot springs to fight against other villages. This *catta* hot springs has its own local wisdom value, where when tourists come to visit, the village head will speak the local language until the *catta* hot springs water boils. Catta hot spring has a temperature of 70° -73°C.

b. Diversity of Flora and Fauna Habitat

In the Mosso forest, there are various animals such as wild pig, deer, cuscus, parrots, hornbill, birds of paradise, etc. Tourist can see the activities of endemic animals of Papua and various types of plants, also wet forest vegetation.

c. Language, Cultural, and Art

In the daily life of the community in Mosso Village, there are various languages used in communication, including Mosso language, Indonesian language, Tok Pisin language. The Mosso people have a unique culture, same as other regency in Papua. There are several cultural parties organized by the

Mosso indigenous people, including: the family of the woman taking their daughter to the male family. The event is a traditional wedding, the bride and groom are escorted to a place, such as the ondoafi house for further discussion between the two families. Traditional houses exist and can only be entered by men who are married to discuss important matters regarding customs. The elements of art consist of local dances such as Yospan and there are local community dance cultures, such as a welcoming dance for guests, a dance for girls who are also delivering the dowry.

d. Souvenir

Souvenirs in Mosso Village are Noken bags, Jubi, Woven, Carvings, various dishes from sago. The local food is sago which is processed in various ways such as wrapped in leaves, filled in bamboo, made into various types of cakes, sago sinole, meat sago (wrapped in meat) and Papeda.

2. Ecotourism Development-based on Local Wisdom of Community in Mosso Village, Tami District, Jayapura, Papua Province

Ecotourism development in Mosso Village must be carried out in accordance with the Jayapura Regional Tourism Development Master Plan (2011-2026) by paying attention to various important aspects such as natural potential, flora and fauna diversity, culture and human needs. Ecotourism conceptually can be defined as a concept of sustainable tourism development which aims to support efforts to conserve the environment (nature and culture) and increase community participation in management, thereby providing economic benefits to local communities.

This development can be done by building partnerships between local governments, tourism business actors (private sector, such as business owners and travel companies), academics, local communities, even tourists and other related parties. This supports the concept of sustainable tourism development which states that in order to achieve tourism success it is necessary to implement a good governance system that involves active participation and a balance between the government, the private sector and the community. This partnership pattern can be realized in the following ways:

1. Educating the civil society through socialization starting from the Chairperson of the Customary Community Organization (Ondoafi), Village Heads, Local society to participate directly in tourism business activities at tourist destinations in Mosso Village. Thus, local communities can act as tour guides who can educate tourists about local customs or culture, historical values of tourist attractions and efforts to conserve their natural resources. To make it easier for educational efforts, make a tourist guide pocket book containing travel ethics that is in accordance with the culture of the local community and while

maintaining the preservation of natural resources in each tourist destination. Human Resources are one of the factors that play an important role in advancing the tourism sector. The importance of Human Resources in the tourism sector is that people are a very important resource in most organizations. Especially in service-based organizations, Human Resources play a key role in achieving successful performance (Evans, Campbell, & Stonehouse, 2003). Likewise, tourist attractions in a tourist destination, in essence, are human factors that will determine whether visitors (tourists) will have a total experience and will return to visit.

2. Established a village-owned enterprise which is engaged in the tourism business, such as providing tourist facilities. Tourism facilities that can be provided include homestays, gazebos, trash cans, toilets, information boards and tourism support facilities such as boats, canoes, fishing stick, camping tents and other supporting facilities. The formation and strengthening of this BUM-Kamp can manage funding from the Village Fund, whose programs or activities are outlined in the RPJM (Village Medium Term Development Plan) and budgeted in APB-Kamp (Village Revenue and Expenditure Budget).
3. Organizing Tourism Destination Management Training for civil societies such as English courses, tourism destination management, homestay management training (quality of service) and culinary provision.
4. Promoting tourism by involving all related tourism stakeholders to introduce and disseminate various tourist attractions, ecotourism products and services owned by the Mosso village, it will increase the interest of domestic and foreign tourists, which will also increase the income of the tourism sector. Tourism promotion can be carried out in various ways, such as holding regular tourism events, and creating tourism advertisements both through printed media (magazines, brochures and billboards) and electronic media (television, websites, social media). The tourism promotion that has been carried out to introduce the Mosso village is the Cross border festival.
5. Build tourism infrastructure and improve existing infrastructure.

V. Conclusion

Based on the above discussion, the conclusions summarized by the author are as follows;

1. Mosso Village has the potential for natural tourism and cultural tourism that can be developed to improve the local community's economy. The tourist attractions in Mosso Village are hot springs, a diversity of flora and fauna habitat, culinary, art, traditional dance, carving, as well as culture and language (*Tok Pisin*). Mosso village is encouraged to developing ecotourism based on the local wisdom.

2. Ecotourism development can be carried out by building strategic partnerships between local governments, tourism business actors, communities, tourists and other related parties which are realized by providing education to the surrounding community, forming village-owned enterprises in the tourism business sector, organizing destination management training, tourism promotion, and tourism infrastructure development.

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IMPACT OF THE DEVELOPMENT OF KEMIREN VILLAGE INTO A TOURIST VILLAGE IN THE ECONOMIC AND SOCIAL SECTOR OF COMMUNITY IN BANYUWANGI

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Abstract

The importance of the role of local communities in the development of sustainable tourism destinations has encouraged the emergence of new trends in community-based tourism development. An important aspect of sustainable tourism is the emphasis on community based tourism. This approach focuses more on the participation of local communities in planning and developing tourism destinations. This journal discussed how the people of Kemiren village, Banyuwangi are involved in tourism activities in their village as one of the Tourism Villages in Banyuwangi Regency, research method used descriptive research,. this study only discusses 1 tourist village in Banyuwangi for further research to serve as a comparison in empowering the community.

Keywords: *Tourism, Banyuwangi, Tourism Village*

I. Introduction

Banyuwangi has tourism potential both natural and socio-cultural, Banyuwangi Regency has two National Parks and one Ijen Crater Nature Reserve and on the border there is also a National Park. So Banyuwangi is one of the districts flanked by three National Parks which has forests and gardens, almost forty plantations, both private and public, as well as agriculture as a tourism potential. The beach is 175.8 kilometers long, there are several marine parks that are good for diving, including the waves are good for surfing where all of this is the tourism potential of Banyuwangi which concerns its natural potential. Potential related to culture, there are various kinds of tribes who live in Banyuwangi and have a very interesting culture. In the development of tourism, of course, the community must be involved, so that tourism remains sustainable and the community becomes part of these tourism activities. One of the efforts to empower human resources, namely the community in the tourism sector, is the establishment of a Tourism Village.

This study analyzed how community empowerment has been done in developing tourism in Kemiren Tourism Village, Banyuwangi. The research focused on the general description of the Kemiren Tourism Village, the leading tourist attractions in the area, and the role of the community around these tourist attractions.

II. Literature Review

2.1 The Concept of Community Based Tourism

Community-based tourism is one type of tourism that includes community participation as a major element in tourism in order to achieve sustainable tourism development goals (Telfer and Sharpley, 2008). This understanding is in line with the thoughts of Timothy and Boyd (2003) who mention community-based tourism as community participation in tourism development. In this case, community participation can be done in two ways, namely: being involved in the decisionmaking process and sharing the benefits of tourism.

Community-based tourism is often understood as something that is opposite to large-scale (enclave) tourism, in the form of packages (all inclusive), mass tourism, and has minimal linkages with local communities. So that communitybased tourism is also known as small-scale tourism, built by local communities, and involves various local elements such as entrepreneurs, organizations and local governments (Hatton, 1999 in Telfer and Sharpley, 2008; Leslie, 2012). Regarding small-scale tourism development, Jenkins (1982) has made a comparison between small-scale and large-scale tourism to determine the impact of tourism development on local communities.

2.2 Study of Tourism Village

Tourism with rural natural charm is currently an alternative choice of tourism that many tourists, both local and foreign tourists, are interested in. Tourists prefer to visit villages because villages provide other nuances that are not found in modern tourism. Tourism to the village then gave birth to a concept called a tourist village. A tourism village is an area related to the area or various local wisdom (customs, culture, potential, which is managed as a tourist attraction according to its abilities, which is aimed at the social and economic interests of the community. Local wisdom or local knowledge system referred to here) is unique knowledge that belongs to a certain society or culture that has developed for a long time, as a result of the process of reciprocal relations between residents and their environment (Hari Hermawan, 2016, p. 107).

The development of a tourism village will be successful if all village potentials such as human resources and natural potential can be maximally synergized. Of course, the development of a tourist village must have the support of the local village government and its people. The development of a tourism village will open up opportunities for employment, trade transactions for local products will also increase which in turn will have implications for improving the economy of the village community. A tourism village is a rural area that offers authenticity both in terms of socio- culture, customs, daily life, traditional architecture, village spatial structure which is presented in a form of

integration of tourism components, such as attractions, accommodation and supporting facilities (Faris Zakaria and Rima Dewi). Suprihardjo, 2014: C246).

III. Research Methodology

3.1 Research Methods

This research use descriptive research method, which is a research procedure that produces descriptive data, in the form of written or spoken words from people and observable behavior. Through this method, data is obtained from various literatures and then connected between the existing facts, then the existing problems are explained and analyzed based on the existing facts and arranged in a writing and a final conclusion is drawn from the existing data and facts.

3.2 Data Collection Techniques

Data collection techniques are carried out through library research or library research by utilizing secondary data consisting of literature books and utilizing data through internet sites as well as other references related to the problems posed for research.

3.3 Data Analysis and Processing Techniques

The data processing and analysis technique used is descriptive qualitative, which is a study that describes, and summarizes various conditions, situations from various data collected in the form of interviews or observations about the problems under study that occur in the field. This aims to explain, test the hypothesis of the research variables. The focus of this research is the analysis of the relationships between variables.

VI. Results and Discussions

4.1 Banyuwangi Regency Overview

Banyuwangi Regency is located on the eastern tip of Java Island. Astronomically this district is located between 113053 ' - 114038' East Longitude and 7043 - 8046 'South Latitude. As well as geographically, Banyuwangi Regency is bordered by:

1. North side: bordering Situbondo Regency
2. South side: bordering the Indonesian Ocean
3. West side: bordering Bondowoso Regency
4. East side: bordering the Bali Strait

In 2018 the population of Banyuwangi Regency increased by 4,780, from 1,604,897 people in 2017 to 1,609,677 people in 2018. While with an area of around 5,782.5 km², the population density figure in Banyuwangi in 2018 was around 278 people per km². Based on the gender composition, the sex ratio of the

population in Banyuwangi Regency in 2018 was 99 percent. This means that there is a comparison between the male and female population and 99 men and 100 women.

Most of Banyuwangi's economic conditions are engaged in agriculture, this is because Banyuwangi Regency which has an area of 5,782.50 km² is used as a 66,487.00 ha of rice fields, so that this sector has an important influence on the economic level of the community by 49.18 percent. The second economic sector that has the biggest role is the trade, hotel and restaurant sector with a contribution to the economy of Banyuwangi Regency by 24.05 percent or one third of the economic activity in Banyuwangi Regency engaged in the trade, hotel and restaurant sector. (Central Bureau of Statistics, 2002: 15). The increasing growth of the trade and hotel economy cannot be separated from the strategic position of Banyuwangi Regency which is adjacent to the island of Bali, the richness of culture and tourism in Banyuwangi. There are various types of tourist sites in Banyuwangi such as marine tourism, tourism and artificial tourism because the Banyuwangi Regency is topographically located under the Merapi Mountains and is flanked by the Bali Strait and the Indian Ocean (Investment Coordinating Board, 2013,p. 21).

There are various kinds of ethnicity / ethnicity in Banyuwangi Regency such as the Madura Tribe, Using Tribe, Balinese Tribe, Mandar Tribe, Chinese Ethnicity and so on. In addition, there are 35 kinds of arts in Banyuwangi Regency that are also appreciated, these arts are not only original Banyuwangi arts but also arts resulting from acculturation with foreign cultures. These arts include: Gandrung, Angklung, Kuntulan, Hadrah, Gedogan, Patrol, Barong, Janger, Jaranan, Mocoan, Campursari Jowoan, Wayang Kulit, ludruk, Kendang Kempul, and Gambus. (Dariharto, 2009: 9). Some of these arts, the most popular arts in Banyuwangi are gandrung and angklung. The Using people are not only highly appreciative, but the Using people also have high creativity in art. Talking about art, it will not be separated from the art of Gandrung as a traditional art, as an entertainment art or as a form of cultural identity. Using a very big influence in the Banyuwangi art world. Both in the form of the dance, the songs or the ornaments are very easy to find in Banyuwangi (Dariharto, 2009,p. 15). The diversity of natural potential, the richness of arts, culture, and traditional customs of Banyuwangi is a crown that must be preserved and shown to the outside world. That way, this potential can be useful, both for the community and the government, in increasing local revenue. This wealth will be an important point in development, especially in the tourism sector, which must be elevated to the national and international arena.

Since 2002 the Regional Government of Banyuwangi Regency has begun to form, manage and regulate the tourism sector, such as the issuance of PERDA Number 40 of 2002, concerning the Business of the Banyuwangi Regency Regional Government in order to advance the tourism sector while preserving nature and culture. The PERDA is used as a legal basis for any development of the tourism sector in Banyuwangi Regency. (Culture and Tourism Office of Banyuwangi Regency, 2015,p. 4). Through this regulation, Regent Samsul Hadi in 2002 responded by promoting Banyuwangi to the national level. Starting with building an Gandrung Statue in the Watu Dodol Tourism Object Area as the main entrance to Banyuwangi Regency. The Gandrung designation was used as a tourism mascot which was designed through the Banyuwangi Regent Decree Number. 173 Dated 31 December 2002 (Interview with Dariharto, 8 January 2016).

In order to facilitate access for visiting tourists, the Banyuwangi Regency Government has built an airport flight route in Blimbingsari Village. Blimbingsari Airport has been designated as an airport by the minister of transportation and has been carried out since 2004, as well as a multiyear project or focusing on periodic physical development to realize the hopes of the Banyuwangi people for the availability of air transportation. However, the Blimbingsari airport project experienced obstacles in its development process as a result of the corruption case of land acquisition that cost Banyuwangi district budget in 2005 (Anonymous, 2012,p. 7).

The era of Regent Ratna Ani Lestari's leadership in 2005 replaced the previous regent (Samsul Hadi). The policy prospects are carried out starting from the development of infrastructure that supports the pattern of increasing social and cultural activities to the restoration of infrastructure for rural communities and the strengthening of basic social infrastructure for the environment. Regent Ratna Ani Lestari is also working on policies in the tourism sector in the form of improvements in the field of transportation services. In this policy, Regent Ratna Ani Lestari continued the Blimbingsari Airport development project which was delayed in 2005. However, the continuation of the Blimbingsari Airport project did not go according to the planning target projected by the minister of transportation to be completed in 2008. The construction of Blimbingsari Airport was impressed. running slowly as a result of a similar case, namely land acquisition efforts in the period 2008-2009 (Anonymous, 2012,p. 7).

In 2010, Regent Ratna Ani Lestari was officially replaced by Regent Abdullah Azwar Anas. The policy in developing the tourism sector under the leadership of Regent Anas was carried out through the 2010 RPJMD. The vision

and mission of Banyuwangi Regency in the 2010 RPJMD, it is known that tourism development during the reign of Regent Abdullah Azwar Anas was carried out in an integrated stakeholder manner. The goal is that it is hoped that every decision will be made in a connected manner, have a positive impact and go hand in hand. In this case, the Government of Banyuwangi Regency has begun to take several key policy steps in supporting the tourism sector as stated in mission III, namely: First, improving infrastructure for access to the leading tourist destinations of Ijen Crater, Sukamade and Plengkung. Second, the promotion of local cultural wealth, this is because Banyuwangi Regency has a very diverse local culture and natural tourism potential so that it is packaged as attractively as possible for the purposes of tourists. Third. The combination of modernity and locality, as well as the consolidation of the tourism community, including preparing community behavior patterns in maintaining good communication with tourists, especially foreign tourists. In this case, it means that the people of Banyuwangi are accustomed to being friendly to tourists. Tourism stakeholders in Banyuwangi must be compact to grow and provide a broad multiplier effect for the welfare of the community, because the tourism sector has a branch sector that can improve the local economy (Banyuwangi Regency Government, 2013, p. 26-27).

The role of the community is also needed to help the development of Banyuwangi's economy, especially in the tourism sector. Forms of community participation include building a home industry (Bayu Mitra, 2014, p. 36). The existence of this home industry can create a variety of businesses in the field of handicrafts to processed food products through micro, small and medium enterprises (MSMEs). The Handicraft Industry is an endeavor that is carried out in almost all Banyuwangi villages. Various types of natural materials are processed with the creativity of the community in a community empowerment group, so that they become forms of decoration, food and daily furniture. The results of creativity from the community have become a concern in various countries, such as Germany, Australia, Japan, America and Switzerland. These products are processed and then sold to several wholesale markets in the sub-district centers in Banyuwangi Regency, then packed into souvenirs specifically for tourists. A creative product from UMKM is available as a superior product for the community, such as coconut shell crafts, handicrafts, souvenirs of maddancing dancers, apaka fiber, leather jackets, various fruit drinks, chips. Do not miss the typical Banyuwangi batik, the typical motifs are the snakehead elephant, kangkus setingkes, gempal face, and geringsing. There are also superior food products available, including bangkiak cakes, sale bananas, marning, squid crackers, candied cereme and others. For the processing of

handicraft products, bamboo weaving is available in the Rogojampi and Gintangan areas, this bamboo matting has become an icon for Banyuwangi creative products (Christian Andika, 2012, p. 25-26).

The Regional Government of Banyuwangi Regency in order to expand the objectives of the development of the regional tourism sector, hold yearly events by combining events from local to international standards which are packaged every year such as the Gandrung Sewu Festival, Banyuwangi Jazz, Banyuwangi Regency Anniversary Reception Night, Wayang Performance Kulit (Dalang Ki Enthus), Kuwung Festival, Tumpeng Sewu Kemiren, Seblang Olehsari, Seblang Bakungan, Barong Ider Bumi, Ten Coffee Festival, Rujak Soto Festival, Banyuwangi Ethno Carnival Festival (BEC), Banyuwangi Batik Festival (BBF), Banyuwangi Art Week, International Tour de Ijen, Banyuwangi Jazz Festival, Banyuwangi International Surfing Competition and Banyuwangi International Adventure Trail (Bayu Mitra, 2013, p. 128-129). One of the most special events is the Banyuwangi Ethno Carnival (BEC). BEC is a very unique carnival because of the theme used by contemporary local culture with traditional ethnicity. The main objective of holding the BEC, which has been held since 2011, is to bridge modernity with Banyuwangi's local cultural arts which is packaged in the form of an international carnival (Christian Andika, 2013, p. 7-8). BEC participants wear costumes according to a theme that changes every year. This is able to stimulate costume ideas and creativity from each participant to show and provide attractive colorful nuances with a very beautiful and magnificent design. BEC does not only resonate locally, but has been heard outside all regions of Indonesia, even abroad.

Tourism plays an important role in the development of a region. With the existence of tourism activities, areas that have basic tourism potential will develop and develop. These tourism activities can be seen in the development of tourism in Banyuwangi Regency. Banyuwangi Regency is one of the regencies located at the eastern tip of Java Island that has succeeded in developing the tourism sector by utilizing natural potential and cultural diversity as a major part of tourism sales assets. This is inseparable from the policies of the Banyuwangi Regency Regional Government which from the beginning had the aim of reviving the tourism image of Banyuwangi Regency through the Long-Term Development Plan (RJP) and Regional Medium-Term Plan (RJMD). The existence of this policy can give hope that the development of the tourism sector in Banyuwangi Regency can be carried out properly and with direction. The success of Banyuwangi Regency in becoming a tourist destination has experienced various obstacles. These obstacles started from the economic crisis that hit the Banyuwangi economy which had an impact on the image of tourism

in the international eye. However, the Banyuwangi Regency Government can overcome these obstacles after the fall of the New Order Government, by marking the formation of the Otoda in 1999 and the 2002 Regional Regulation concerning regional tourism businesses and giving freedom for each region, especially Banyuwangi to manage its regional potential without any interference from the central government. The existence of these regulations is evident that tourism activities in Banyuwangi Regency have begun to experience an increase in the field of development, from the improvement of tourism objects, local revenue, cultural promotion events, to other tourism supporting facilities such as the construction of hotels, restaurants, and other facilities.

Apart from going through the home industry, community empowerment is also carried out through the formation of a tourism village. Besides having the potential for natural tourism, Banyuwangi also has tourism potential in the field of Culture. Culture is very closely related to the life of its people, so to develop cultural potential, an approach is needed through community empowerment. Through the tourism village, it is hoped that the community can unlock the potential in their village. Kemiren Village which is a village with indigenous Ugis people, the original Banyuwangi tribe, is one of the tourist villages with their cultural potential.

4.2 Kemiren Tourism Village

Kemiren is the name of a village in Banyuwangi, where the village is made a Traditional Tourism Village by the Banyuwangi government. It has an area of 177,052 hectares with a population of \pm 3000. Kemiren is an extension of the Kemronyok Mikul Real Plan (in principle, namely together and mutual cooperation) this was triggered by POKDARWIS or a group of conscious tourism in the village of Kemiren. While Kemiren itself comes from the name KEMIRIAN (lots of candlenut, duren and palm trees) and the local community calls it KEMIREN, the name of the area is called Kemiren to this day. As a traditional tourism village, kemiren has a variety of uniqueness ranging from customs, traditions, arts, culinary and lifestyle of the people who still maintain traditions that have long existed.

The Osing tribe is the original tribe of Banyuwangi, where the majority of this tribe lives in the village of Kemiren. Various kinds of arts can still be found in this village such as Barong art, Kuntulan, jaran Kincak (dancing horse), mocopatan (reading ancient lontar) and Gandrung whose majority of famous gandrung dancers come from the village of Kemiren. Another uniqueness of the village of Kemiren, the majority of the population of Kemiren have "Kasur - Javanese language" beds with the same motif and color, namely black on the top and bottom, red on the edges. This mattress will be owned by the couple from

their parents. This has its own philosophy, the color red which means to repel logs and black symbolizes permanence in the household. At one moment the entire Kemiren community took out the mattress to dry it in the sun along the Kemiren village road. This tradition is called *mepe Kasur*, according to the elders of local customs, this tradition is carried out because the source of all diseases comes from the bed. This is done to expel all kinds of diseases. This tradition is a series of the traditional *tumpang sewu* "clean village ritual" which is held in the month of *Dhulhijjah*.

Kemiren Village has been designated as *Osing Village* which is also used as a cultural heritage to preserve its ecstasy. The cultural tourism area which is located in the middle of the village emphasizes that this village has the face of *Osing* and is projected as an *Osing* cultural heritage. Many of the features of this village include the use of a distinctive language, namely the *Osing* language. This language has a characteristic that is there is an insert "y" in the pronunciation. Like the following example: *madang* (eat) in *Osing* becomes "*madyang*", brother (red) in *Osing* becomes "*abyang*". This village community still maintains the shape of the house as a building that has philosophical values. The shape of the house includes a *tikel balung* or four- roofed house which symbolizes that the occupants are stable, a *crocogan* or two-roofed house which means that the occupant is a family that has just built a household and / or by a family whose economy is relatively low, and a *baresan* or three-roofed house which symbolizes that the owner is already established, materially under the form of *tikel balung* house.

4.3 Role of Community in Kemiren Tourism Village

The specialty of the Kemiren traditional village is that it still maintains traditions that have existed since their ancestors. *Barong ider Bumi*, *Tumpang Sewu*, *pageantry*, and the art of *barong*. Living side by side with the spirit of mutual cooperation, a tradition of deliberation that is continuously maintained. So that the formation of a tour package program in Kemiren Village is based on existing culture. Tourism activities in Kemiren Village cannot be separated from community participation in it. The people of Kemiren Village are empowered by being provided with provisions in managing activities and utilizing cultural elements in their village to attract the attention of tourists.

1) Sepuluh Ewu (Ten Thousand) Coffee Event

In 2013 the Kemiren community initiated the *Ngopi* event together with the name *Ngopi ten Ewu*. This festival is still being held today. The traditional elder of Kemiren Village, *Suhaimi*, explained that the people of Kemiren have a philosophy of being sincere, sincere and enthusiastic in respecting. *Ngopi Sepuluh Ewu* really illustrates the philosophy held by the people. The

tradition of drinking Banyuwangi's famous coffee on the terraces of people's houses is unique during the festival. This festival has succeeded in attracting the attention of local and foreign tourists who are in Banyuwangi and its surroundings every year, and are included in the Banyuwangi event calendar.

2) Overnight Package

Kemiren Tourism Village also opens opportunities for tourists who want to experience living and socializing directly with the Kemiren community. Several houses in Kemiren Village have been prepared as homestays that can be rented for tourists.



Figure 1 : Activities after Harvest by the Osing Tribe

Source: Travelingyuk.com

The houses in the Kemiren Tourism Village are made to resemble and there are some that still survive with the typical wooden houses of the Osing Tribe. So, tourists who will stay overnight can really feel the new experience of living in Kemiren Village.

Kemiren Tourism Village provides a price of IDR 5,000 for one visit per person. Apart from the wooden houses that are still being maintained, in several events, Kemiren Tourism Village also preserves the traditional Kemiren dance culture and Barong Kemiren traditional ceremonies.

3) Barong Kemiren Traditional Ceremony

The Barong Ider Bumi tradition in the Kemiren Traditional Village has been passed down from generation to generation for hundreds of years by the people of the Osing Tribe. This form of local wisdom is held every 2 Shawwal or Eid on the second day. Followed by thousands of residents, travelers, tourists etc., the Barong Ider Bumi Procession ended with a slametan, a form of gratitude for the people to God Almighty. The menu is typical of the Osing

community, namely Pecel Pitik, shredded chicken that is grilled and mixed with grated coconut spices. The Pitik pecel was then eaten together.

V. Conclusion

The conclusion in this study is that community empowerment is an important thing in the tourism sector in order to make tourism sustainable. The community who is also one of the stakeholders in tourism is an important actor in the sustainability of this destination. Culture that grows in the community has the potential to become a tourist attraction that can have a positive impact on society.

Banyuwangi is one of the districts in East Java which is experiencing rapid development in the tourism sector. The Banyuwangi local government continues to build facilities and infrastructure to support tourism development. Banyuwangi has the potential of both Natural and Cultural Enchantment. One of the famous tourism destinations in Banyuwangi is Kemiren Tourism Village, which is located in Glagah District, Banyuwangi, East Java.

Kemiren tourist village is famous for its culture which is continuously preserved by its people. Cultural activities such as traditional barong ceremonies that have been going on for generations continue to this day. Apart from that, the traditional house is also maintained by the owner, which is unique in the village. The people of Kemiren Village have felt the impact of the arrival of tourists visiting their village. So that they continue to innovate to form activities that are still based on their customs and culture. One of the innovative activities is the Ten Ewu Coffee Festival.

Limitation

This research can be useful for tourism actors or stakeholders in empowering the community around tourist attractions so that they can become subjects in the tourism, not only as objects. However, this study only discusses 1 tourist village in Banyuwangi, there are several other tourist villages in Banyuwangi that can be used as material for further research to serve as a comparison in empowering the community.

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INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

COMMUNITY PARTICIPATION IN THE IMPLEMENTATION OF BOROBUDUR MARATHON IN 2019

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Abstract

Apart from having the potential for natural wealth in the world of tourism, Indonesia is developing other types of tourism that are attractive to be visited by tourists, Sports and tourism are two disciplines that can be combined so that they have a dual strength and effect on economic growth in Indonesia in general. Sports tourism is able to show its potential as something of interest, so that it can create a tourist attraction that can make multicultural tourism. One of which is Sports Tourism. Sport Tourism has been developed in several regions, one of which is the Borobudur Marathon which is held in Magelang, Central Java. This study used descriptive research method. The aims to see the extent of community participation in the Borobudur Marathon so that it has a positive impact on society with the Borobudur Marathon activity . The researcher did not go directly to see the extent to which the community was involved, and how the community work program was formed by the organizers so that the author cannot evaluate the work program. Future research can be continued on the development of Borobudur Marathon 2020 by participating in this activity directly.

Keywords: Sport Tourism, Borobudur Marathon, Local Community.

I. Introduction

Tourism is an industry that has recently become a mainstay of various countries in the world. With the country's foreign exchange income obtained from the tourism sector, the economic growth of a region can develop rapidly. In promoting a tourism attraction, various activities that can invite large numbers of people are held to attract tourists. Many of these activities have had a very positive impact on the area, so that these activities become annual activities in the area. One of the tourism promotion activities that is an annual activity of an area is the Borobudur Marathon.

The number of positive responses from the participants of the Borobudur Marathon Competition made the Central Java Regional Government form the competition into an annual competition. This competition has been initiated since 1990, at which time it was known as Borobudur International, but in 2012 it was changed to Borobudur Marathon. Seeing the positive response from the implementation of Borobudur by participants and also the positive impact received by the local government, the author wants to see to what extent this Borobudur

Marathon activity has an impact on the local community and how the community's direct participation in these activities is also

II. Literature Review

2.1 Sport Tourism Concept

According to Prof. Salah Wahab in Oka A Yoeti (1994, 116.). Tourism is a aware human exercise that receives offerings alternately among people within a us of a itself or outside the country, such as the occupancy of humans from different areas for a while searching for delight that varies and is one-of-a-kind from what they experience, the place he received a permanent job. Spillanne (1987) divides tourism into 6 types, namely: Tourism to enjoy travel, recreation, culture, sports, trade and conventions.

Systems theory stresses that event management structures rely on the environment within which they operate for many of the materials that will be required for hosting the event. Materials include a wide variety of items such as people, equipment, technologies and facilities, to name a few. Systems theory suggests that the event will have three different systems working together: input systems, throughput systems and output systems. In order to run an event, you must take in resources (inputs), create the event activities (throughputs) and generate end results for participants or others (outputs). The three systems are interrelated and depend on each other for success. A change in one inevitably affects the other parts of the system. Any event you are organizing involves inputs or the acquisition of raw materials (competition facilities) and human resources (volunteers) to organize the event; throughputs might include the application of technology (a website designed for managing communication and registration) and information (the number of participants who can be accommodated); and outputs include the enjoyment of participants and the money raised for the charity of choice. The overall event system interacts within its component parts and with its environment. Understanding the application of systems theory identifies the importance of component parts of the organization structure depending on and influencing one another.

Sports includes all human activities aimed at carrying out his life mission and life goals, national political, social, economic, cultural and so on. Sport is a systematic process in the form of all activities or efforts that can encourage the development and fostering of a person's physical and spiritual potential as an individual or a member of society in the form of games, competitions or competitions, and intensive physical activities to gain recreation, victory and achievement. peak in the framework of the formation of fully qualified Indonesian people based on Pancasila.

Gammon and Robinson (1997) have a similar strategy to defining 'sport tourists', even though they pick to classify them as either 'hard' or 'soft' participants. A 'hard' activity traveler is a individual who travels for either active or passive involvement in competitive sport, subsequently their top motivation for travel is sport. The 'soft' sport traveler is anybody who is primarily involved in undertaking or entertainment moreso than aggressive activity (Gammon & Robinson, 1997: 3). Kurtzman (2000) will increase the complexity of sport tourism via suggesting that there are five major sport tourism categories (or supply side factors of sport tourism). Among them we find activities as various as: (1) activity tourism attractions; (2) recreation tourism resorts; (3) sport tourism cruises; (4) sport tourism tours; (5) recreation activities tourism; and (6) game adventure tourism.

Sports and tourism are two disciplines that can be combined so that they have a dual strength and effect on economic growth in Indonesia in general. Therefore, sports tourism is currently receiving great attention from both the government, the private sector, the sports industry, the tourism industry, academia and the wider community. Sport Tourism or tourism for sports is a new paradigm in the development of tourism and sports in Indonesia.

Sports tourism is able to show its potential as something interesting, so that it can create a tourist attraction that can make multicultural tourism. Tourist attractions are everything in a tourist destination which is an attraction so that people will increasingly have a greater interest in visiting a Tourism destination. In order for a tourist destination to have attractiveness, a Tourism destination must also have several requirements, such as, (1) There is something that can be seen, (2) an activity that will be carried out and (3) something that can be purchased.

This is very important because the development of sports tourism requires superior and reliable human resources in designing various kinds of sports activities so that they become tourist attractions that are worth selling because they have economic values and bring benefits to a country or region. The development of sports tourism in Indonesia is currently a demand so it must consider the supply that must be available when demand increases.

Tourism for sports (Sport tourism) according to Spillane (1987: 30) can be divided into two categories, namely:

1. Big sport events, namely major sporting events such as Olympic games, world skiing championships, world boxing championships and other sports that attract attention not only to the athlete himself but also thousands of spectators or fans.

2. Sporting tourism of the practitioners, namely sports tourism for those who want to practice and practice on their own such as mountain climbing, horse riding, hunting, fishing and so on.

Based on the above definition, it can be seen that sports tourism is aimed at a trip of people whose aim is to see or watch a sports party in a certain place or country or to participate in the sporting activity itself. This tourism aims to fulfill the satisfaction of doing favorite sports activities such as fishing, hunting, deep sea diving, skiing, hiking, boating, etc.

2.2 Concept of Society

Society is a group of people who interact with each other, in scientific terms is interacting with each other. A human unit can have infrastructure through which its citizens can interact with each other. Another definition of society is the unity of human life that interacts according to a certain system of customs that is continuous, and which is bound by a sense of common identity.

According to Emile Durkheim that society is an objective reality independently, free from the individuals who are its members. Society as a group of humans, in which there are several elements that include. The elements are:

(1) Society is a human being who lives together, (2) Mixed for quite a long time, (3) They realize that they are a unity and (4) they are a system of living together. (Soleman B. Taneko, 1984).

Based on the understanding according to the experts above, it can be concluded that the community in this find out about is a crew of humans who have interaction with each different in a social relationship, have the identical culture, vicinity and identity, have comparable habits, traditions, and attitudes.

III. Research Methodology

3.1 Research methods

This research used descriptive research method, which is a research procedure that produces descriptive data, in the form of written or spoken words from people and observable behavior. Through this method, data are obtained from various literatures and then linked between the facts that exist later Existing problems are explained and analyzed based on existing facts and arranged in a writing and a final conclusion is drawn from the existing data and facts.

3.2 Data collection technique

Data collection techniques are carried out through library research or library research by utilizing secondary data consisting of literature books and utilizing data through internet sites as well as other references related to the problems posed for research.

3.3 Data Analysis and Processing Techniques

The data processing and analysis technique used is descriptive qualitative, which is a research that describes and summarizes various conditions and situations from the various data collected. This aims to explain, test the hypothesis of the research variables. The focus of this research is the analysis of the relationships between variables.

3.4 Types of research

The type of research used by the author is library research, library research is research that is carried out by dealing directly with text (nash) or numerical data and not with direct knowledge from the field or eye witnesses (eyewitness) in the form of events, people or objects.

VI. Results and Discussions

4.1 Sport Tourism in Indonesia

The Ministry of Tourism has put the sports tourism program (sport tourism) as one of the tourism products that continues to be developed seriously, in synergy with various related agencies such as the Minister of sports, (Indonesian National Sport Committee), and sports federations throughout the country. Water sports have recently been very popular with our people (Indonesia), as evidenced by the number of visits to marine tourism service providers every school holiday, long weekend, or year-end in various places. Currently, Water and Adventure Sport has developed in several tourist objects that have begun to be known at home and abroad, such as:

- 1) Motor Boat
- 2) Jet Ski
- 3) Water Bike
- 4) Ski Boat
- 5) Swimming
- 6) Water Ball
- 7) Paddle / Kayak
- 8) Rafting game / Current boat

The development of the Water and Adventure Sport Area has received a very good response and has received full support with the proliferation of this sport as a forum for entertainment sports or competitions that are held to provide entertainment or viewing to the community. Water and Adventure Sport Area, is a natural tourist attraction combined with artificial tourism (recreation) with professional management.

Directly, the development of sports tourism can provide great benefits to the government in terms of:

1. Increase the economy around sports tourism takes place
2. Increase the potential tourism area
3. Share information with people to stimulate their active participation
4. Increasing cooperation between the central government and the regions in controlling tourist attractions and tourist objects
5. Develop and discover new tourist objects to improve existing tourist objects
6. Increase employment opportunities
7. Increasing local products and marketing in all aspects of tourism
8. Introducing various types of regional culture, enriching the government and sports lovers who are competed or used as tourist attractions

The implementation of sports tourism in a place can directly provide benefits to the surrounding community because it can open business opportunities such as the provision of food, drinks, transportation business both traditional and conventional. With the opening of business opportunities, there is a positive interaction between the community and tourist objects so that it can create a sense of belonging and willingness to actively participate in area security, orderliness, cleanliness, provision of facilities and infrastructure, accommodation, souvenirs, guide services, geography etc. Destinations that are a sport tourism destination in Indonesia and included in the Calendar of events include:

1. Riau Islands

You could say that the Riau Islands are the main destination for sport tourism in Indonesia. There were 3 sports tourism events that were included in the 2019 Ministry of Tourism's Calander of Event, namely Bintan Triathlon, Ironman 70.3 Bintan, and Tour de Bintan. Apart from these three excellent events, the Riau Islands also often hold international golf events. Sport tourism in the Riau Islands has proven successful in attracting foreign tourists. This is because the location of the Riau Islands is quite close to neighboring countries, such as Singapore, Malaysia, and Vietnam.

2. West Sumatra

In West Sumatra, there is also a sport tourism event which always catches the attention of foreign tourists. One of the highlights is the Tour de Singkarak. This international cycling event always attracts tourists who love cycling. Tour de Singkarak is usually held for 3-4 days, and features beautiful views of the hills and Lake Singkarak.

3. East Java

Just like in West Sumatra, East Java also has an international cycling event, namely the Tour de Ijen which is held regularly every year in Banyuwangi. One of the most recognizable features of the Tour de

Banyuwangi is the 'hell' climb up to Mount Ijen at an altitude of about 1880 meters above sea level. Usually this route is on the last stage of the Tour de Ijen.

4. Central Java

Unlike East Java and West Sumatra which have an international bicycle event, Central Java has an international running event, namely the Borobudur Marathon. There are 3 running categories in the race; Marathon (42,195 km), Half Marathon (21,095 km), and 10K (10 km).

4.2 Borobudur Marathon

In an effort to promote a healthy lifestyle and sports tourism, the Borobudur Temple Tourism Park Foundation is holding a sports tourism activity, namely the Borobudur Marathon. This competition activity has been initiated since 1990, has experienced ups and downs due to sponsorship and also natural conditions in its implementation, this activity has begun to be routinely carried out every year in 2012. In addition to the Borobudur Tourism Park Foundation, this competition activity also collaborates with the Central Java Provincial Government and full support from the Ministry of Tourism. Support from the Central Java government through advocacy and road provision for marathons, as well as the Ministry of tourism in promoting. As a result, in 2019, participants in this competition reached 10,000 participants from 35 countries.

In attracting the implementation, the manager can be said to be successful by seeing the increasing number of participants in this competition

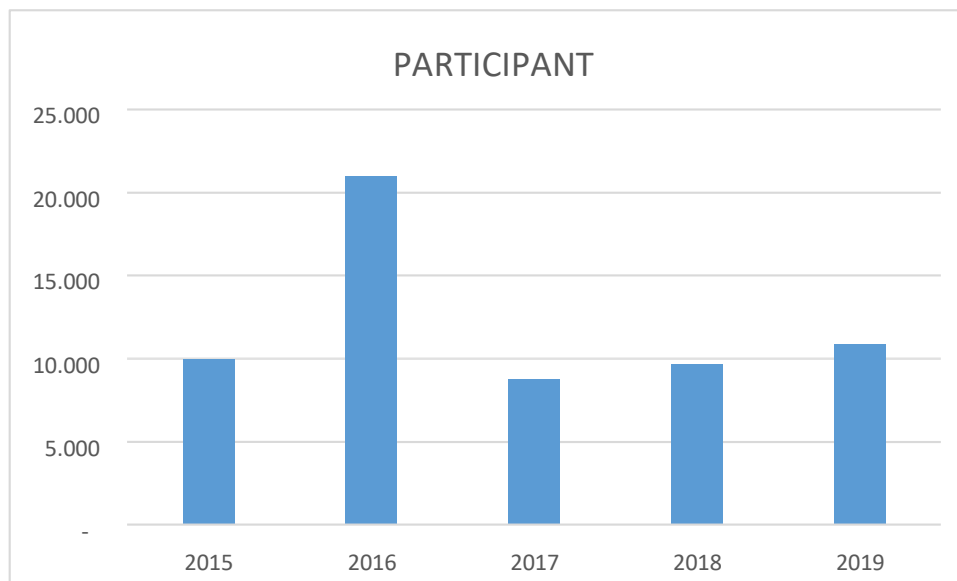


Figure 1: Number of Participation in Borobudur Marathon 2015-2019

Source : Processed by the author from several reference sources

There was a significant decrease in 2016 to 2017, this was due to criticism from professional runners on the implementation of the Borobudur Marathon which received so many participants, that the implementation looked chaotic. Since 2017, the organizers have used the "Ballot" system in screening the number of contestants. The Ballout system is used in all marathons around the world to screen competitors. Some parties call the Borobudur Marathon the "feast day" of runners. Participants from 35 countries took part and were treated to various arts and cultural attractions along the marathon route. To continue to accommodate many participants, the organizer held the competition for 2 days, 16-17 November 2019.

The management explained that the initial concept of the Borobudur Marathon did indeed raise the image of Borobudur Temple in the eyes of the international community through the "sport tourism" agenda as well as elevating the community's economy.

4.3 Community Participation in the 2019 Borobudur Marathon

The Management, which is a combination of the Taman Wisata, and also the Central Java provincial government, realizes that the community must take a role and participate in and receive the positive impact of the existence of the Borobudur Marathon competition. Local people who are expected to feel the existence of this activity are the people around Borobudur Tourism Park, namely the Magelang area. With the theme "Synergy and Harmony" at the 2019 Borobudur Marathon. Through the theme "Synergy and Harmony", the 2019 Borobudur Marathon would like to invite all parties involved, namely sponsors, organizers, participants and local communities to work together to create harmony to increase tourism and economic value. Central Java Province, especially Magelang Regency.

The management through the Pawoné Borobudur Marathon program is a tangible form of synergy and harmony between runners, the community and community members. So that running is not just crossing, but also has a positive impact on economic development and tourism that can be felt by local residents. The Pawoné Borobudur Marathon is divided into three major programs:

Building Stories, Building Markets, and Building Tourism.

1. Build Stories

Mbangun Cerita is a forum for exchanging stories between residents around Borobudur Temple and the organizers of the 2019 Borobudur Marathon Powered by Bank Jateng, so that the experience of the event can be fully felt not only for runners, but also for local residents. The story building event includes the tumpengan competition which was held in August 2019,

the Synergy and Harmony Festival which will be held in November 2019, and the Fun Run which will be held in early 2020.

2. Build a Market

Building the Market is the process of building the "Harmoni Market", a market created by local residents around Borobudur Temple that serves Magelang specialties. Harmoni Market was formed through collaboration between local residents, organizers of the Borobudur Marathon, and hotels around Borobudur Temple; namely Grand Artos Hotel & Convention, Plataran Heritage Borobudur Hotel & Convention Center, Hotel Puri Asri, and Villa Borobudur Resort.

"Pasar Harmoni" used to be first formed at the 2019 Borobudur Marathon. Harmoni Market, which is one of the sequence of Pawone Borobudur Marathon 2019 offerings, has the ambition to make contributions appreciably to nearby financial boom around Borobudur Temple. Pasar Harmoni used to be fashioned through collaboration between local residents, organizers of the Borobudur Marathon, and motels around Borobudur Temple.

Local residents who have the intention to build a culinary commercial enterprise are selected, selected and educated with the aid of executive cooks from Grand Artos Hotel & Convention, Plataran Heritage Borobudur Hotel & Convention Center, Hotel Puri Asri, and Villa Borobudur Resort. The organizers agree with that the Harmoni Market will have an essential role, no longer only for the preserving of the Borobudur Marathon as a sustainable sport tourism destination, but also for the benefit of residents around Borobudur Temple.

3. Develop Tourism

To develop Tourism is a series of gatherings for tourism actors in the Borobudur Temple area whose mission is to develop a tourism ecosystem that has local treasures and is internationally competitive.

V. Conclusion

The conclusion of this study is, as one of the destinations recommended by the Ministry of Tourism in the 2019 Calendar of Events, the 2019 Borobudur Marathon was successfully held by the Temple Tourism Park in collaboration with the Central Java Provincial Government. Looking at the evaluation from year to year, the 2019 implementation was made for 2 days, in order to provide comfort to the participants of the Borobudur Marathon.

The organizers and the Government have also succeeded in inviting and accommodating the people around Borobudur Temple to participate in the 2019

Borobudur Marathon. The organizers specifically formed a program to empower the surrounding community so that the community also felt the impact of the existence of the Borobudur Marathon.

Limitation

In carried out the 2019 Borobudur Marathon, the organizers succeeded in accommodating and inviting the public to participate and be part of this activity. This of course can be a separate lesson for other Tourism Destinations in Indonesia to hold an activity that can raise the image of Tourism Destination and attract visitors to come to these destinations or attractions, without forgetting the people around Tourism Destination. If viewed from its sustainability, of course with the success of the Borobudur Marathon involving all parties, namely the Government and the Community, this activity will be sustainable.

The limitation of this research is that the researcher did not go directly to see the extent to which the community is involved, and how the community work program established by the organizer was running, so that the author could not evaluated the work program. This research can be continued in the development of the Borobudur Marathon 2020 by participating directly in these activities.

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HOSPITALITY, LOCAL WISDOM & CULTURE 1



THE INFLUENCE ANALYSIS OF CLEANLINESS, HEALTH, SAFETY, AND ENVIRONMENT SUSTAINABILITY (CHSE) ON TOURIST VISIT INTENTION IN LOSARI BEACH, MAKASSAR CITY

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Abstract

Makassar City is quite impressive because it has one of the tourist attractions as well as an icon of Makassar City, namely Losari Beach, which is able to attract tourists to visit there. However, due to the Covid-19 pandemic, the level of tourist visits has begun to decline, including in Losari Beach. Therefore, the government appeals all tourism business actors to establish a health protocol (CHSE) as an effort to prevent the spread of the corona virus and to guarantee tourists when visiting a destination. The implementation of CHSE is expected to attract more tourist visits when entering a new normal era. Thus, this research aims to know the effect of CHSE application on tourists intention for attractions in Losari Beach, Makassar City.

The research method that used in this research is quantitative method. The population in this research is domestic tourists who is going to visit Losari Beach. Data collected will do by using a survey method of 200 respondents. The sample selection will use purposive sampling method. Data collected will distribute through a questionnaire to all samples and will be processed with SPSS program. The data analysis technique will use multiple linear regression analysis, while the hypothesis testing will use the t test and f test.

Keywords: CHSE (Cleanliness, Health, Safety, and Environment Sustainability) and Tourist Intention

1. Introduction

The Indonesian economy can't be separated from the important role of the tourism sector in providing an impact as a foreign exchange earner which continues to increase in Indonesia. Indonesia also offers a variety of tourism potential such as natural tourism, culture, and man-made tourism. The Ministry of Tourism and Creative Economy is trying to improve the tourism development strategy by prioritizing the orientation from the quantity tourism to quality tourism. One of the determinants of Indonesia's tourism development strategy seen from the results of the Travel and Tourism Competitiveness Report 2017 by the World Economic Forum (WEF) in ASEAN which states that Indonesia got 4th rank after Singapore, Malaysia and Thailand. Finally, Indonesia experienced an increase in its Travel and Tourism Competitiveness Index (TTCI) ranking in 2019. Several appraisal points of TTCI refer to CHSE such as Environment Sustainability, Health and Hygiene, even Safety and

Security Currently the implementation of the health protocol or CHSE is a government program and a condition to receive back the tourists in a new normal era.

Makassar City is one of the destinations that also supports Indonesia TTCI, especially regarding hygiene issues. There is evidence of various programs that held by the Makassar City government, for example providing 24 hours cleaning services in Losari Beach and usually holding community service with involving the government and the community. During the Covid-19 pandemic, Makassar City ever became a red zone area because so many communities got positive for Corona virus. The impact of this incident resulted a decrease of tourist visits number in 2019. The following is a table of tourist visits in Makassar City for the last 5 years.

Tabel 1: Number of Tourist Visits at Makassar City in 2014-2019

Years	Domestics Tourists	Foreign Tourists	Total of Tourists Visit
2015	3.771.066	53.879	3.824.945
2016	4.688.681	85.644	4.774.325
2017	5.187.539	93.687	5.281.226
2018	5.461.677	105.447	5.567.124
2019	4.459.448	11.147	4.470.595

Source: Makassar City Government Tourism Office, 2020

Based on the table above, we can see an increase of tourist visits in Makassar City from 2015-2018. But there was a drastic decrease for the number of tourist visits in 2019. It certainly can be a problem and a question about the cause of declining in the number of tourist visits. According to the Head of the Statistics Central Agency of South Sulawesi, named Yos Rudiansyah, he thought that the main reason of the decrease tourists visit is because of the Covid-19 pandemic and Makassar City ever been a red zone area, so it makes some tourist attractions closed temporary, including Losari Beach (www.fajar.co.id, 25 November 2020).

The Covid-19 pandemic began in December 2019 in Wuhan, People's Republic of China. That was a good time in Indonesia for holiday because too many days off in year-end holiday and most tourists did travelling. WHO (World Health Organization) noted that there were 4,013,728 Covid-19 cases in 215 countries including Indonesia with a death rate of 278,993 people (WHO, 11 May 2020).

The impact of the Covid-19 pandemic has resulted in new problems globally. One of the consequences is Losari Beach as the leading tourist attraction in Makassar City and an icon of Makassar City must be closed for 4 months from the middle of March 2020. The strategic location of Losari Beach is in the middle of Makassar City and a large enough area makes Losari Beach very crowded with the tourists every day, especially for the domestic tourists. However, due to the Covid-19 pandemic, Losari

Beach had to be temporarily closed and caused a decrease in the number of tourist arrivals. According to the Spokesperson for the Covid-19 Task Force, Wiku Adisasmito, Makassar City was designated as a red zone on 6th September 2020 because of a significant increase in Covid-19 cases and Makassar City has the highest Covid-19 cases in Indonesia, South Sulawesi (www.sulsel.suara.com, 25 November 2020).

If a destination or tourist attraction open back after closing temporary because of the Covid-19 pandemic, it must apply health protocols with due observance of the CHSE implementation guidelines that established by the government. As a result of the Covid-19 pandemic, there are limitations for tourists who want to visit tourist attractions and it can reduce the intention of tourist visits. Here are some traveler comments from Tripadvisor application in 2020 regarding conditions at Losari Beach.

An account named Isma Chymma said that the cleanliness in Losari Beach was very bad, starting from the large amount of garbage scattered on the beach, an unpleasant smell from several coastal areas, vandalism everywhere, even the traders or food vendors who did not pay attention to the cleanliness of their surroundings so they looked very dirty. During the Covid-19 pandemic, Losari Beach management should pay attention for that, especially since cleanliness is one of the implementation of health protocols.

Then the next account named Samuel Pasaribu gave a similar impression showing dissatisfaction about the cleanliness of unhygienic food and beverage traders so it could affect the health of the tourists. Another aspect also assessed about drinking water facility through the tap which is misused by tourists because no information about the procedure for its use, so that some tourists will perceive the faucet as a place to wash their hands and will cause the drinking water contaminated with germs from the hands. Especially in the current Covid-19 pandemic, health is the main guarantee for tourists to visit a destination or tourist attraction.

Another tourist with the account named Benny Tjandrasa also commented on feelings of insecurity because there were many beggars roaming in Losari Beach. Even a road which is still being a part of Losari Beach, namely Maipa street, has not sidewalks, so pedestrians must be very careful to avoid being hit by motorized vehicles. Then Lamaddukeleng street around the Losari Beach also has many broken pavements and even hollow, so they can endanger pedestrians at night. In fact, the government has made efforts for security at Losari Beach by assigning civil service police unit to be on guard 24 hours in Losari Beach.

Next is a negative comment from Martin Andreas about environment sustainability in Losari Beach which shows the reclamation development in Losari Beach. It covered the beauty of the sunset in the afternoon, because of that development it can also shorten the visibility of tourists to the beach, and the plants in



Losari Beach are very lacking too in large area. So, if you visit during the day you will be exposed to the hot sun because there is no shelter. Even though during the Covid-19 pandemic like this, the tourists must take care of their own condition and health.

The existence of Covid-19 Pandemic after a few months resulted in a weak economic life, especially in the tourism sector. But the communities must rise again and learn to live side by side with the virus. The communities must also pay attention to government regulations regarding the implementation of health protocols, namely CHSE in carrying out all activities, specifically aimed at tourism actors including destination and tourist attraction managers to implement CHSE, so the tourists will recommend to do traveling again (Budastra, 2020; Hanoatubun, 2020).

The same thing from Pradono's statement as an Executive Director of MarkPlus Toursim (2020) which based on a survey conducted by his organization, it was revealed that the implementation of the health protocol, namely CHS in a destination, also from 46.3% of respondents who influenced visits because it provided a sense of security to tourists. The survey results of the application of health protocols towards tourist intention reached almost half of 100%, it means that the application of health protocols is indeed very necessary to bring tourists back.

Based on these phenomenas, the researcher wants to do research with the title The Influence Analysis of Cleanliness, Health, Safety, and Environment Sustainability (CHSE) on Tourist Visit Intention in Losari Beach, Makassar City.

Literature Review

According to Sugiono (2015:335), analysis is the determination of parts, relationships between sections, and their relationship with the whole through a pattern search activity, or by way of thinking related to systematic testing of something. The definition of influence according to Hugiono and Poerwantana (2000) is an effect and is shaped by an invitation or persuasion. The analysis of the effect referred in this research is the application effect of cleanliness, health, safety and environment sustainability (CHSE) in Losari Beach to the tourist intention visits for attractions in Losari Beach. So after analyzing the results of this research, it will be known whether or not there is an application effect of the of cleanliness, health, safety, and environment sustainability (CHSE) for the tourist intention visits to attractions in Losari Beach.

The guidelines for implementing the health protocol namely CHSE or it called Guidelines for the Implementation of Cleanliness, Health, Safety and Environment Sustainability in Tourist Attractions are operational guidelines from the Minister of Health Decree Number HK.01.07/Menkes/382/2020 concerning Health Protocols for the community in public places and facilities in prevention and control framework. This guide created to serve entrepreneurs and /or managers, employees, and local tourism in meeting the needs of visitors for tourism products and services that are

clean, healthy, safe and environmentally friendly during the Covid-19 pandemic. This guide can also be a reference for Provincial Governments, District/City Governments, Village/Sub-District Governments, including Traditional Villages, business associations and professions related to tourist attractions, and Tourism Activator Groups / Tourism Awareness Groups to conduct socialization, tutorial/education, simulations, testing, mentoring, coaching, monitoring and evaluation in the application of cleanliness, health, safety, and environment sustainability to increase the trust of the parties and the reputation of business and tourism destinations.

According to Tzu Kuang and Yi Fan (2009) intention or the process of selecting tourist destinations is divided into 2, namely internal consisting of 4 factors (psychological, physical, social relations, and search or exploration) and external consisting of 2 factors (tangible and intangible). Some of the points that included in these factors are health and safety. They are also elements of the health protocol.

Opinion of tourism experts from Gajah Mada University (UGM) named Prof. Janianton Damanik stated that commitment in implementing health protocols will be the main key influencing a confidence of foreign tourists who will visit in Indonesia destinations to enter a new normal era. If foreign tourists can be relied on, even especially domestic tourists. Therefore, implementing health protocols is very important during the current Covid-19 pandemic (www.republika.co.id, 30 November 2020).

Deputy Chairman of Commission X DPR RI, Agustina Wilujeng Pramestuti, said that she would try to encourage the government to expand the guidance on health protocols, namely CHSE. As the people's representative, she will also try to help the government to return to the tourism sector during the Covid19 pandemic. Then, she also hopes that the implementation of technical guidance on the implementation of CHSE must be evenly distributed in all areas that have tourism potential so they can attract tourists because of the CHSE guarantee (www.makassar.antaranews.com, 30 November 2020).

2. Research Methodology

This research will conduct in Losari Beach, Makassar City. The research method in this research will use quantitative method. The population in this research is domestic tourists who will visit Losari Beach. Data collected will use a survey method to 200 respondents. The sample selection will do by using purposive sampling method. The research data was collected through a questionnaire distributed with the help of google form to all samples and processed with the help of the SPSS program. The questionnaire instrument will use to measure each variable according to its respective dimensions and indicators. Tourist perceptions of the health protocol (CHSE) will measure four dimensions, namely cleanliness, health, safety, and

environment sustainability using each indicator. Meanwhile, tourist intention is measured by using four statement indicators. Measurements made on variables, namely by using a Likert scale of 1-5, have gradation from positive (highest) to negative (lowest) which is expressed in the form of words. The data analysis technique is used multiple linear regression analysis, while testing the hypothesis using the t test and f test.

3. Expected Result and Conclusion

Health protocols related to the implementation of Cleanliness, Health, Safety, and Environment Sustainability (CHSE) in Losari Beach, Makassar City, has an effect to the tourist intention visits for all attractions there. The implementation of the CHSE in a destination will certainly affect a tourists intention about the guarantees they will get when visiting a destination, especially during a pandemic like this. Therefore, if the results of this research like this, the government's efforts to apply the CHSE certification for destinations and other tourism businesses have considerable benefits and influence to restore tourists visit intention, especially to improve the country's economy from the tourism sector.

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THE INFLUENCE OF DESTINATION IMAGE AND TRUST TOWARDS THE SATISFACTION AND LOYALTY OF DOMESTIC TOURIST VISITING PANDAWA BEACH IN THE NEW NORMAL ERA

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Abstract

Analyzing the influence of destination image and trust towards the tourist's satisfaction and loyalty for visiting destination in the new normal era is essential for tourism business. This research's aims to determine and know the way to improve the tourist's satisfaction and loyalty through destination image and trust in Pandawa Beach during the new normal era from domestic tourist's perspective, based on theory by Hidayat (2017); Susilo (2018); Irawan (2018) and Pitaloka (2016). The data of this research was collected through distributing questionnaire, observing secondary data, literature review and conducting interview. In order to validate the data, validity and reliability test are used when testing the data. The data analysis used is confirmative analysis using SEM (Structural Equation Modeling) with mediation influence and tested with SmartPLS software. As the result, the influence of destination image and trust towards the domestic tourist's satisfaction and loyalty for visiting Pandawa Beach in the new normal era can be stated positive and have significant influence. However, there are still improvement needed to improve in order to increase domestic tourist satisfaction and loyalty should be done by the management of the Pandawa Beach. For the future study, it is suggested to conduct the study in different type of tourist with more analysis techniques.

Keywords: Destination Image, Trust, Tourist Satisfaction, Loyalty, New Normal

I. Introduction

Pandawa Beach is one of white sandy beaches located in Kutuh village, Badung Regency, Bali. This destination become famous because of the statue of Panca Pandava and the Kunti Goddess (the main character of the Mahabharata epic) that carved into the cliff which surrounded the beach. Moreover, this destination offers place for swimming, canoeing, jogging, seaweed algaculture farm, and also providing tourist's needs and wants through various facilities. The efforts made to develop or manage the tourist attraction to be better such as: supported facilities, easy access to travel and appropriate promotions to optimizing destination image are related to increase the satisfaction and loyalty of tourist (Robertus, 2016).

Destination image is the decision of a journey from individual thoughts in the form of knowledge, feelings, and perceptions to become the overall thought of the goal

of the experience based on the level of visitor satisfaction with the destination visited (Wibowo, 2016). Trust is a desire to depend on tourist destinations where it is believed that tourist activities in these places can be relied on (Huang, 2018). Satisfaction is a feeling of disappointment or pleasure that is felt by someone who arises after comparing the performance of the product thought to the expected performance (or outcome) (Kotler, 2015). Meanwhile, the concept of loyalty tends to lead to behavior rather than attitude (Coban, 2012). Previous research related to destination image with loyalty has been done. As was done by Hanif (2016) which states that the destination image has a significant influence on the loyalty variable of domestic tourists visiting Batu City, a similar result is shown by Cici (2017). Related to the variable trust has a significant influence on loyalty in tourist destination shown by Wulandari (2016) and Robby (2017).

However, at the beginning of year 2020 there was a global Covid-19 virus pandemic. This has greatly affected the Bali tourism, especially in tourist's visit, both of foreign and domestic. In the first quarter of 2020, it grew negatively, -1.14% compared to last year's conditions in the first quarter of 2019 (Badan Pusat Statistik Provinsi Bali, 2020). This minus growth is out of the ordinary and is thought to have been greatly influenced by the outbreak of the Covid-19 virus which has affected the movement of people individually or socially. Coupled with the massive amount of coverage in various media, both official and social media regarding this pandemic, also affects the motivation, perception and trust of tourists to visit Bali, especially Pandawa Beach.

During this pandemic situation, the tourism activities in Bali began to rise again. Tourism in Bali has reopened starting July 31, 2020, after being closed due to Covid-19. However, it is opened exclusively for domestic tourists. Domestic tourist visits have also a bit increased in the fourth quarter of 2020 (Badan Pusat Statistik Provinsi Bali, 2020), a positive marker for the development of tourism in Bali. Acting Head of the Badung Regional Tourism Office, Tjokorda Raka Darmawan, said that his party has a special strategy to revive tourism, one of which is through virtual promotion. Then implement strict health protocols across attractions (Fikri, 2020). It is also marked by the era adaptation of new life order called new normal era. It is necessary to always work together with health protocols that focus on Cleanliness, Health, Safety and Environment (CHSE). A new trend that emerged during the pandemic was the adjustment of service procedures in the tourism sector with health protocols. This is very important to generate destination image and trust, also build the perception of tourists who will visit a destination so that the tourist's satisfaction and trust that have been formed can be maintained sustainably.

The objectives of this research are determining the influence of destination image and trust on the domestic tourist's satisfaction and loyalty for visiting destination in

the new normal era and know the way to improve the tourist's satisfaction and loyalty through destination image and trust in Pandawa Beach during the new normal era. Thus, the results of this study are expected to be input for the local government and tourism stakeholders in Pandawa Beach in making decisions regarding the revive strategy. The problem that will be examined in this research are scoped to destination image and trust, and limited to examine domestic tourist's perspective. As an addition, this research is expected to help management of Pandawa Beach to maintain the domestic tourist's satisfaction and loyalty through optimizing the destination image and trust.

II. Literature Review

There are four main theoretical frameworks used for this research, those are Hidayat (2017); Susilo (2018); Irawan (2018) and Pitaloka (2016). Destination image is the decision of a journey from individual thoughts in the form of knowledge, feelings, and perceptions to become the overall thought of the goal of the experience based on the level of visitor satisfaction with the destination visited (Yuksel, 2010). The destination image indicators adapted from Hidayat (2017) are 1) Convenience; 2) Interesting to visit; 3) Has photography spot; 4) Suitable for family tours; 5) Has unique characteristics; and 6) Safe location. Mowen and Minor (2016) see that trust is closely related to guest ratings, thus defining guest trust means that all knowledge possessed by guests and all conclusions made by consumers regarding guests, their attributes and benefits. Susilo (2018) said the trust indicator which is used to measure the level of trust of tourists are: 1) Ability; 2) Policy; 3) Integrity; 4) Provide satisfactory service; 5) Competent in managing destination; 6) Provide a sense of security and comfort. According to Irawan (2018), guest satisfaction is the result of the accumulation of guest in using products and services. Tourist satisfaction indicator adapted from Irawan (2018), are: 1) Satisfied with the implementation of health protocols; 2) Products as expected; 3) Satisfied with the services provided; 4) Enjoyed beach recreation; 5) enjoyed the scenery. Loyalty is defined as a product or service which, among other things, includes the possibility of further purchases or changes in service agreements, or vice versa, how likely it is that guests will switch to other brands or other service providers (Raharjani, 2015). Loyalty of tourists as describe by Pitaloka (2016), are: 1) Intention to revisit; 2) Recommend to family / friends; 3) Inviting family / friends to visit.

There are some previous researches that have similar topic with this research that has been summarized as shown on table 1.

Table 1: Summary of Previous Research

Author/Title	Result	Findings
Zalfa (2019). Influence of Brand Image and Service Quality on Customer Satisfaction Hotel Asia Group in Surakarta	This study shows that variable brand image and service quality have a positive and significant influence on customer satisfaction.	Similarity: use the same variable (guest satisfaction) Difference: research model and the use of other variables such as destination image, trust and loyalty. Besides different research locations times, and methods.
Miteva (2017). The Impact of Hotel Chains on the Customer Satisfaction a Loyalty.	This study shows that there is a strong relationship between brand positioning and customer perspectives that lead to opportunities for customer satisfaction and loyalty	Similarity: use the same variable (guest satisfaction and loyalty) Difference: research model and the use of other variables such as destination image & trust. Besides different research locations times, and methods.
Al-Msallm (2015). Customer Satisfaction and Brand Loyalty in the Hotel Industry	Shows that customer satisfaction significantly affects customer loyalty and brand image factors	Similarity: use the same variable (guest satisfaction and loyalty) Difference: research model and the use of other variables such as destination image & trust. Besides different research locations times, and methods
Wiranatha, (2018) Model of Foreign Tourists' Loyalty in Cultural and Heritage Tourism in Bali	The results showed that foreign tourists are mostly satisfied in visiting Balinese cultural heritage sites, the variables that affect foreign tourists' satisfaction in visiting cultural heritage sites are intrinsic and extrinsic motivation, there is a significant relationship between intrinsic variables on trust, between intrinsic motivation and tourist satisfaction. between extrinsic motivation and trust, between trust and tourist satisfaction	Similarity: use the same variable (guest satisfaction and loyalty) and research model Difference: the use of other variables such as destination image & trust. Besides different research locations times, and methods

Author/Title	Result	Findings
Hanif (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan	The research results prove that the destination image variable has a significant influence on the tourist satisfaction variable. Furthermore, the destination image variable has a significant influence on the tourist loyalty variable. In addition, the tourist satisfaction variable has a significant influence on the tourist loyalty variable.	Similarity: use the same variable (destination image, guest satisfaction and loyalty) Difference: research model and the use of other variables such as trust. Besides different research locations times, and methods

Source: Processed Data (2020)

Supported by past research in the context of the tourism and hospitality industry, the research model in this study include:

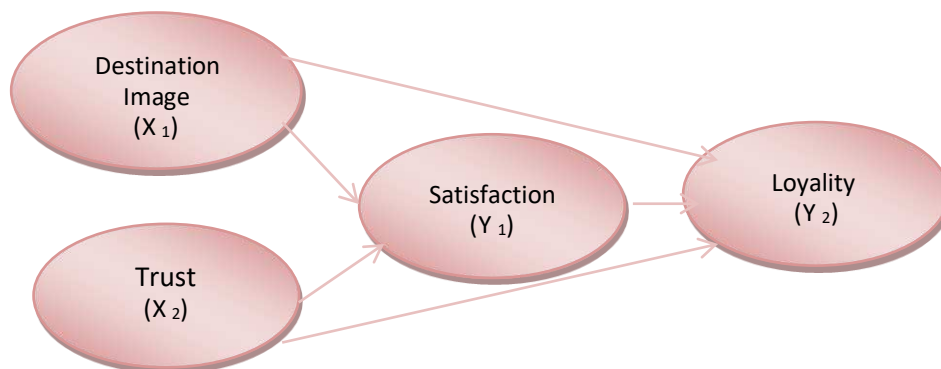


Figure 1: Research Model on The Influence of Destination Image and Trust Towards the Satisfaction and Loyalty of Domestic Tourist Visiting Pandawa Beach in the New Normal Era (Hidayat (2017); Susilo (2018); Irawan (2018) and Purnami (2018))

Thus, the hypotheses tested in this study are:

- H₁: Destination image has a positive influence on tourist satisfaction. (X₁Y₁);
- H₂: Destination image has a positive influence on Tourist Loyalty. (X₁Y₂);
- H₃: Trust has a positive influence on tourist satisfaction. (X₂Y₁); H₄: Trust has a positive influence on tourist loyalty. (X₂Y₂);
- H₅: Satisfaction has a positive influence on tourist loyalty. (Y₁Y₂).

III. Research Methodology

The method of this research is quantitative methods. This method helps the author to expand and strengthen the research's discussion and conclusion regarding the influence of destination image and trust towards the satisfaction and loyalty of domestic tourist visiting Pandawa Beach in the new normal era. The data that will be collected in form of quantitative data. The quantitative data of this method are number of tourist visits to Bali, and respond of the questionnaire about destination image and trust towards the satisfaction and loyalty.

For the data, this research uses primary and secondary data. Primary data that is used in this research will be collected by doing interview and questionnaire which is related to the domestic tourist point of view about the destination image and trust. Secondary data that is used in this data will be collected by data provided by third party such number of tourist visits to Bali and questionnaire score. Since this research is conducted during the COVID-19 pandemic, the questionnaire and interview is done by distributing it directly to guest with following to CHSE standard. The data of this research was collected through distributing questionnaire, observing secondary data, literature review and conducting interview.

The population in this study were visitors to Pandawa Beach during the new normal era on average of 600 people per day. Sampling method that is used is purposive sampling with criteria set for the domestic tourist and have visited Pandawa beach at least once, so they are considered loyal and expected to be able to answer research problems. To get comprehensive results, the number of respondents taken to answer the questionnaire is 5 or 10 times the indicator in the questionnaire. The sample size of 20 indicators is multiplied by a constant of 5, or equal to 100 people.

The latent variables that influence this study are the destination image (X_1), trust (X_2), tourist satisfaction (Y_1 - intervening) and loyalty (Y_2). As an addition, the data analysis technique that will be used in this research is quantitative data analysis, including Likert scale, validity test, reliability test, SEM, Outer Model analysis, and Inner Model analysis. The data analysis used is confirmative analysis using SEM (Structural Equation Modeling) with mediation influence and tested with SmartPLS version 3.0 software.

IV. Results and Discussions

The data collected from the survey reaches the desired number with a return rate of 100%, from which the same number can return the 100 surveys that are scattered. Further, quantitative data were analysed using Structural Equation Model and SmartPLS software.

Table 2: Summary of Demographic Information of Survey Respondents

Demographic	Frequency (n=100)	Percentage (%)
Hometown		
Bali	58	58
Java	40	40
Others	2	2
Age		
24-29	44	44
30-35	24	24
>35	32	32
Occupation		
Entrepreneur	58	58
Private employees	21	21
Demographic	Frequency (n=100)	Percentage (%)
Others	38	32
Frequency of Visits		
2 times	28	28
3-4 times	54	54
≥ 5 times	18	18

Source: Processed Data (2020)

Table 2 shows the demographic information of respondents (i.e., hometown, age, occupation and frequency of visits) were examined for the sample ($n = 100$). The respondents' hometown is mostly from Bali (58%) and Java (40%). The respondents were dominantly occupied by the age group of 24 - 29 years (44%). Majority of the respondents (58%) were entrepreneur, because during the new normal era, there was a lot of free time, because the working conditions were not yet normal. Furthermore, most of the respondents that participated have visited Pandawa Beach for 3-4 times (54%).

Descriptive Statistic

Descriptive statistic of each variable here is conducted to explain the behaviors of the respondents through finding from the questionnaires that interpreted towards Likert scale. The result of the analysis using the mean score for each dimension that measures destination image and trust towards the tourist's satisfaction and loyalty for visiting Pandawa Beach are summarized in Table 3.

Table 3: Mean Score of Destination Image, Trust, Tourist's Satisfaction and Loyalty

Dimension	Indicator	Mean Score	Average
Destination Image	1) Convenience	3,17	3,12
	2) Interesting to visit	3,10	
	3) Has photography spot	3,10	
	4) Suitable for family tours	3,09	
	5) Has unique characteristics	3,10	
	6) Safe location	3,18	
Trust	1) Ability to implement CHSE program	3,13	3,05
	2) Policy	3,07	
	3) Integrity	2,94	
	4) Provide satisfactory service	2,94	
	5) Competent in managing destination	3,08	
	6) Provide sense of security and comfort	3,11	
Tourist Satisfaction	1) Satisfied with CHSE implementation	3,15	3,12
	2) Products as expected	3,11	
	3) Satisfied with the services provided	3,12	
Dimension	Indicator	Mean Score	Average
	4) Enjoyed beach recreation	3,07	
	5) Enjoyed the scenery	3,13	
Loyalty	1) Intention to revisit	2,77	2,76
	2) Recommend to family / friends	2,76	
	3) Inviting family / friends to visit	2,75	

Source: Processed Data (2020)

Table 3 shows that the highest mean of destination image is safe location indicator (3,18) meanwhile the lowest mean is found in suitable for family tours indicator with average of mean score is 3.12, which means tourists who visit the Pandawa Beach have seen destination image clear enough. Second, the highest mean of trust is ability to implement CHSE program, meanwhile the lowest mean is found in integrity and provide satisfactory service with average of mean score is 3.05, which means tourists who visit the Pandawa Beach have trust enough to the destination. Third, the highest mean of tourist satisfaction is satisfied with CHSE implementation indicator, meanwhile the lowest mean is found in enjoyed beach recreation indicator with average of mean score is 3.12, which means tourists who visit the Pandawa Beach have felt satisfied enough. Fourth, the highest mean of loyalty is intention to revisit indicator, meanwhile the lowest mean is found in inviting family / friends to visit indicator with average of mean score is 2.76, which means tourists who visit the Pandawa Beach is considerably loyal to destination enough.

Quantitative Data Description

Validity and Reliability test

Convergent validity test is done by looking at the loading factor value of each indicator against the variable and meet the result of outer value as follows: 1) Destination Image (0,893); 2) Trust (0,845); 3) Tourist Satisfaction (0,695); and 4) Loyalty (0,853). The outer model value or the correlation between the variable and the variable has met the convergent validity because it has a loading factor value above 0.50. Based on the AVE value, it is known that it is above 0.5, which means that all the variables are valid.

Meanwhile reliability test is done and meet the result of composite reliability as follows: 1) Destination Image (0,980); 2) Trust (0,970); 3) Tourist Satisfaction (0,918); and 4) Loyalty (0,946). All variables meet composite reliability because the value is above the recommended number (≥ 0.7) which has met the criteria for reliability. Based on the overall evaluation results, it can be concluded that the indicators as a measure of latent variables are valid and reliable.

Feasibility of Structural Equation Models (SEM)

Before interpreting the results of the structural equation model analysis, it is necessary to conduct a feasibility test of the model, Ghozali (2018) recommends that the feasibility of the model be checked. Based on feasibility test, the R square value of the loyalty variable is 0.856, this indicates that the model with endogenous variables of loyalty has predictive power in the strong category. Through this model, 85.6 percent of the loyalty variables can be explained by the destination image, trust and satisfaction.

The feasibility of a complete structural equation model or calculating the goodness of fit (GOF) value of the model can be done. Based on GOF result on research model which is calculated as 0.774 with a size that exceeds the 0.50 threshold to indicate that the model can be accepted and interpreted, so that the analysis can be continued.

Confirmative Analysis

Confirmative analysis in this study is shown to determine the influence of destination image, trust, satisfaction on loyalty, then through the structural equation model (SEM) involves four variables as previously explained, the destination image (6 indicators), trust (6 indicators), satisfaction (5 indicators) and loyalty (3 indicators). The output of the structural equation model developed after analysis through the algorithmic process can be seen in Figure 2 as follows:

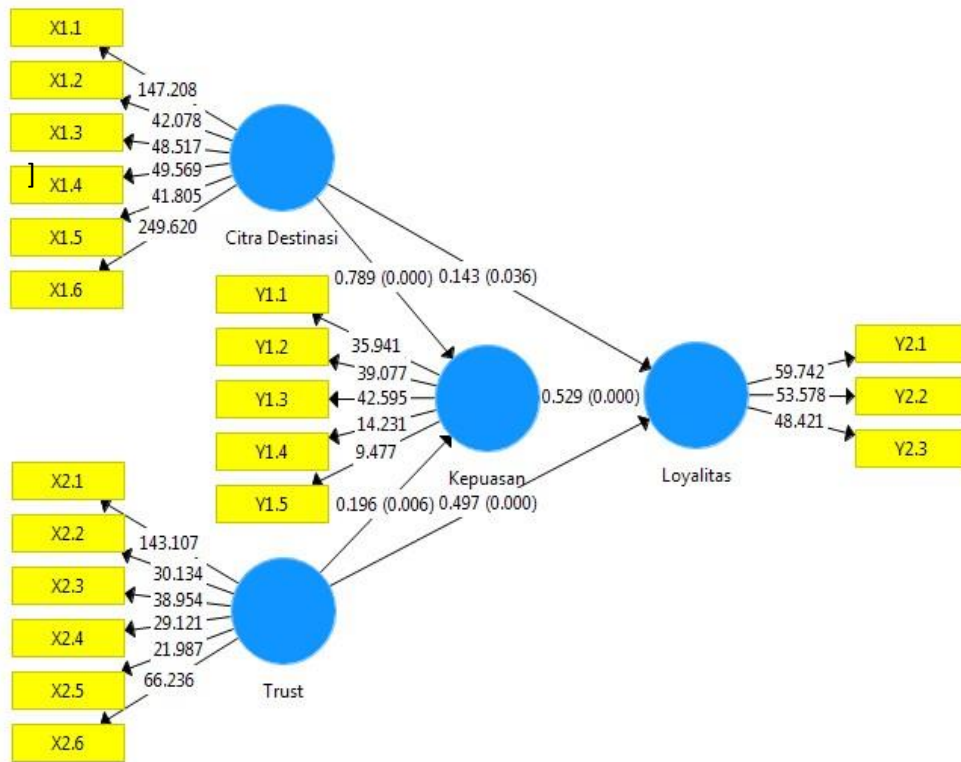


Figure 2: Structural Model on The Influence of Destination Image and Trust Towards the Satisfaction and Loyalty of Domestic Tourist Visiting Pandawa Beach in the New Normal Era

Hypotheses Test

Outer Model (Measurement) Analysis

Analysis on the outer model shows the role of the indicators in reflecting the variables formed by the constituent indicators. The significance of this relationship was obtained through a bootstrap process of 100 samples, with each sample measuring 100 data. The research output is as follows: convergent validity, discriminant validity, average variance extracted (AVE), composite reliability, and Cronbach alpha.

On variable destination image, it can be seen that the indicator (X1.6 - Safe Location) has the highest outer loading value (0.983) compared to other indicators, while the lowest outer loading value is (X1.4 - Suitable for family tours) of 0.914. This shows that tourists visiting the Pandawa Beach consider a good destination image as an open destination that tourist feel safe to visit during new normal era.

On variable trust, it can be seen that the indicator (X2.1 - Ability to implement CHSE program) has the highest outer loading value (0.969) compared to other indicators. While the lowest is (X2.4 - Provide satisfactory service) with outer loading value is 0.881. This shows that when tourists consider to visit Pandawa

Beach, they feel it is trusted to visit because Pandawa Beach have succeeded to implement health protocol (CHSE Program).

On variable trust, it can be seen that the indicator (X2.1 - Ability to implement CHSE program) has the highest outer loading value (0.969) compared to other indicators. While the lowest is (X2.4 - Provide satisfactory service) with outer loading value is 0.881. This shows that when tourists consider to visit Pandawa Beach, they feel it is trusted to visit because Pandawa Beach have succeeded to implement health protocol (CHSE Program).

On variable tourist satisfaction, it can be seen that the indicator I am satisfied with the services provided by the manager of the Pandawa Beach (Y1.3) has the highest outer loading value (0.917) compared to other indicators, while the lowest outer loading value on the indicator I really enjoy beach recreation at Pantai Pandawa (Y1.4) equal to 0.741. This means that tourists are satisfied to visit the Pandawa Beach because of the services provided by the management of the Pandawa Beach.

On variable loyalty, it can be seen that the indicator intention to revisit Pandawa Beach has the highest outer loading value (0.930) compared to other indicators, while the lowest outer loading value for invite family and/or friends to visit the Pandawa Beach. This shows that tourists have intention to visit Pandawa Beach again.

Inner Model (Structural) Analysis

Structural model analysis was carried out to examine the relationship between the exogenous and endogenous constructs that were hypothesized in this study. The path coefficient value of the relationship between variables in the structural equation built can be seen in Figure 2. This value shows the direct influence of each exogenous variable on the corresponding endogenous variable. The value of direct influence is shown at Table 4.

Table 4: Hypotheses Test

Hypotheses	Boot strapping	T-Statistics	P Value	Conclusion
H ₁ : Destination image has a positive influence on tourist satisfaction (X ₁ Y ₁);	0,789	17,391	0,000	H ₁ accepted
H ₂ : Destination image has a positive influence on tourist loyalty (X ₁ Y ₂);	0,143	2,120	0,036	H ₂ accepted
H ₃ : Trust has a positive influence on tourist satisfaction (X ₂ Y ₁);	0,196	2,809	0,006	H ₃ accepted
H ₄ : Trust has a positive influence on tourist loyalty (X ₂ Y ₂);	0,497	10,259	0,000	H ₄ accepted

Hypotheses	Boot strapping	T-Statistics	P Value	Conclusion
H ₅ : Satisfaction has a positive influence on tourist loyalty (Y ₁ Y ₂);	0,529	7,269	0,000	H ₅ accepted

Source: Processed Data (2020)

H₁: Destination image has a positive influence on tourist satisfaction. (X₁Y₁)

Based on the results of the study that the destination image has a direct influence on satisfaction is significant with the original sample estimate value is positive 0.789, thus the H₀ hypothesis is rejected or H_a is accepted (p value 0.00 <0.05). In this study, it can be seen that the relationship between destination image and satisfaction based on the mean value obtained, the highest mean indicator of the destination image is Pandawa Beach considerably an open recreation location that is relatively safe from respondents' perceptions. It is also had strong correlation with the application of CHSE program. However still feel less satisfied when enjoying beach recreation because the finding that Pandawa Beach is not suitable for certain age, especially children and disabilities. Further, the management of Pandawa Beach should look improvement in area of providing facilities for family who bring their children (playground) and create disability-friendly area.

H₂: Destination image has a positive influence on Tourist Loyalty. (X₁Y₂)

Based on the research results, the destination image has a significant influence on loyalty, with the original sample estimate value being positive 0.143, thus the H₀ hypothesis is rejected or H_a is accepted (p value 0.036 <0.05). The findings in this study indicate that destination image of a tourist attraction should pay attention to safety and hygiene aspects in accordance with health service standards from the entrance, destination to the exit of tourists can improve the image and reputation of a Tourist Destination Area so that this becomes a major factor for tourists take a tour. Further, the management of Pandawa Beach should maintain dan keep up the implementation of CHSE program in Pandawa Beach in order to manage destination image and maintain tourist loyalty. Safe tourism approach might be applied because the protocols align the private sector behind common standards to ensure the safety of its workforce and travelers as the sector shifts to a new normal.

H₃: Trust has a positive influence on tourist satisfaction. (X₂Y₁)

Based on the results of the study that trust has a significant influence on satisfaction with the original sample estimate value is positive 0.196, thus the H₀ hypothesis is rejected or H_a is accepted (p value 0.006 <0.05). The findings in this study indicate that tourists are satisfied traveling in the new normal era to the Pandawa Beach because the management consistently applies health protocols. The amenities aspects that are considered by travelers before the Covid-19 pandemic is

on accommodations that offer promo prices / budget, when the new normal era shifted to prioritizing hygiene aspects. Moreover, businesses and destinations are seizing the moment to come together and build on their experience to enhance their approach so as to ensure the sustainable and inclusive recovery of the sector. Further, the management of Pandawa Beach should maintain and keep up the implementation of CHSE program in Pandawa Beach in order to manage trust and maintain tourist satisfaction. To recover faster, experience has shown the importance of a global coordinated approach with public-private cooperation, the need to enhance the current seamless travel experience, enacting global protocols for health & hygiene, such as WTTC's Safe Travels Protocols, to rebuild the trust of travelers and embracing the acceleration of technological transformations. At the same time, it will be essential for governments to continue supporting the Travel & Tourism sector throughout the recovery, while removing travel restrictions.

H₄: Trust has a positive influence on tourist loyalty. (X₂Y₂)

Based on the results of the study that trust has a significant influence on loyalty, the original sample estimate value is positive 0.497, thus the H₀ hypothesis is rejected or H_a is accepted (p value 0.000 < 0.05). In this study, it can be seen that the relationship between trust and tourist loyalty is based on the highest mean value, the highest mean indicator of the trust variable is being able to implement a health protocol while tourist loyalty is that tourists will return to visit. This shows that tourists will believe in the tourist destination, if the manager applies the health protocol properly, thus tourists will come back to visit the Pandawa Beach DTW. Further, the management of Pandawa Beach should make strategic plan regarding implementation of CHSE program in order to guarantee elements of health, safety and security as a tourism product applied in Pandawa Beach.

H₅: Satisfaction has a positive influence on tourist loyalty. (Y₁Y₂)

Based on the results of the study that satisfaction has a significant influence on loyalty, the original sample estimate value is positive 0.529, thus the H₀ hypothesis is rejected or H_a is accepted (p value 0.006 < 0.05). The findings in this study indicate that a tourist will feel satisfied with the value provided by tourism products or services that have met health and hygiene standards during the new normal era, which can have an impact on the likelihood of being a customer for a long time. In addition, tourist products labeled virus-free are an important factor for the sustainability of tourist destinations, satisfying tourist needs can increase excellence in competition or become a selling point for tourism destinations. Tourists who are satisfied with products and services tend to make return visits when the same needs reappear at a later date. This means that satisfaction is a key factor for tourists in making repeat visits. Further, the management of Pandawa Beach should make daily evaluation regarding implementation of CHSE program

to maintain the tourist satisfaction and loyalty. Amid stay-at-home orders, digital adoption and consumption are on the rise, with tourist might now expecting contactless technologies, including biometrics among others, as a basic prerequisite for a safe and seamless travel experience in Pandawa Beach. Cybersecurity is only becoming more important, particularly as remote work becomes the norm in the short to medium term and as identities are digitised. While digitisation offers tremendous opportunities, precautions are needed to make sure employees and local communities are not left behind. Interestingly, the acceleration of the digital agenda is one positive outcome of this crisis.

V. Conclusion

As a conclusion, the influence of destination image and trust on the domestic tourist's satisfaction and loyalty for visiting Pandawa Beach in the new normal era can be stated positive and have significant influence. This can be proven by Structure Equation Model tested with SmartPLS software in this research shows that the destination image (X_1) and trust (X_2) on the domestic tourist's satisfaction (Y_1) and loyalty (Y_2) variables have positive relationship with each coefficient of 0,789 ($X_1 Y_1$); 0,143 ($X_1 Y_2$); 0,196 ($X_2 Y_1$); 0,497 ($X_2 Y_2$); and 0,529 ($Y_1 Y_2$) with p value $0,006 < 0,05$. The path coefficient of the satisfaction variable towards the tourist loyalty variable has the highest value compared to the other two independent variables. For this reason, the management of Pandawa Beach are expected to increase the satisfaction and loyalty of tourists visit by managing destination image and trust.

This research is also very important for the management of Pandawa Beach as consideration on the supervision of Pandawa Beach in a professional manner and based on the implementation of CHSE protocols, so that visitors feel comfortable and safe when traveling to Pandawa Beach. In addition, for local governments, communities and tourism stakeholders, this research could be reference in formulating strategic policies in managing tourist attraction through Safe Tourism Approach, Touch - Less Tourism Concept and Virtual Tourism Approach. Furthermore, there is no previous research that has been conducted related to this topic in Pandawa Beach.

There are some strength, weakness, opportunity, and challenge in this research. The strength of this research, since the method of the research is Structure Equation Model tested with SmartPLS application, then the research will be able to provide more complete and detail results rather than using other method. In term of the weakness, this research is only using a questionnaire, which sometimes the answers given by respondents do not show the real situation. For the challenge, since this research is conducted when there is a COVID-19 pandemic, which make

Pandawa Beach limited their operational activities. This situation will make the author should provide more effort and time in distributing the questionnaire.

As the recommendation, even though the result is positive and significant, here are still improvement needed to improve in order to increase domestic tourist satisfaction and loyalty should be done by the management of the Pandawa Beach, such as by improving beach recreation facilities and carrying out the consistency in the implementation of CHSE protocols.

Other point, for future study management of Pandawa Beach could conduct another research regarding influence of the influence of destination image and trust on the tourist's satisfaction and loyalty for visiting Pandawa Beach from foreign tourist's side, then compare it with domestic tourist's perspective result. In order to validate the data, data triangulation could be used when testing the data. So, then management could have recommendation on decision making related to increase tourist satisfaction and loyalty in the future.

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THE IMPACT OF MANDALIKA TOURISM DEVELOPMENT ON THE SOCIAL ECONOMY OF LOCAL COMMUNITY IN KUTA LOMBOK

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Abstract

The Special Economic Zone of Mandalika - Kuta Lombok is one of the super priority destinations in the roadmap for developing Indonesian tourism. The purpose of this study was to determine the impact of the development of the Mandalika Special Economic Zone (KEK) towards the people of Kuta Village in the socio-economic field. The research method used is descriptive qualitative. The research technique was carried out in the form of depth interviews, observations, and documentation. The results show that economically, although the potential for employment and business opportunities is increasing, in fact the people of Kuta Village are still not prosperous enough, because there are still some people who do not have jobs and unreachable by the benefits of tourism development. There is a positive impact of tourism on the social life of local communities, such as a better level of education for local residents, opening up job opportunities around tourist areas and increasing business opportunities. Meanwhile, the negative impact on the social life of the community is the penetration of foreign cultures which can eliminate the local wisdom of the community and even tends to follow the trends of foreign tourists and the level of security is still imperfect.

Keywords: *Impact, Community, Mandalika, Socio-Economy, Tourism*

I. Introduction

The role of the national tourism sector is increasingly important in line with the development and contribution made by the tourism sector through foreign exchange revenues, regional revenues, regional development, as well as in the absorption of investment and labor and development of need a spread throughout the region of Indonesian. The contribution of travel and tourism to the national Gross Domestic Product (GDP) in 2019 has reached 8.24% or 69.8 billion US dollars while foreign exchange from the tourism sector in 2019 reached Rp 280 trillions and contributed for 13 million people to employment (Ministry of Tourism 2019). Through the mechanism of attraction and encouragement to other economic sectors related to the tourism sector, such as hotels and restaurants, transportation, handicraft industry and others. Through its multiplier effect, tourism is able to accelerate economic growth and job creation. Therefore, the acceleration of economic growth and wider job creation can be done by encouraging tourism development.

Tourism is also proven to be a solution to support Indonesia's economy. Tourism industry in various regions proved able to give a significant positive impact on economic development, such as; being able to create jobs, create new business opportunities, increase regional income and so on (Hermawan, 2016). But on the other hand, tourism also often poses new social problems for indigenous peoples. For example, the problem of socio-cultural degradation, the loss of norms and values of local wisdom and so on. .

One of the local communities potentially affected by tourism activities is in Kuta Lombok, where the village area is included in the Mandalika Special Economic Zone, a super priority destination to be developed by the central government through the Ministry of Tourism and Creative Economy. In Kuta Mandalika is now also being developed MotoGP circuit which is currently under construction and Mandalika plans to host the prestigious MotoGP race in October 2021.

After Kuta Mandalika became a National Tourism Strategic Area and became one of the super priority destinations of 5 leading tourist destinations that are being developed in Indonesia. The role of the tourism sector with various potential social impacts and potential economic impacts needs to be reviewed immediately in order to optimize the benefits of tourism and minimize the risk of negative impacts.

This article tries to discuss the extent of the impact of SEZ Mandalika tourism development on the socio-economic of local people in Kuta, Central Lombok Regency, West Nusa Tenggara.

II. Literature Review

Tourism Impact

According to Faizun (2009), the impact of tourism is changes that occur to the community as a component in the environment before the existence of tourism activities and after tourism activities. Identification of the impact can be interpreted as a process of determining the influence of socioeconomic changes that occur to the community before the development of constructions and the existence of development. Pitana & Gayatri (2005), argues that the impact of tourism on communities and tourist destinations includes: impacts on socio-economic, impact on socio-cultural and environmental impacts.

Socio-economic Impact

According to Cohen in Pitana (2009) the positive impact of tourism on the socioeconomic condition of local communities, there are eight categories including:

- 1) Impact on government revenues
- 2) Impact on ownership and control
- 3) Impact on development in general
- 4) Impact on foreign exchange receipts

- 5) Impact on job opportunities
- 6) Impact on price
- 7) Impact on people's income
- 8) Impact on the distribution of benefits

According to Dhiajeng (2013) the existence of tourism can also have a detrimental impact on the community, including the following:

- 1) Able to drive other external costs such as environmental cleaning costs and maintenance of available facilities.
- 2) Late return of capital
- 3) Seasonal production. Tourism in an area depends on the season, so producers who rely solely on their lives in the tourism industry will experience financial problems.
- 4) Increased imports. Employers should adjust to the demand of tourists by importing the products and services needed.
- 5) Dependence on the tourism industry that can cause people to make tourism in their area become the core of their lives.
- 6) Inflation and land. Land around tourism tends to be very high to be traded, so it will be a threat to the community.

Socio-Cultural Impact

Martin in Sonya et al (2014) Studies on the socio-cultural impact of tourism have been more likely to assume that there will be socio-cultural changes due to the arrival of tourists, with three common assumptions, namely:

- 1) Changes are brought in as a result of external intrusion, generally from a superordinated socio-cultural system to a weaker recipient culture
- 2) Such changes are generally destructive to indigenous culture
- 3) The change will lead to cultural homogenization, where local ethnic identity will be immersed in the shadow of industrial systems with western technology, national and multinational bureaucracy, a consumer-oriented economy, and jet-age lifestyles.

Theoretically, Cohen in Pitana (2009) grouped the socio-cultural impact of tourism into ten large groups, namely:

- 1) Impact on the connection and engagement between the local community and the wider community, including the degree of autonomy or dependence
- 2) Impact on interpersonal relationships between community members
- 3) Impact on the fundamentals of social organizations/institutions
- 4) Impact on migration to and from tourism areas
- 5) Impact on the rhythm of people's social life
- 6) Impact on the pattern of division of work
- 7) Impact on stratification and social mobility
- 8) Impact on the distribution of influence and power

- 9) Impact on increasing social irregularities
- 10) Impact on the arts and customs. The nature and form of socio-cultural impacts are influenced by a variety of factors.

III. Research Methodology

Research design

The research design used is qualitative descriptive (Creswell, 2016). Qualitative approach was chosen to obtain a broader descriptive picture of the impact of tourism development on the social economy of the community in Kuta Lombok. Qualitative approach is seen as able to explore the meaning of the observed phenomenon (Moleong, 2004). The research period was conducted October – December 2019.

Data collection techniques

Planning begins by determining the informant in accordance with the formulation of the problem so that the findings in the field can be an instrument in the development of research. This study uses purposive sampling techniques in the process of determining informants. The informants in this study are tourism stakeholders. The informants are described in the following table

Table 1: Research Informants

No	Name	Background
1	Mardan SH	Secretary of Kuta Village
2	Alus Darmiah	Chairman of BPD Kuta
3	Lalu Maulidin	Chairman of Mandalika Beach Vendors Association
4	Rata Wijaya	Community
5	Samsul Bahri	Chairman of Mandalika Hotel Association
6	Mrs. Arya Dana	Beach Vendor

Data collection Techniques used were in-depth interviews, In addition, other data search techniques used were observation and documentation in the form of sound recordings, video graphics and photos.

Data analysis used refers to qualitative methodology principles in general such as reduction, data presentation, data verification and triangulation (Moleong, 2004; and Brahmanto, Hermawan, & Hamzah, 2017).

As a guarantee of data validity, cross-checking data using data source triangulation techniques. According to Mathison (1998) triangulation is a step in combining various data sources, researchers, theories, and methods in a study of certain social phenomena.

IV. Results and Discussions

Community Welfare Level of Kuta Lombok Village

Kuta is a village in Pujut Subdistrict, Central Lombok Regency, West Nusa Tenggara Province. Kuta village itself consists of 20 sub-village with a population of approximately 11,717 people and 3,434 patriaches families. The area of Kuta Village is 2,366 ha with a height level between 5-10 meters above sea level, has a rainfall of 125 mm per year so that the average temperature ranges from 18⁰C - 34⁰C. Types of lowlands, highlands, mountains and beaches are flat and bumpy. (Mardan, 2019).

Kuta Village is one of the villages that become a tourist destination in Central Lombok. Kuta Village has complete facilities such as health clinics, health centers and doctor's practices. Most of Kuta people work as fishermen, farmers and traders in mandalika tourist area. (Mardan, 2019) Although, few of them are local owners of accommodation and restaurants. The job was chosen because Kuta Mandalika has become the main economic center for them. As revealed by Mrs. Arya Dana (beach vendor) below:

"Not only kuta residents who earns for sustenance here but also neighboring villages such as Rembitan and Sengkol. Daily earnings are also erratic. Due to the lack of interest in shopping for guests, especially European (Foreign) guests" (Mrs. Arya Dana: December 4, 2019).

Mandalika is the economic center of the surrounding community, but not the entire community of Kuta Lombok village is prosperous. This is a negative impact due to tourism. This was explained by Mr. Alus Darmiah as a member of the Kuta Village Consultative Board as follows:

"I think the people of Kuta village are still living with high economic inequality. Especially for people who do not have land in strategic areas and live in the corners of Kuta. They are only seasonal farmers and now the farmland is getting narrower, besides working as a construction and road laborer. the presence of development projects in Mandalika has not been able to reach the majority of the community for several reasons, including; government policies, collusion and nepotism, education levels, etc. so that community participation is dominated by only a handful of people. Even some community groups protested pt. ITDC as a regional developer due to lack of involvement in planning and recruitment" (Alus Darmiah, December 3, 2019)

Kuta Mandalika is indeed a coveted new tourism destination in Indonesia with the theme "New Bali" which is famous for its natural beauty and white sandy beaches like pepper. Nevertheless, there are still some obstacles with the comfort and safety of tourists visiting because of some aggressive beach vendors as described by the Chairman of the Mandalika Beach Vendors Association (AMAN) Lalu Maulidin as follows:

"We continue to provide assistance to beach vendors along the Kuta Beach - Mandalika area, with a total of 303 people from Kuta Village and other neighboring villages, excluding children who do help their parents to sell stuffs. The average net income is only 55,000 rupiah per day. The amount of income is uncertain and sometimes still lacking to meet daily needs" (Lalu Maulidin, December 3, 2019) .

The level of community welfare is not only seen from the income earned, but how much the level of community needs that can be met, such as the level of education, health, housing, child needs, and so forth. In a family, the size of well-being has different levels from each other because of different living conditions.

From some of the respondents' opinions above, it can be concluded that the people of Kuta Village Lombok are still not prosperous enough because there are still many people who live below the poverty line, especially in rural areas and rely only on agricultural products and farms. The involvement of local workers from Kuta village is also deficient in development projects such as the construction of hotels, highways, and MotoGP circuits.

The results of research conducted by the author on the welfare level of Kuta's community especially for those who are living in remote areas are still not prosperous enough along with many villagers do not have a permanent job.

Impact of Mandalika Special Economic Zone Development for Local Communities

One of the strategic issues of tourism development is how to increase the contribution of tourism in improving the welfare of the community, especially the local people in a tourist destination. In general, the greater contribution of the tourism sector to the economics of a region, the more prosperous community would be. Therefore, it is extremely necessary to examine how big is the impact of tourism contribution to the economic growth and how it increases the local community welfare through tourism activities.

The tourism industry is now growing over time, as well as the Mandalika area which always shows its development trend. The level of tourist visits to the island of Lombok for example is still high. Traffic of tourist tend to increase significantly from year of 2018 after an earthquake to 2019 which reached 147.563 visitors in Central Lombok. This is due to the NTB government policies with Air Asia Airline Company to open direct flight from Perth, Australia to Lombok and direct flights from Kuala Lumpur Malaysia to Lombok became twice in a day.

On the other hand, several social problems have arisen in the Mandalika area such as the lack of community involvement in the planning and development stages, land disputes between the Indonesia Tourism Development Corporation (ITDC) and local communities, including the establishment of indigenous land areas for cultural activities and the lack of response of local governments to facilitate villagers with PT.

ITDC as a regional developer. Even to date, the relocation of 190 (householders) residents affected by the construction of the MotoGP circuit has not been fully completed. Temporary relocation is in HPL 94 owned by PT. ITDC.

In general, the impact of the development of Mandalika in Kuta Village has brought many positive changes, especially from the switch of occupation and business model of the community, as expressed by Mr. Samsul Bahri as chairman of the Mandalika Hotel Association and Mr. Rata Wijaya as a local citizen, as follows:

"Mandalika area is very unique, due to the nature and local culture so tourists choose to have a vacation here. Other reasons, it is also close to the airport, Traditional village of Sade Lombok and the the beauty of coastline from east to west of Mandalika area. By the increase of tourists visit, the number of lodging rooms needed will also be going up. From our association data, the number of hotel rooms in Mandalika is approx. 2.500 bedrooms including homestays which belongs to local community. As an alternative, the government encourages the neighboring village community to develop accommodation business alike homestay, guesthouse and bungalows to accommodate 150 thousand estimated tourists who will watch the MotoGP 2021 race event. The construction of the hotel by investors seems to have a bit problems, everything is still jammed, such as pullman hotels, Paramount and Royal Tulip. Many people switch the jobs, some become tour guides, local tour agents, drivers, hawkers, hotel and restaurant workers and security guards. But there are some residents who still choose to be farmers, ranchers, fishermen even though they graduate from high school / vocational school" (Samsul Bahri, December 5, 2019)

Furthermore, representatives of residents; Rata Wijaya explained the following:

"Alhamdulillah, since Mandalika resort was succsesfully groundbreaking first time in the era of President Susilo Bambang Yudhoyono in 2011 ago, Kuta in particular has been visited by many tourists from various countries. So that coastal communities that used to be just ordinary fishermen are able to open business as homestays rental and selling food bevearge at restaurants. In fact, they gradually grow and develop well from the economic side until they can send their children to college. But yes, we need the attention from the government to be more nurtured, especially in the field of micro and small enterprises so that they can be given a place to sell that will look neater and well organised" (Rata Wijaya, December 6, 2019)

The influx of foreign investors to build businesses in the Mandalika area of Kuta village also caused better business competition with one another. Modern supermarket is also easy to find where local governments require them to accommodate local products for sale. While, some of local people decided to sell and build souvenir shops, local food stall and some other warungs on the side of main road which gives a messy impression. Hence, the expectations conveyed by the community, there should be more pay attention from the government for the small and medium enterprises for enabling location and merchandise stalls that possibly

able to be accommodated in Kuta art market, New Mandalika public market and Mandalika Bazaar where it was stalled with unclear governance till nowadays.

Based on the above opinion, it can be concluded that SEZ Mandalika has given a great influence to the people of Kuta Village, although it is still in the process. The change has a positive impact for the surrounding community, especially the community of Kuta Village Lombok, namely: (1) The people of Kuta Village Lombok who previously worked as fishermen, farmers and farm laborers / construction is now changing profession to be a guide, a ticket entrepreneur, tourism merchants and other tourism businesses (2) In the past the people of Kuta Village Lombok mostly only sent their children to junior high and high school level. Now they can send them to college; (3) the development of Mandalika Special Economic Zone, jobs will be open due to the construction of hotels, modern retail, restaurants, etc., where many employees from Kuta Village and other neighboring villages (4) Many residents of Kuta started doing businesses in providing homestays and restaurants to earn additional income.

In addition to the positive changes that have occurred, there are also negative changes due to the development of Mandalika for the surrounding community, especially the Kuta village community of Lombok. Like many foreigners who come and buy land to make farmland narrower, the presence of nightclubs and cafes leads to the rise of commercial sex workers in tourist areas as well as some environmental problems such as garbage and unhealthy sanitation.

Based on the above, people's lifestyles have changed. It used to be very taboo with body parts open but since the influx of foreign tourists (western culture) some locals have started to switch from 'Kampung' clothes to modern clothes that are rather open. In addition to the behavior of eating and drinking. In the past, people were very taboo about booze, but now young people are making drinking alcohol commonplace and some other social changes.

From the results of the above research, it can be concluded that the negative impacts caused by the development of Mandalika Kuta Village include:

- A. The green opened land in the village is decreasing due to the many development projects for tourism needs around the area;
- B. Lifestyle of people who are starting to follow the trend or foreign tourists. As in the past, people dress very modestly (not very open dress), but now many people dress in rather revealing clothes;
- C. The number of people from outside, other regions are coming to Kuta, including commercial sex workers
- D. The level of security also needs to be increased in line with the frequent occurrence of crimes on the highway such as sedition or other forms of crime whose victims are always tourists.

However, the positive and negative impacts of mandalika development will find a balance of time. Because that's how a destination should be built. But what is expected by all parties is for business activities to run well, the community lives prosperously and harmoniously, mutual respect and tourists must respect the local wisdom and the governance of public life, the government participates in involving the community in the process of tourism development so that the community does not necessarily become the object of development only. In addition, the government can provide guidance to micro, small and medium enterprises with FREE trading tent facilities is the hope of every Hawker.

The Role of SEZ Mandalika in Improving Community Welfare in Kuta Village Lombok

The existence of Mandalika certainly provides several roles for the surrounding community, especially the people of Kuta Village Lombok. Mr. Mardan, SH as Kuta Village Secretary expressed his hope as follows:

"As the Secretary of Kuta village representing the village head, I want kuta village community to take precedence in every labor needs, both by the government, private sector and parties that are part of the development in mandalika area. Kuta Lombok We admit there are still some of our citizens who are not prosperous and only affected unproductive as already a farmer with angon system or herding livestock loosely, now the land is getting narrower due to development everywhere. Hopefully all parties are ready to cooperate with us, the village government without ignoring principles such as local wisdom of culture owned by the community. (Mardan, 6 December 2019)

Therefore, the development activities of Mandalika are expected to bring prosperity to the people of Kuta Village, both as objects and as subjects of development, local community involvement, entrepreneurship coaching, and granting access to financial capital and development of local people's human resources based on local wisdom and local culture. In addition, good cooperation from all stakeholders is needed in order to accelerate the central government program that is administratively located in Kuta, Central Lombok and linkage to end of time for the welfare of the community. The construction of hotels and restaurants in Mandalika will also provide more opportunities to the local community as a workforce by providing coaching from now on through the Corporate Social Responsibility (CSR) program of each company.

V. Conclusion

1. The development of SEZ Mandalika has various impacts on the social life of the local community. The positive impact for social development due to destination development is; 1) Better level of education; 2) The opening of new jobs around tourist areas and 3) Increased business opportunities. While the negative impact

- of tourism on people's social life is; 1) There is a change in the profession of the community so that tourism has the potential to eliminate local wisdom; 2) Potential degradation of cultural values that cause society to become more individualistic; 3) The rise of dimly lit stalls and commercial sex workers and security threats in the Mandalika area.
2. There are many jobs and business opportunities that have not been utilized well by the surrounding community because of the lack of capability, access to capital, mentoring / empowerment and training is a managerial recommendation that can be applied by stakeholders, especially the relevant government to increase the potential positive impact of the economy and improve the competitiveness of MSMEs products, cultural preservation as an entity and the pride of local communities that can be applied to prevent the occurrence of shock culture, to filter negative culture from outside that enters and not in accordance with local wisdom values.
 3. Potential employment and business opportunities will increase along with Mandalika tourism development activities, so that the people of Kuta village hope that there will be guidance from an early age for the young generation to prepare competent human resources through coaching both by the stakeholders; government and hotel and restaurant industry companies that are currently developing businesses in Mandalika through the Corporate Social Responsibility (CSR) program and give priority to the local people of Kuta Lombok Village as workers in their company.

VI. Limitations

Further research in the future which related to other impacts of tourism in the SEZ Mandalika, Kuta Lombok Tengah can be carried out using a quantitative method approach to obtain more measurable data with a wider population and research sample. Environmental issues and the involvement of local communities in the tourism development sector in Mandalika are very interesting for research by students, academics and other stakeholders in order to help the government provide the right policies and at the same time as a solution to the tangled threads of tourism that have existed and developed among society in each tourist destination in Lombok island.

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WITHIN INTRAMUROS: A PERCEIVED SAFETY AND SECURITY OF TOURIST IN INTRAMUROS, MANILA

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Abstract

The main purpose of this research was to identify the perceived level of safety and security while in Intramuros, Manila during day and night. Mixed-Method of research was used in the study. A survey instrument and an interview guide question were developed and utilized in the study and purposive sampling was applied in determining the respondents. A total of 232 participants have answered the survey. The results showed that majority of the tourists in Intramuros, Manila are male, local tourist, ages 25 and below. Similarly, most of the tourist visit the site together with their family, once a year for leisure purposes. The respondents' perception on safety and security were neutral or not sure. When Paired T-test was applied, there were no significant difference found between the local and foreign tourist perception of safety and security in Intramuros, Manila. Hence, it is recommended that safety and security measures be made visible to the tourist through posters, brochures and presence of the security personnel.

Keywords: *safety, security, tourist, Intramuros Administration, Security personnel*

I. Introduction

The walled city of Intramuros was built during Spanish colonial times and Located along Manila Bay near the end of the Pasig River. It is also called 'The Walled City.' The historic walled was created to protect the seat of Government of political power when the Philippines was a component of the Spanish Empire. Before the Spanish came to the islands, the place near the bay was the home for the Kapampangan and Tagalog tribes which already traded with nations like Borneo, Indonesia, India, and China, Before the Spanish came to the Philippines in the year of 1565 lead by Miguel Lopez de Legazpi, the explorer from Mexico. They established the first colony in Cebu, and after a couple of years, Manila was declared as the Spanish colony's new capital.

The fortified city was severely damaged by bombings from both Japanese And American Soldiers who besieged on it during World War II. In the year of 1951, it was reconstructed when the old town was proclaimed a National Historical Monument. The Global Heritage Fund identified the walled city was as one of the heritage sites in the world in 2010. It also mentions that the national heritage is slowly being destructed

due to insufficient funding, lousy management, and bowing down to pressures of 'development.'

Intramuros today is still one of the exciting places to visit, especially when someone wants to feel how Manila was like centuries ago, even though one can see mismanagement. The outskirts of the fortified city became the home with the informal settler, and some of the walls are used with 'public comfort rooms' for men. However, visiting Intramuros can still be informative and fun.

The purpose of this study is to determine the perceived level of safety and security of tourist visiting the walled city of Intramuros, Manila as well as identify the safety and security programs in place in the area.

II. Literature Review

Tourism is the world's fastest growing industry. International Tourism has become one of the world's most important economic activities. The United Nations World Tourism Organization (UNWTO) 2018 Tourism Highlights Report explained that international tourism growth shows no sign of slowing. In 2017, global tourist arrivals grew with 6.8% hitting 1.32 billion. That is 84 million more travelers than the previous year, the highest increase since the 2009 global economic crisis hit (Cripps, 2018).

Tourism is essential and becoming the primary sector in the Philippines economy. Tourism activities play a vital role in generating revenue of a country by giving jobs to unemployed Filipinos. In some cases, tourism is a primary source of income for many nations. Tourism employs directly the 4.9 million Filipinos with 11% of the total workforce and was not counted the indirect workers of food and drinks suppliers to the industry (Jimenez, 2018). In the local economy, Philippine tourism contributed 12.2% in 2017 and US\$37 billion in terms of value (Jaleco, 2018) as data released by the government's statistic agency PSA. According to Talavera (2018), the Philippines with an overall score of 19.75, ranked 13th and mainly driven by its large contribution to its gross domestic product (GDP) and high domestic market spending.

There are various factors, which affect the travel decision of tourists, namely: tourist destination satisfaction, cultural and historical attraction, local cuisine, perceived price and safety and security, to name a few.

Tourists are more worried about their safety and security that they consider it beforehand when traveling to another place. The danger and risk such as terrorism, crime, natural disasters, and health issues that the tourists might get from the environment such as food, water, and sick people are the incidents that could happen to any tourists.

The safety and security in the tourism industry have been identified as one of the forces causing changes in the tourism sector (Hall et al., 2003; Breda and Costa,



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2006; Freyer and Schroder, 2007; Edgell et al., 2008; Tarlow, 2009). Crime, terrorism, food safety, health issues, and natural disasters are the main areas of concern (Costa, 2006). Simultaneously, the patterns of global safety and security have evolved tremendously in the past two decades with the increasing number of terrorist attacks, epidemics, and natural disasters, for instance, tsunami struck in Phuket, Thailand in 2004 (Kim & Phetvaroon, 2008) while Bali was threatened by terrorist attacks twice in 2002 and 2005 respectively (Ascauer, 2009). Thus, it raises the necessity to revise the understanding of the relationship between tourism, safety, and security.

According to Erlina (2017), people have always been traveling from one place to another. However, the issue of safety and security is essential not only for the community at large but also for the tourists as well, since safety and security in tourism are on top concerns especially with reports of terrorism and conflict. Many travelers will still think twice about visiting our shores if they feel safety is at risk. Security issues must be addressed to avoid bad publicity and travel advisories in the future.

Safety and security issues gained much more vital importance in the last two decades in tourism because safety and security are the indispensable conditions for travel and tourism. Over the previous two decades the changes in the world were enormous. Due to terrorism, natural disasters, civil wars, and epidemics, the security that we were witnesses to, has significantly decreased. These reasons gained greater and more vital importance whereas tourism became one of the fastest growing industries in the world economy – the safety and security issues (Safety tourism, (n.d). The success or failure of a tourism attraction is depending on being able to provide a safe and secure environment for visitors more than any other economic activity because safety and security are vital in providing quality tourism (UNWTO, 2019). According to (Mohammad, 2014) the factors that the tourist may have been affected deciding visiting a place are the natural disasters, disease outbreaks; pollution; seasonality; geographical factors; and severe climate change.

The Philippines is known for its natural beauty, from white sand beaches and lush mountains to vibrant coral reefs to volcanoes and brightly colored rice terraces that attracted over 6,620,908 foreign tourists, in 2018 (Esguerra, 2017). According to Nemis (2017), The Philippines, in terms of safety and security, ranked 126th out of the 136 countries. Based on the record on the latest World Economic Forum Survey, 2.88 million foreign arrivals in 2017 for the first five months with a 14 percent growth from the total visitors recorded in the same period last year. The Global Peace Index compiled by the Institute for Economics and Peace measures peace based on 22 qualitative and quantitative indicators including ongoing international and domestic conflict; Militarization, societal safety, and security (including crime rates); The Philippines ranked 137 out of 163 countries, for the 2018 study (Folger, 2017).

III. Research Methodology

The study utilized the mixed method. A survey instrument was used to gather data on the tourist's demographic and behavioral profile and the perceived level of safety and security in Intramuros, Manila. However, a qualitative component was included to identify the safety and security programs in Intramuros, Manila. A total of 232 participants comprised of local and foreign tourist, answered the survey and a representative security personnel was interviewed.

IV. Results and Discussions

Out of 232 respondents, 207 or 89.2% are local tourists while 25 or 10.8% are foreign tourists. More so, 129 or 55.6% are male while 96 or 41.4% are female. In terms of age, 155 or 66.8% are less than 25 years of age, 72 or 31% have ages 26-50, 3 or 1.3% have ages 51-65 while only 2 of them are over 65 years of age. As to Educational Attainment, 140 of 232 or 60.3% are bachelor's degree holder, 23.3% finished secondary, while 31 or 13.4% are postgraduate. Further, majority are travelling with families, are on, travel once a year and stays in a hotel.

The perceived level of safety and security is shown in Table 1.

Table 1: Level of Safety and Security of Tourists in Intramuros, Manila.

<i>Statement</i>	<i>Mean</i>	<i>Sd</i>	<i>Interpretation</i>
1. How safe from crime or deception do you feel when shopping?	3.73	.866	Safe
2. How safe from illness do you feel when dining at food outlets?	3.63	.801	Safe
3. How safe from crime do you feel walking in the streets in daytime?	3.51	.863	Safe
4. How safe do you feel from accidents walking in the street's daytime?	3.37	.843	Not sure
5. How safe from crime do you feel walking in the streets after dark?	2.94	1.057	Not sure
6. How safe from accidents do you feel walking in the streets after dark?	3.01	1.021	Not sure
7. How safe from crime do you feel using public transportation?	3.21	.844	Not sure
8. How safe from accidents do you feel using public transportation?	3.19	.817	Not sure
9. How safe from crime do you feel when in your accommodation?	3.61	.871	Safe
Overall	3.357	.643	Not sure

Note: 1.0-1.80, - very unsafe, 1.81-2.60 - unsafe, 2.61-3.40 - not sure, 3.41-4.20 - safe, 4.21-5.0 - very safe

The above table shows the level of safety and security of tourists in Intramuros, Manila. As indicated above, the overall mean score of the safety and security as perceived by tourists is 3.357 with a standard of .643 regarded as “not sure”. Moreover, the highest mean scores are 3.73, 3.63, and 3.61 from the questions “*how safe from crime or deception do you feel when shopping?*”, “*how safe from illness do you feel when dining at food outlets?*” and “*how safe from crime do you feel when in your accommodation?*” all regarded as “safe”. On the other hand, the lowest mean scores are 2.94 and 3.01 from the question “*How safe from crime do you feel walking in the streets after dark?*” and “*how safe from accidents do you feel walking in the streets after dark?*” which both regarded as “not sure.”

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Table 2: Environment and People of Intramuros, Manila

<i>Questions</i>	<i>Response</i>	<i>F</i>	<i>%</i>
How satisfied are you with signage and direction in Intramuros?	Very Good	42	18.1%
	Good	131	56.5%
	Not sure	22	9.5%
	Poor	24	10.3%
	Very Poor	13	5.6%
How well you understand the local language?	Very well	136	58.6%
	Quite well	50	21.6%
	I know a few words.	24	10.3%
	Not at all	22	9.5%
How satisfied are you with street lighting after dark?	Very good	20	8.6%
	Good	106	45.7%
	Not sure	65	28%
	Poor	31	13.4%
How concerned are you about bites or stings of insects?	Very poor	10	4.3%
	Very concerned	120	51.7%
	A little concerned	98	42.2%
	Not concerned	14	6.0%

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How concerned are you about bites or stings of animals?	Very concerned	123	53%
	A little concerned	89	38.4%
	Not concerned	20	8.6%
How satisfied are you with the number of policy and security personnel?	Very good	28	12.1%
	Good	123	53%
	Not sure	38	16.4%
	Poor	32	13.8%
	Very poor	11	4.7%
What is your impression of police and security personnel?	They are friendly...	82	35.3%
	They are helpful.	78	33.6%
	They do not seem ...	26	11.2%
	They make me	46	19.8%

Table 2 shows the perception on the environment and people in Intramuros, Manila. As gleaned above, for the question “*how satisfied are you with signage and direction in Intramuros?*”, the highest frequency is from the response “*good*” with a frequency of 131 or 56.5%. “*very well*” for the question “*How well you understand the local language?*” with frequency of 136 or 58.6%, “*good*” for the question “*How satisfied are you with street lighting after dark?*” with a frequency of 106 or 45.7%. Moreover, for the question “*How concerned are you about bites or stings of insects?*” the highest frequency is 120 or 51.7% for the response “*very concerned*”, “*good*” for the question “*How satisfied are you with the number of policy and security personnel?*” with frequency of 123 or 53%. Lastly, for the question “*What is your impression of police and security personnel?*”, the highest frequency is 82 or 35.3% for the response “*they are friendly and approachable*”.

Table 3: Independent Sample Test between the Perceived Level of Safety and Security of Foreign and Local Tourists

Type of Tourists	\bar{x}	T	P value	Interpretation	
Local	3.3641	.486	2.57	.628	Not significant
Foreign	3.2978				

t critical

Note: * significant at $p \leq .05$

Table 3 shows the comparative analysis between the perceived level of safety and security of foreign and local tourist using Independent Sample Test. The independent samples t test (also called the unpaired samples t test) is the most common form of the T test. It helps you to compare the means of two sets of data World press (2019). As indicated above, the mean level of safety and security for local and foreign tourists respectively is 3.3641 and 3.2978, and their mean difference is .06629. Moreover, the *t-computed* using Independent Sample Test is .486, which is less than the *t-critical* (2.57). Likewise, the probability value (*pvalue*) of .628 does not exceed

the level of significant used in this study ($\alpha=.05$) which indicates that the mean difference between local and foreign tourists in perceived level of safety and security in *not significant*.

Personal Communication with the Intramuros Security Personnel

The proponents conducted an interview with a security personnel in Intramuros Manila and results are shown on the table below.

Table 4 Interview with the Police in Intramuros, Manila

Qualitative	Response	Interpretation
<p>1. What is your current position and responsibilities?</p>	<p>First, is the deployment, but sometimes when there is an incident, it is a big challenge on how you communicate with the tourists because not all tourists can speak English. We can understand the English language but a lot of tourists speak different language.</p> <p>To be more specific to safety and security. First, I am the PCP commander of Intramuros. So, as officer-in-charge, my primary responsibility is to supervise my team. I deploy them to some tourist destination in Cathedral to ensure that there are police who are conducting mobile patrol and at the same time, to take care the safety of tourists and assists the tourists if we can, we assisted the security of tourists, and as I said to you all about the deployment, those are the things we are doing.</p>	<p>*The police officers in the area are responsible in supervising and deploying his team to ensure safety and security in different tourist destinations around Intramuros, Manila. Their functions are to patrol and to fully supervised the area and ensure the safety of the tourists. One of the challenges that they are facing is they cannot speak well in English, but they find ways to communicate well in the foreigner.</p> <p>*The current position of the police that we interviewed is PCP Commander. His responsibility is to supervise and deployed his team to the tourist destinations around Intramuros to patrol, to fully supervise the area and to ensure the safety of the tourists. So, if the tourists need assistant or help there are polices there to ask for help. The challenge that they are facing is they cannot speak well in English, but they find ways</p>

Qualitative	Response	Interpretation
		to communicate well in the foreigner.
2. What is the status of Intramuros in terms of safety & security?	<p>There are only minimal incidents happened – the most cases when there were shooting in the boundary of Intramuros. The highest crime rate here in Intramuros the rate of crime who hold the operation is 1-10 incidents. I will give you the example rate 1 out of 10, one or two of crime incidents per week.</p>	<p>*Crime rate is very minimal inside Intramuros. Most of the cases that occur often involve shootings, but they happen usually on the boundary of Intramuros. Minor cases happened from time to time as well.</p> <p>*Pick pocketing usually happens due to the high number of foreign tourists. When these cases occur, most of the time, it is up to the guards of establishments to prevent these minor crimes. We focus more on what happens on the streets outside. It is better to for the tourist to be more aware in their surroundings.</p>
3. What are the challenges that are you facing to insure the safety and security to the tourist?	<p>Mostly when there is something happened now, there's a hurry, so instead we can conduct follow up for example robbery in one place, we will perform a follow-up and procedure, and we ask all the witnesses most of the time for the record. Then, later the tourists will go home, and then there is no coming follow up with the case, so that is one of the challenges.</p>	<p>*The challenges that the police are facing is when there is incident report from tourist they cannot conduct a full operation. Instead, they will just follow up the procedure to know the details about the incident just to record it. Because mostly the tourists didn't follow up about the case because later on, they will leave the place because they are just tourists. The police should be more vigilant to fully observe the area to prevent incidents.</p>

Qualitative	Response	Interpretation
<p>4. What Are the safety and security program implemented in Intramuros, Manila?</p>	<p>About safety, although my team is a small group the manning is for everyone police is responsible for five hundred visitors, but because there were many people, so it is one police for every three thousand tourists.</p> <p>We have a police unit, and we called it e-bike patrol. This e-bike is used as the service when we need to roam around and check the area.</p> <p><i>*PAR (Police Assistant) –</i> At the Manila Cathedral and Fort Santiago, there is the police visibility.</p> <p><i>* Oplan Bakal Oplan Sita</i> About safety and security, we have the Oplan Bakal Oplan Sita. This is the police intervention to avoid the different types of crime like hold up and snatching.</p> <p><i>*Empo-Enhance Managing Police Pperation</i> We have Empo- Enhance Managing Police Operation and mobile patrol including Oplan Bakal Oplan Sita. These are all the police jargon. For sure you have heard it on TV and, other newspaper for the security of tourists.</p>	<p>* There are existing programs that police department of Intramuros implemented in the area. There are five programs to ensure the safety and security of visitors in the area. These are the Manning, E-bike Patrol, PAR or Police Assistant, Oplan Bakal Oplan Sita and Empo-Enhance Managing Police Operation.</p> <p>The police department that are responsible for the safety and security of visitors is also responsible for the peace and order and they are making sure that Intramuros is a safe environment for visitors.</p>

The role of the police officers in Intramuros were well-defined. The key person reiterated that the police officers in the area are responsible in supervising and deploying his team to ensure safety and security in different tourist destinations around Intramuros, Manila. Their functions are to patrol and to fully supervised the area and ensure the safety of the tourists.

The key informant mentioned as well that the crime rate is very minimal inside Intramuros. Most of the cases that occur often involve shootings, but they happen usually on the boundary of Intramuros. Minor cases happened from time to time as well. Pick pocketing usually happens due to the high number of foreign tourists. When these cases occur, most of the time, it is up to the guards of establishments to prevent these minor crimes. We focus more on what happens on the streets outside. It is better to for the tourist to be more aware of their surroundings.

One of the challenges that they are facing is they cannot speak well in English as, but they find ways to communicate well with the foreigner. Further, when there is incident report from tourist, they cannot conduct a full operation at once. Instead, they will just follow up the procedure to know the details about the incident for record purposes. This was since mostly the tourists do not make a follow up about the case as they will leave the place once their visit ended. The police should be more vigilant to fully observe the area to prevent incidents.

There are existing programs that police department of Intramuros implemented in the area.

There are five programs to ensure the safety and security of visitors in the area.

These are the Manning, E-bike Patrol, PAR or Police Assistant, Oplan Bakal Oplan Sita and Empo-Enhance Managing Police Operation.

Table 3 shows that plans and programs of the police department in the area is in progress. They deploy the policemen to patrol and secure the place for the tourists. There are barriers the police are facing such as lack of knowledge about other language hence they cannot talk to the foreigners. However, every effort is taken to ensure to communicate with the tourist. Another challenge is the time spent by tourist in the place. This makes it harder for a full operation with the reality that the tourist will leave the place once the visit ends.

There were safety and security programs in place in Intramuros and these are implemented to ensure peace and order is attained and satisfaction of tourist is at a maximum.

According to Trip advisor by Mac Dermat (2019), the visitors can enjoy a peaceful walk and chill inside the Intramuros during daytime and 100% not to walk alone during nighttime because it didn't feel safe. There were people offering to ride a trike, but it did not feel ok. It is not comfortable in some tourists because there were too



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many shirt-less locals staring at the tourists. It is better to join the walking group to better know the area or otherwise you just wandering around.

As a conclusion, the overall mean suggests that most people felt that they are not sure or they do not receive adequate safety and security accommodation after visiting various tourists' sites in Intramuros, that is, specifically, in terms of crime security and accident safety at night as well as crime and accident security when on public transportation. In addition, most tourists perceived that Intramuros is not accident-free especially on the streets of Intramuros even though the site provided adequate lighting on streets and suitable signage.

Contrary wise, most tourists feel safe whenever they do shop or dining within the vicinity of Intramuros. Tourists are quite satisfied with the number of policy and security features that the site provides as well as the friendly and approachable gesture of the security personnel and police.

Lastly, this study also concludes that there is no significant difference between the local and foreign tourists perceived level of safety and security of Intramuros, Manila.

Based on the conclusions and results identified above, it is recommended to improve the safety and security programs in the walled city of Intramuros and make ways so tourist or visitors will become aware of these practices which will lead to sustainability in the tourism industry.

V. Conclusion

As a conclusion, the overall mean suggests that most people felt that they are not sure or they did not receive adequate safety and security accommodation after visiting various tourists' sites in Intramuros, that is, specifically, in terms of crime security and accident safety at night as well as crime and accident security when on public transportation. In addition, most tourists perceived that Intramuros is not an accident-free especially on the streets of Intramuros even though the site provided adequate lighting on streets and suitable signage.

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PERCEIVED LOCAL TOURIST MOTIVATION TO TRAVEL TO SABAH DURING THE COVID-19 OUTBREAK: A CASE STUDY IN MALAYSIA

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Abstract

The tourism and hospitality industry in Malaysia right now were affected by pandemic of the Covid-19 pandemic as the essence of the sector that is often associated with people's travel. Thus, the purpose of this research is to analyzes the local tourist's motivation to travel to Sabah during the outbreak of Covid-19. To achieve the research goals, an online survey was conducted. Reliable data into the research topic were provided by several research studies. The research shows that there are three types of crises that affect the motivation for tourist trips to Sabah during the outbreak, namely immediate, emerging, and sustained crises. Nonetheless, the immediate and emerging crises, do not hinder tourists' desire to travel. This study manages to come with the finding that might be contribute to the enrichment theoretical and management prospective in the tourism industry, especially for the stakeholder that related to it.

Keywords: *crises, Covid-19, tourism motivation*

I. Introduction

Tourism is actually one of the most complex trends in the world. The travel and tourism industry has expanded steadily over the years, with international tourist arrivals reported as 1.5 billion international tourist arrivals in 2019, according to UNWTO worldwide. Malaysia welcomed 13.35 million foreign visitors and reported a 6.8 per cent rise in tourism receipts, adding RM41.69 billion to the country's income in the first half of 2019. Tourism success also saw growth in per capita spending, increasing by 1.9% to RM3, 121.60. The factors that influence tourism demand are complex, ranging from world affairs, macroeconomics and foreign relations to national policies. It is important to recognize the main factors that affect the demand for tourism in order to effectively understand the developments and patterns in the tourism market and thereby create competitive advantages for the tourism industry (Wang, 2009).

According to Elengoe (2020), the first case of COVID-19 was identified in Malaysia and traced back to 3 Chinese nationals who had previously had close contact

with an infected person in Singapore. They traveled to Malaysia via Singapore on 24 January 2020 and were treated at Sungai Buloh Hospital, Selangor, Malaysia. The Ministry of Health (MOH) has rapidly developed standardized guidelines for the management of COVID-19.

Due to this incident, the number of positive cases increased above 553 cases on 16 March 2020 and the Movement Control Order (MCO) was announced by the Prime Minister of Malaysia. Social distances were to be established for 14 days (18 March to 31 March 2020) to reduce the rapid spread of COVID-19. Since 18 March 2020, the Government has banned citizens from traveling to other states or to affected regions of COVID-19 (Elengoe, 2020).

According to Travel Daily News (2020), history has demonstrated that epidemics and pandemics have had an immediate effect on hotels and restaurants, airlines, travel agents and others attributable to foreign travel bans, media attention and government initiatives. As to that, the tourism and hospitality industry in Malaysia are currently affected by pandemics. Chan (2020) explained that the tourism and hospitality sector are the most affected by the pandemic where there had been a closure of tourism facilities across Malaysia such as closure some hotels and accommodation facilities across Malaysia due to the travel restrictions during MCO.

Not only that, the epidemic Coronavirus virus and the global economic downturn have had an impact on the market for tourism in Malaysia, which has contributed to a decrease in tourism motivation. These negative impacts have caused tourism decisions and travel motivations, based on the nature of the environment, protection, and health.

According to the New Straits Times (2020), the daily surge of new Covid-19 cases in Sabah has prompted the government to impose travel restrictions from the state to the Peninsula, Sarawak and Labuan and vice versa from October 12 until October 25 year 2020. Sabah Tourism Board (2020) had reported a total number of cases up to the date of 19th October 2020 that. Sabah had recorded 8,082 positive COVID19 cases with 2,728 recovered and 64 deaths.

An article from the Malay Mail (2020) also stated that Sabah's tourism sector is the hardest hit by the Covid-19 pandemic and ensuing movement control order (MCO) as a recent survey had been made by the Institute of Development Studies (IDS) Sabah. Moreover, IDS also stated that 26 per cent of those in the tourism industry have lost their jobs while 34 per cent are on unpaid leave while another 32 per cent of tourism-related jobs have had to take a pay cut.

With the number of cases rising in Sabah, this might cause the local tourist especially in the west Malaysia are demotivated to go travel to Sabah again even after the Movement Control Order in Sabah is over. Kim and Morrison (2005) mentioned, without doubt, when there are calamity, emergency, disaster or any predictable or

unpredictable internal or external event happening at any area, it will affect the destination image. Tourist might show a lot of interest in holiday travel but are afraid to make commitments as they are more concern about their safety and health condition now.

Furthermore, according to Campiranon (2002), any event or crisis would have an effect on the degree of trust that tourists have in a particular destination. In this study, it will refer to Sabah due to the rapid rising number of cases. According to Beirmen (2002), crises either immediate, emerging and sustained crises may contain in worsening the unemployment rate, images and others. As a result, the aim of this study is to identify the factors that affect tourist motivation to travel during an epidemic.

Theoretical Framework

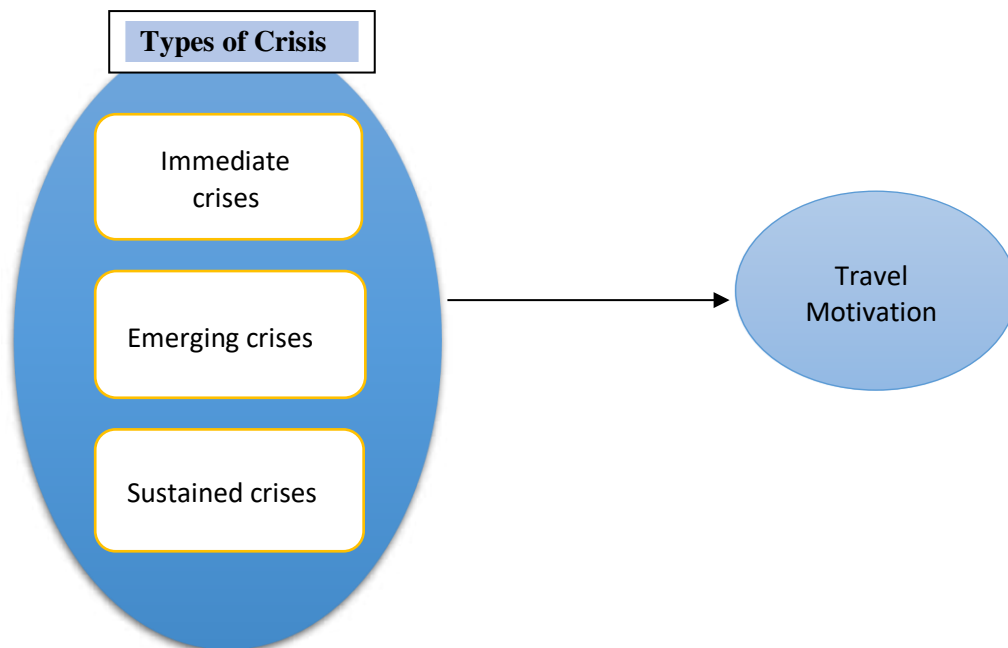


Figure 1: Study Framework

Source: Mohd Zahari, Mohd Salehuddin & Dusi, D.D. & Hanafiah, Mohd. (2016)

There are four type of hypothesis that being proposes from the framework of study. It was further endorsed by the following hypothesis and three subhypotheses: H1: The relationship between the three types of crises and the motivation for tourist travel is important.

H1a: There is a connection between the immediate crisis and the tourist travel motivation

H1b: There is a relation between the emerging crisis and the tourist travel motivation

H1c: There is a connection between sustained crises and the tourist travel motivation

II. Literature Review

Crises Attributes

Crises are emergencies, cataclysms, catastrophes, and calamities which put a country, an organization, an industry, an environment, and community sustainability at risk of and threatening their lives, their reputation and survival. Crises are historically defined as either natural or man-made (planes, technological and terrorism disasters) (Sausmarez 2007). Some describe crises as unforeseen economic challenges that could prove that organizations and nation capacity are capable of confronting them (Mohd Zahari et al., 2016). Beirman (2002) has identified five major tourism events, such as world wars, wars or conflicts and protracted domestic disputes, actual terrorist attacks or actions, specifically tourist attacks or terrorist acts, serious criminal acts or waves of crime, particularly in cases involving tourists and a natural disaster causing harm to ears. Disasters are usually either natural or man-made (plane accidents, manufacturing incidents and terrorism events) (Mohd Zahari et al., 2016). In addition, Parson (1996) categorized crises as acute, emerging and prolonged crisis, centered on or in line with three different stages of development.

Immediate Crisis

Parson (1996) was the only investigator based on the literature review to examine immediate crises. This is an incident which occurs when organizations, governments or other authorities cannot examine the problem or formulate a plan

until the crisis has arisen. This is the incident in which it is described. For example, insurgency, natural disasters of minor importance, airplane accidents and lost aircraft (unprecedented crises). As one of the immediate emergencies, it should be noted that the incident or incident that has not occurred before applies to the unexpected crisis (Cambridge Dictionary, 2015). Examples of immediate crises include the collapsed German flight 9525 (Cables News Network, 2015) and the missing MH370 Airline aircraft flight March 2014 (The Malaysian Source, 2014). In most of the country, the latest outbreak of infections with Coronavirus disease (Covid-19) grew at an exponential rate with restrictive measures to prevent a worsening pandemic, globally. This health crisis is considered one of the most important natural disasters in the world, for example in the tourism industry. To sum up, these examples are aligned to Parson (1996) concept that all accidents involve gestational periods, during which a strategy cannot be prepared to stop or mitigate their effects by either the government or any authority party.

Emerging Crisis

Emerging crises mean an accident or event which is not occurring in a sudden fashion or which is growing, and which may be prevented or regulated by the government and other responsible parties (Parson, 1996). Malaria, dengue, extreme acute respiratory syndrome (SARS) and influenza H1N1 are some of the examples of



emergency conditions that can be dealt with, delayed and reduced by the company (Chen et al., 2007; Mohd Zahari et al., 2016). World Health Organization (WHO) In June 2020, when travellers from China arrived through the city of Singapore on 25 January following the COVID-19 outbreak in China, it was verified that the COVID-19 Pandemic was entering Malaysia. Malaysia has reported more than 7059 deaths and has re-established 5796 recovered cases on 21 May 2020 according to the Worldsmeter COVID-19 data. Malaysia has reported 114 deaths. The photos of the destination are an important part of gaining tourism inspiration. Studies like Habibi et al. (2009) and Hanafiah & Harun (2010) find that the external demand for tourism in Malaysia has a major impact on tourist emergencies such as natural disasters, disease outbreak and terrorism (Ooi et al., 2013). Again, this occurrence fits Parson's (1996) hallmark of an emerging crisis which has arisen deliberately but permits the government to mitigate its impacts along with all stakeholders.

Sustained Crisis

The names mean that a prolonged crisis occurs over a prolonged period and has more or less long-term consequences for the country with major industries including agriculture, manufacturing, or health, like tourism. The clear example is the constant conflicts that have greatly affected the reputation and economy of associated countries (Sonmez, 1998). The conflict has continued over the Middle East (the Syrian Civil War, the Egyptian Islamist War). It can occur or occur for weeks, months, or even years. Parson (1996) concluded that sustained crisis attributes can stop it completely and can influence the image and the economy of the country more effectively.

Travel Motivation

Travel motivation refers to a collection of needs causing a person to participate or to make decisions about a destination with a push or pull principle (Mohd Zahari et al., 2016). In that respect, the visitors are driven and drawn by certain inherent forces (Mohd Zahari et al., 2016). The major driving forces are socio-psychological factors like flight, the quest for new experiences, the desire for excitement, fulfilment of desires, leisure, safety and wellbeing, popularity and socialization. Pull factors are stimulated by the destination and not just inside the travellers (Crompton, 1979). Tangible and intangible signs of a certain destination, such as natural and historic landmarks, food, drink, leisure facilities and the brand identity of the destination (Uysal & Hagan, 1993). In short, there are many features in the work on motivation for travel.

People have become anxious and depressed as a result of the lockdown, social isolation, and fear of infection. People are bored and lonely as a result of their quarantine lifestyle. Travelers are experiencing underlying motivations to travel in order to avoid the monotony of social distancing and alienation, which is imposed by the government as well as self-imposed (due to fear of infection) (Roy & Sharma,

2020). Exasperated, depressed, and bored visitors have given way to new travel patterns as a result of their socially alienated lifestyle. Quick solo road trips for a day are one such recent travel trend. The travellers want to take short trips to ease the stress of the quarantine lifestyle, such as a one-day road trip in the comfort of their own car with home food (Roy & Sharma, 2020).

Huang, Yin, Yang, Luo, & Huang, (2020) mentioned that tourist motivation will changed in recovery and evolution and it will provide the disguise blessing effect to the area that are having the pandemic.

Pull Factor Attributes

External, cognitive, or situational factors that cause a person to choose one destination over another once travel is planned are referred to as pull factors (Yoon & Uysal, 2005). The destination has its own attractions, views or attributes, such as beaches, sunshine, cheap airfares and sports facilities (McGee et al., 1996). It also lists the destination. Yuan and McDonald (b. 1990) identified the seven variables that encourage tourists to travel which are culture and history, budget, ease of travel, facilities, cosmopolitan climate, hunting, and animal life. Pull factors are frequently related to potentially active events or to key characteristics at a destination, whereas Yoon and Uysal (2005) note that travel facilities, environmental quality and safety, are key aspects of the destination characteristics. However, many researchers argued that a destination that deserves an extraordinary economic attraction and is fascinating to visit (Phetvaroon, 2007; Yoon & Uysal, 2005; McGee etc., 1996; Yuan & Mc Donald, 1990; Balogulu & McCleary, 1999). Pull factors are crucial in illustrating the decision-making process, while push factors are important in arousing travel desire. Internal motivators compel the traveler to take a holiday and guide him or her to a specific place.

III. Research Methodology

The data collected will be analysed using the Social Science Statistical Program (SPSS) for Windows version 20. In addition, all questionnaires will be reviewed and updated after the data on the online survey using the Google Form has been obtained. Results from the respondents will be analysed using descriptive data to classify the outcomes of this analysis. Descriptive statistics will analyse the incentive of the population and visitors to travel after the epidemic, while the destination picture conveys the connection between the three forms of crisis and the motivation of tourist travel. On this basis, the researcher will evaluate the outcome in order to react to research on the impression of Malaysia's destination picture on the tourist incentive to travel after the outbreak.

The intention of this research is to perceive the tourist motivation to travel during the Covid-19 outbreak in Malaysia. The population is chosen among the local

people of Malaysia. The sample is being taken particularly from the population which is the local people who lives specifically in the West Malaysia. Each respondent is being approached by social media and be asked to ask to fill the set of questionnaires that are prepare by the researcher. The researcher used simple random sampling technique to collect the data from the local people of Malaysia. The researcher is using online survey as the method of collecting data because it allows generalization in the same group.

To achieve correct, statistically meaningful findings and run the analysis effectively, the size of the sample is very critical. You can have a disproportionate majority of individuals that are outliers and exceptions if the sample is too small. According to the Krejcie & Morgan (1970) table, since the West state population in Malaysia is in the category of >1000000 the sample size is 384 considering to the maximum population for the table is at just one million. So as for that said, the researcher had come to the number of 384 samples for this study. Nevertheless, it is necessary for the researcher to determine whether the sample size is adequate to have sufficient reliability to base conclusions on the results with confidence.

The respondents are being focus to the local people who resides in West Malaysia regardless of who they are. For instance, the respondent can be anyone who are the originated resident or anyone who constantly goes travelling for work and business' purpose. Researchers are going to identify respondents' level of motivation to travel during the outbreak. To achieve the objective of this research, the respondents will be required to answer the questionnaire as given by the online survey form in order to get the result. From the result that would be obtained, researchers will be able to gain the output of the research on perceiving the tourist motivation to travel during the Covid-19 outbreak.

Between November and December, a total of 384 questionnaires were successfully distributed. First, the relationship between the measured variables and the underlying constructs was defined in a confirmatory measurement method analysis, allowing all the constructs to be freely interlinked. The researcher distributed sets of questionnaires in Google form via online and managed to receive 474 responses from the sample respondents. After the method of data cleaning was completed, a total of 384 responses were gathered efficiently and were significant in the study.

Format Of Questionnaires

The survey questionnaire is divided into three sections. Section 1 is on the demographic of respondents. In this section, questionnaires will cover on basic demographic questions and respondents will be asked on the frequency of travelling to Sabah and other state in Malaysia in year 2019.

Section 2 of the survey questions is designed to determine the crises attributes, which are the immediate crises, emerging crises and sustained crises. The type of

questions will be divided into the crises. The questions will be ask in 5-point Likert's scale. Immediate crises and emerging crises will be answered from strongly disagree to strongly agree and sustained crises will be answered from very unimportant to very important. The respondents will be ask on their thoughts about the possibility to travel during pandemic outbreaks.

Section 3 of the questionnaires will looking into the travel motivation of the respondents whether agree or disagree with the former experience and their motivation to travel. This part is essential to examine the future travel motivation of tourists based on their experiences.

IV. Results and Discussions

Respondent's Profile

This section clarified the outcomes of the frequency analysis of profiles of respondents. The demographic profiles such as gender, age, place of living, level of education, level of income and marital status are recorded for this analysis. From the analyses, in sum, majority of the respondents were female (60.4%) while male was 39.3%. Next, majority (53.9%) of them were aged between 18 and 39 years. Adding up, the respondents are mostly, (39.9%) were RM 5001 and above monthly household income. In terms of the educational level, majority of them are

bachelor's degree holder (40.1%). Most of the respondents are married (49.7%) for their marital status. In term of frequency of travelling, in the question of "*How many times did you travel to Sabah in 2019*" mostly had never travel (81.8%) and in the question of "*How many times did you to another states in Malaysia in 2019*" mostly had travel 1-3 times in a year (44.0%).

Analysing Immediate Crisis

To measure the understanding and awareness of the immediate crisis, there are seven questions in total were asked to the respondents. Based on the mean score, most of the respondents are aware that they need to perform coronavirus test if they come back from travelling overseas or red zone area (M=4.88). Moreover, respondents know they need to follow the directions of local health authority (M=4.84) and fully understand the restriction to travel inbound or outbound during the MCO (M=4.79). Not only that, respondents aware of the effect of coronavirus, whereby they will immediately seek for medical attention if they feel unwell (M=4.76). Due to the immediate crises rise in Malaysia, respondents agree they need to obey to the government (M=4.71) and aware on the crises which happened in any state in Malaysia (M=4.70). However, respondents feel unsure regarding the health crises is still under control (M=3.56).

Analysing Emerging Crisis

As for emerging crisis, researcher want to look into the understanding of respondents towards the pandemic and the response of authority to prevent it from becoming worst. Based on the mean score, it shows that most of the respondents understand that people are discouraged to travel during the outbreak ($M=4.69$) because it will easily being spread to other people especially those who in fragile condition. Not only that, the respondents also believe the health organization are trying their best on vaccination towards the virus ($M=4.67$) so that this pandemic can be cure or prevent from spreading as fast as possible and the economy especially in tourism industry may be recovered. Respondents also believe that the relevant authorities has taken necessary action to prevent future crises ($M=4.38$) and this health crises can be control over the time ($M=4.28$).

Analysing Sustained Crises

For the result of sustained crises, the magnitude of mean score ranging from 4.8 to 4.6 indicate that the respondents are agreeing with all four items in this section of analysis. They do agree they will avoid risky places when they travel to Sabah or any state in Malaysia ($M=4.81$). Not only that, respondents also feel it is important to bring extra face masks and sanitizer ($M=4.78$) while travelling and it is one of the requirement of authorities. When the government lifted MCO, the respondents agree that they will take extra precautions when they travel to Sabah ($M=4.77$) as they want to ensure they will not get affected with the virus. Lastly, respondents feels it is important the authorities have good crowd management of people at the destinations although after the coronavirus crisis ($M=4.68$).

Analysing Travel Motivation

Moreover, to measure the travel motivation of the perceived local tourist motivation to travel during the outbreak, respondents agree although with the crises, the will travel because they want to relax ($M=4.62$), they want to enhance the family relationship ($M=4.53$) due to during the MCO most people could not meet their family. Not only that, they are motivated to travel to have a new and adventurous experience ($M=4.39$), learn new things for educational benefit ($M=4.38$), to explore and to re-evaluate themselves ($M=4.35$). Other than that, they wanted to escape from a perceived normal life ($M=4.32$) and to facilitate social interaction and meet new people ($M=4.09$). Other than that, the respondents are motivate to travel to regress to less changeable, complex, technologically advanced environment ($M=3.71$) and lastly, to be able to increase prestige and to show a higher life style ($M=3.42$). As a whole, this suggests that the local tourist still have the motivation to travel especially to Sabah during the Covid-19 outbreak.

Hypothesis Testing

Table 1: Hypothesis 1 (H1), including three sub-hypotheses (H1a, H1b, H1c)

		Travel Motivation	Result
Travel Motivation	Pearson Correlation Sig. (2-tailed) N		Accepted
Immediate Crisis	Pearson Correlation Sig. (2-tailed) N	.304 .000 384	Accepted
Emerging Crisis	Pearson Correlation Sig. (2-tailed) N	.376 .000 .384	Accepted
Sustained Crisis	Pearson Correlation Sig. (2-tailed) N	.234 .000 384	Accepted

** . Correlation is significant at the 0.01 level (2-tailed).

In hypothesis 1 (H1), it focuses on the causal connection between the crisis and the tourist travel motivation. Connections between crisis and the motivation to travel in a significant relationship have given strong support ($p < 0.001$). Therefore, it describes the correlation coefficient between crises and the motivation of tourist to travel where the motivation of tourists to travel as dependent variable and crises as independent variable.

As seen in the table above, the outcome of the test correlation showing the importance of the Pearson correlation indicates the positive relationship between the two variables between crises with tourist travel motivation. The result showed that the crises affect the willingness of tourists to travel. Therefore, it supported H1. In addition, the observed p -value ($P = 0.000$) at $P < 0.01$ is significant, which shows that the relationship is important. The findings shown suggested support for three sub-hypotheses H1a, H1b, and H1c.

The immediate crisis and motivation for tourist travel (H1a) showed a significant relationship in which the $r = .304$, $p < 0.001$. Similarly, the relationship between the emerging crisis and the tourist travel motivation (H1b) is almost similar with $r = .376$, $p < 0.001$. The relationship between sustained crisis and motivation of tourist travel (H1c) was then evaluated with the value $r = .234$ and $p < 0.001$.

The performance indicates the local tourists' motivation to travel after crises depends on the form of crisis itself. Compared to the immediate crisis, the emerging and the sustained crisis show a slightly positive indication of the local tourist

motivation to travel. In other words, when traveling during the sustained crisis, the tourists becoming more cautious compared to the immediate and emerging crisis.

V. Conclusion

Based on the result of correlation, it shows that there are relationship between the types of crises with travel motivation. Also, the finding shows that it is important to know as it will affect the motivation to travel to a destination. This statement is also supported by Dr Sibi, Arun Das and Mohamad Ashraf (2020) whereby the researchers found that travel behavior changes during the COVID-19 pandemic in Japan. Other than that, Mahika (2011) mentioned that motivational variables change over time in response on the changes of travel conditions such as economy, desires, family and others. These can be seen in the result whereby, most of the respondents motivated to travel despite with the pandemic because they want to enhance family relationship.

Ulak (2020) mentioned that, the COVID-19 pandemic give a bad impact as if during the world war time. Undoubtedly, with this, it could result to internal or external threats to economy, politics, culture, the industry and others. Based on Maslow's Need Hierarchy, it shows that person requires to have safety from hazards, diseases, abuse, crime and others.

As for that, to make sure tourist are motivated to travel after the pandemic or during the pandemic, the authorities and destination must ensure the safety. Tourism industry can only succeed if it can provide safety protection to the numbers of visitors visiting the destination. Tourist must feel relaxed and safe throughout their journey. This also are being supported in the finding whereby in sustained crises, they will make sure to take extra precautions and will avoid places that have high number of cases.

Implication And Limitations

This research manages to come up with a result that could lead to the theoretical enrichment and prospective management of the tourism sector, in particular the stakeholder relevant to it. It is clear that the exciting tourism experience, the extraordinary attraction and the economic values that await tourists are likely to travel especially after the crisis, given that the conditions at the tourist destination are secure and stable.

With this indicator, in any crisis that occurs, governments and, in the sense of this paper, the Government of Malaysia should take urgent and proactive action to resolve, track and minimize crises that can at least reduce their impact on the tourism industry. The government should strengthen the security system in all aspects of this situation or period and ensure that the situation is secure and stable for travel. The other consequence is that of the marketing. In Malaysia's view, it is vital for public and private marketing agencies, such as Tourism Malaysia, to take the requisite steps to

restore Malaysia's image as a favored destination shortly after the crisis by developing several promotional strategies, such as security and reduced rates for different tourism packages.

As for the limitation, the first drawbacks are that this study can only be carried out remotely as a result of the ongoing pandemic. Any participants had access to prospective users by posting invitations to partake in the study of group message boards, discussion sites, and chat rooms. However, online community members often feel that this practice is insensitive or offensive (Hudson & Bruckman, 2004) or that this type of posting is "spam" (Andrews et al., 2003). A group administrator may delete an unwanted post, or the researcher may be inundated with emails from indignant community members. Researchers using email invites to participate in a survey can face similar refusals. Un-wanted email advertising is often seen as an invasion of privacy. The order for a survey should be deleted. For potential study, a conventional survey should also be carried out in order to prevent the refusal of the internet survey and to reach a sufficient number of respondents.

Conclusions

As for the results, the key objectives of this analysis are to define the motivation of western Malaysian tourists to return to another country in Malaysia during the outbreak of Covid-19. Results have shown that all independent variables, such as immediate emergencies, emerging disasters, and sustained crises, have a positive relationship with the dependent variable of this study, which is the impetus for tourism travel during the Covid-19 outbreak. Once the outcome has been evaluated and the findings reviewed, it is hoped that this study will be one of many researchers who have contributed to the body of information.

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THE INFLUENCE OF URBAN SENSESCAPES PERCEPTION ON TOURISTS' ELICITED EMOTIONS, BEHAVIORAL RESPONSES, SATISFACTION, AND PLACE ATTACHMENT

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1. Introduction

The five human senses play an important role in the formation of experience, knowledge, and perspective and this topic has been discussed in different research areas (Krishna, 2010; Agapito et al., 2017). Sensations are responsible for stimulating the sensory organs by different stimuli such as light, vibration, pressure, etc., which are then transmitted into to the brain in the form of electrical signals, positioning these sensations at the beginning of a person's perception of the surrounding environment (Goldstein, 2016). Whether we use current or past information coming from our surroundings that is related to certain sensory experiences, knowledge is always present in this process, and this sensory information is a foundation of perception (Agapito et al., 2017).

In a marketing context, Krishna (2010) defines sensory dimensions as means to engage consumer senses, which consequently affect perception, emotions, mood, behavior, and memory. In fact, tourist experiences consist of different psychological operations that affect memory (Larsen, 2007). Considering the significance of marketing management in planning destinations where these memorable experiences are most likely to occur, it does not come as a surprise that this area is studied and discussed in tourism research as well. In other words, recent tourism literature focuses on the importance of sensory dimensions in the formation of tourist positive experience as means to engage tourists with a destination, by triggering five human senses (Agapito et al., 2017). Moreover, the sensory impressions of a destination affect tourist behavior (Agapito et al., 2017), destination image (Son & Pearce, 2005; Xiong et al., 2015), and strengthen tourists' interpretations of place authenticity (Ferrari, 2015). Until now it was found out that sensory impressions positively influence behavioral intentions i.e., destination loyalty (Agapito et al., 2017; Santos et al., 2019); it is also a better predictor of destination loyalty than destination image (Lv et al., 2020) and it

positively affects empathy and destination image, which further affects willingness to revisit a destination (Kim & Kerstetter, 2014).

Sensory marketing literature recognizes five different dimensions of sensory stimuli: visual i.e., sight, olfactory i.e., smells, auditory i.e., hearing, tactile i.e., touch, and gustatory i.e., taste (Hultén et al., 2009), and it is commonly accepted that sensory marketing may be used as a tool to improve customer experience (Hultén, 2011). In tourism research, one can argue that destinations, like any other products and services, can be branded in terms of their unique sensory attributes, and enable positive tourist experiences. Places possess physical sensory features and allow the conceptualization of experiences if are created and controlled by men (Chen et al., 2019). From an anthropological point of view, individuals can develop emotions towards spaces and respond to different objects they encounter that also demonstrate their experiences (Appadurai, 1998). Sensory experience influences individuals' perception of aesthetics, and in turn affects emotions (Chen & Lin, 2018; Chu & Lam, 2001; Lindstrom, 2005a), behavioral intentions (Chu & Lam, 2001), and buying behavior (Chen & Lin, 2018). In regard to that, many scholars suggest introducing the concept of sensescapes in tourism research (Urry, 2002). Hence, there is a need to extend the discussion on five human senses that are related to places or are spatially determined i.e., landscapes, soundscapes, smellscapes, tastescapes, and haptiscapes (Porteous, 1985). Specifically, the urban environment reflects different multisensory impressions that can be investigated and included in marketing approaches, and in that way encourage positive experience, promote engagement and memory of a destination.

Sensory marketing literature confirms that sensory experience is an important part of the overall destination experience (Agapito et al., 2017; Lv et al., 2020; Xiong et al., 2015, Lindstrom 2005a, 2005b) as it aims to create authentic and unique experiences by stimulating the sense of sight, smell, taste, sound, and touch (Krishna, 2012; Lindstrom 2005a). Although the multisensory approach in experiential tourism has been discussed theoretically; there is still vague empirical research on this topic. Especially in the context of urban tourism, the role of multisensory cues and their role in shaping tourist experience still lacks theoretical and empirical research.

Even though the literature on sensory marketing is expanding, most research focuses on a single sense, while the multisensory approach as an important part of customer experience still requires more discussion in the tourism studies. According to Medway and Warnaby (2017), scant research on multisensory experience may be explained by demanding or complex measurement of the subject's sensory impressions of a destination.

Thus, the present study aims to explore relevant sensory impressions through the analysis of sensory experiences in the urban tourist environment (Porto case study

in Portugal). Previous studies did not work in the context of urban tourism and its multisensory dimensions (five human senses). However, this study tackles other aspects in tourism research such as authenticity and destination image as consequences of five sensory impressions. Additionally, effects on emotions and behavioral intentions, satisfaction, and place attachment are yet other constructs that deserve research in the studies of the multisensory tourist experience.

The sensory stimulus coming from the surrounding environment affects individuals' perception and cognition, then emotions, memory, mood, and attitudes (Kim & Fesenmaier, 2017). Having that said, sensory experience affects the perception of destinations' authenticity and image. The argument is based on the assumption that five sensory impressions (sensescapes), in the context of urban tourism, have a positive effect on the perception of destination authenticity and destination image. In turn, this relationship represents a basic requirement for emotional experience, satisfaction, place attachment, destination loyalty, and positive word-of-mouth constructs. To our best knowledge, prior studies did not simultaneously investigate all variables considered in this study i.e., the mediating effects of multisensory stimuli and destination authenticity and image, emotions, place attachment, satisfaction, and behavioral responses. Thus, the results will provide valuable theoretical suggestions on how urban experience can be formed across different sensory impressions.

2. Research Methodology

The online questionnaire enabled us to access the perspectives and ideas of urban tourists, both national and international, who had visited Porto at least once. Eight groups of questions were used with an intention to capture tourists' sensory experiences, authenticity, destination image and consequently its effect on emotional responses, behavioral intentions, satisfaction, and place attachment with the destination referring to sensory impressions, and finally socio-demographic information. The operationalization of concepts is a crucial step by introducing measures with multiple items, since its combination allows a better contrast between the answers, leading to better reliability of constructs. The measurement error decreases as the number of items increases, therefore developing a concept and corresponding dimensions is crucial. Additionally, adopting the scales from previous studies that are already formed and tested significantly contributes and facilitates the present study, as well as combining the scales proposed by several researchers to form the comprehensive range of the construct.

For the purposes of capturing sensory impressions, five open-ended questions were adapted from Agapito et al. (2017), Agapito et al. (2014), and Gretzel and Fesenmaier (2010) to capture tourists' perspective and sensory experience in Porto. Additionally, based on the previous literature three sensory words for each sense was

used to measure tourists' perceived level of agreement with the contribution of each one of the five senses to achieving a positive tourist experience" (Agapito et al., 2017, p. 111), and measured on five-point Likert scale.

A multi-item measure of the cognitive and affective destination image was considered (Stylidis et al., 2017; Huete Alcocer & López Ruiz, 2019), while the destination authenticity (object, construct, and existential) was adapted from Kolar and Zabkar (2010) and Zatori et al. (2018). Moreover, this study adopts Hosany and Gilbert's (2010) Destination Emotional Scale (DES) since it measures the diversity and strength of visitors' emotional experiences which includes three dimensions: joy, love, and positive surprise, and it only captures positive emotions. Furthermore, behavioral intentions were measured by questioning the intention to return and intention to recommend, utilizing six items adapted from Khan et al. (2015) and Ghosh and Sarkar (2015). The place attachment was operationalized as a multidimensional concept that embraces four dimensions: place dependence, place identity, place affect, and place social bonding (Jiang et al., 2017). Finally, satisfaction was adjusted as an overall satisfaction measure borrowed by Yoon and Uysal (2005). All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The survey was prepared in English, Portuguese, and Spanish, and consequently submitted for the pre-test for possible refinements in terms of design and vocabulary (Agapito et al., 2017), as well as grammar and spelling check with the native speakers. It was concluded with eighteen individuals with experience and knowledge of the urban tourist destination i.e., Porto. Also, two academics verified the questionnaire. The data collection focused on selecting the items based on their convenience i.e., the tourists (both national and international) who have visited the city of Porto at least once. 550 inquiries were successfully obtained, however, only 305 of them were usable and kept for further analysis. The data analysis orientates on the descriptive statistics of the data, content analysis, correlation analysis, ManWhitney U test using IBM SPSS, and Structural Equational Modeling (SEM) path analysis using AMOS 27.

3. Expected Result and Conclusion

The results indicate the sample of 198 females (64.9%), and 107 males (35.1%), aged between 20 and 30 years old. Moreover, respondents stated that they have visited Porto one to three times, and they stayed in the city three nights on average.

The reason to travel was a pleasure, i.e., tourism (85.2%).

The results of the content analysis of five open-ended questions produced a total of 2468 sensory words and demonstrate that five sensory impressions reflect a high number of references. The tactile experience accounted for the highest number of responses which contradicts previous studies that usually highlight the visual experience i.e., landscapes (Agapito et al., 2017; Agapito et al., 2013; Mateiro et al.,

2017; Agapito & Chen, 2019). Furthermore, the Mann-Whitney U test reported significant differences between the two groups i.e., female and male respondents significantly differ across the variables: landscapes, soundscapes, smellscapes, tastescapes, and haptiscapes impressions. Thus, males reported more sensory words for all five sensory impressions than females. Previous studies report that females have more recurrent and intense emotional responses than males (Birnbaum et al., 1980), assign more value to such feelings (Dube & Morgan, 1998), exhibit a positive affective response to written tactile reference in destination ads and toward a destination image than males (Magnini & Gaskins, 2010) and that females have more sensory sensitivity than males (i.e., smells) (Koelega & Köster, 1974).

However, this study's results show that male perception of sensory impressions of the destination is stronger. On the other hand, Bailey and Powell (1985) reported that males are more sensitive to olfactory stimuli than females, but these differences are still inconclusive since they depend on age, hormones, and so forth (Koelega & Köster, 1974). On the other hand, the Man-Whitney U test showed no statistically significant differences between the two groups i.e., gender groups across the variables: object authenticity, construct authenticity, existential authenticity, cognitive destination image, affective destination image, emotions joy, emotions love, emotions surprise, destination loyalty, positive word-of-mouth, satisfaction, place dependence, place identity, place affect and place social bonding.

For the following analyses, the non-parametric (Spearman) correlation test will preliminarily examine the model's hypotheses. Consequently, the SEM path analysis was considered with the Maximum Likelihood (ML) estimation method to estimate path coefficients and the model fit, in AMOS 27.

The primary purpose of this research was to contribute to the understanding of the role of sensescapes in tourist experience in the context of urban tourism. The city of Porto, in Portugal, was considered for the case study, due to convenience, but more importantly because of the city's rich history, tourist offer and activities, and interesting blend of riverside and oceanside that contrast the busy urban area. On one side, the importance of sensory impressions and their influence on memorable and positive tourist experiences was considered; while on the other side, the potential use of the multisensory cues in marketing planning, destination branding, and management of spaces was explored. Multisensory stimuli are crucial factors for memorizing the tourist experience and engaging tourists with a destination. The managerial implications of tourists' multisensory experiences justify the growing number of empirical studies on this topic; however, the marketing literature has already highlighted the challenges when analyzing sensory impressions. Additionally, the study aims to investigate a relationship between sensory attributes of urban tourist locations and perception of destination authentic offer, destination

image, tourists' emotional response, behavioral responses, place attachment, and overall satisfaction with the destination.

To our best knowledge, previous studies did not investigate the effects of multisensory stimuli on the cognitive evaluation of a destination i.e., perception of a destination authenticity. Therefore, this study extends previous research, by integrating not only cognitive evaluation (authenticity) but also emotional evaluation (place attachment, satisfaction, and so forth) of a destination. Bloch (2014) argues that authenticity can be experienced by the multisensory stimuli of reality, and experiencing the places need to go beyond the Western perspective of visualism, and include the multisensory experiences into our cognitive scope. Since mental imagery assists in activating sensory information, perceptions, and emotions in one's mind, researchers argue that multisensory cues should make part of a destination image construct as well (Huang & Gross, 2010; Son & Pearce, 2005). Finally, it is also expected that five sensory impressions of a destination positively influence tourists' emotional responses, place attachment, satisfaction, and destination loyalty. The study should confirm the assumption that human senses are a prerequisite of individuals' perception of the external environment that further affects emotional and behavioral responses (Krishna, 2012; Kim & Fesenmaier, 2017). Thus, multisensory stimuli predict consumption experiences, and bodily experiences of destinations (Pan & Ryan, 2009; Rodaway, 1994).

It will as well extend the limited discussion on multisensory aspects in the tourism field; pinpoint the relevance of five sensory cues i.e., visual, gustatory, olfactory, tactile, and auditory, and will focus on the identification and analysis of the multisensory impressions in urban tourism that lacks the previous investigation. It should also make important contributions to the literature in the urban areas, with relevant practical implications for entrepreneurs and managers involved in this activity sector, but also for tourists themselves. The theoretical contributions of this thesis are evident through a holistic approach to five sensescapes i.e., landscapes, soundscapes, smellscapes, tastescapes, and haptiscapes with respect to tourist experiences, specifically focusing on urban areas, under a managerial perspective.

Keywords: *urban sensescapes, satisfaction, emotions, place attachment, tourism*

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HOSPITALITY, LOCAL WISDOM & CULTURE 2

CULTURE AS AN ATTRACTION FOR TOURISTS AFTER COVID-19 PANDEMIC

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Abstract

Corona Virus has spread the impact since 2019, made all activities in the world stopped, such as education, economy, social, tourism, etc. Nusa Dua as destination closed monthly. There was no tourists and tourism activities. Since May 2020, Nusa Dua was open under close surveillance. This research intends to analyze Culture as an Attraction for Tourists after Pandemic.

The research used purposive random sampling with ten culture aspect explored from Shaw & William (1997) Richie & Zein (2013). The data collected by google forms The result show culture still attract tourists visit Bali. Big four aspects of culture attract tourists are tradition, architecture, traditional clothes and religion.

Keywords: Culture, tourism, attraction, pandemic

I. Introduction

The impact of Corona virus break tourism and hotel business in Bali. Hundred hotels were closed, and thousand employee sent to the home. Nusa Dua Beach area closed for the tourist. Some research shows the result, tourist came to Bali for culture reasons (Richie, Zein, Ardika, 2003, Santika & Suryasih, 2018, Kirom, 2016). Before the pandemic, more than 5000 tourists came to Nusa Dua Beach daily. After pandemic, there was only local tourist visited Nusa Dua beach area. No more than 10 tourist daily (Dedy Sumantra, Ketua Lingkungan Desa Tanjung, Nusa Dua, 2 Mei 2020) It is interesting to learn if the culture still attract tourist to visit Bali after pandemic. This study analyze Culture as an Attraction for Tourists after The Covid-19 Pandemic.

II. Literature Review

Tourism activities has ten element of culture, consist of handycraft, tradition, history, traditional culinary, dance and music, way of life, architecture, language, traditional clothes (Shaw and William, 1997. Richie & Zein, 2013).

The culture is consist of tangible or intangible, such as handycraft, tradition, religy, citizen's activities, architectures, languages, art, music. It could be packaged as tourism packaging (Santika & Suryasih, 2018)

III. Research Methodology

The sample was purposive sampling with quantitative research. Population on research periode on 10-15th September 2020 joined in this research. Total 22 domestic tourists as sample, answered the questionnaires and followed the interviews. There are ten cultural aspects measured, such as tradition, customs, religion, architecture, traditional clothing, language, music and dance (Shawn and William, 1997, Richie and 2013).

IV. Results and Discussions

The data shows 11 respondent (50 %) are male, and 11 respondents (50 %) are female. The respondents consist of two tourists (9.09 %) came from Bandung, two tourists (9.09 %) came from Bogor, one tourist (4.55 %) came from Jakarta, one tourist (4.55 %) came from Banyuwangi, two tourists (9.09 %) came from Tuban, two tourists (9.09 %) came from Semarang, two tourists (9.09 %) came from Surabaya, two tourists (9.09 %) came from South Kalimantan, 6 tourists (27,27 %) came from West Kalimantan, and two tourists (9.09 %) came from Makasar.

The respondents are 18 tourists (81.82 %) aged 20-30 years old, two tourists (9.09 %) at age 30 – 40 years old, and two tourists (9.09 %) at age 40 – 50 years old. And all respondents are domestic tourists.

V. Conclusion

The tourists said the Balinese culture still attract them back to Bali. Tradition is the most cultural aspects that attract tourist (4.86), architecture (4.56) traditional clothing (4.18), and religion (4.16). The limited of this research are not enough guest available presenting their opinion, limited sample.

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COVID-19 AND MANAGEMENT OF SPIRITUAL TOUR PACKAGE IN GUNUNG SALAK VILLAGE

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Abstract

The Community of Gunung Salak Village had just develop tourism programs when Covid-19 Pandemic started at the end of 2019. The impact affect all programs, and cancel all tourism activities at Gunung Salak Village. This study aims to analyze "Covid-19 Pandemic and Management of Spiritual Tour Package in Gunung Salak Village".

The research is a qualitative research with purposive sampling. The sample are 10 respondents, local governments, community leaders, women, sekeha teruna teruni in Gunung Salak Village, and the management of Ecoturismo Kemetug at Gunung Salak. The data were collected by interviews, observation and documentation methods.

Spiritual tourism at Gunung Salak had closed during Covid-19 Pandemic, and now ready for the tourist in new normal. The standards of tourism activities prepared by the government, provide various sanitary facilities, improving health and safety standards, ensure the implementation of activities properly, check body temperature, keep the distance and the crowd.

Keywords: Covid-19 Pandemic, Spiritual Tourism

I. Introduction

The Community of Gunung Salak Village had just developed tourism when Covid19 Pandemic started at the end of 2019. This village has 1.400 hectares and 1.678 people, most of them are farmers. The Covid-19 pandemic impact affected all program, and tourism activities were cancelled, the village closed for tourists. Gunung Salak Villages consist of five banjar, such as banjar Kanciana, banjar Bangkiang Sidem, banjar Apit Yeh, and banjar Kemetug. This study aims to analyze "Covid-19 Pandemic and Management of Spiritual Tour Package in Gunung Salak Village".

II. Literature Review

Spiritual tourism in Bali based on Hindu's ceremony. Spiritual tourism having a good trend, especially in yoga (Sukaatmaja, Wardana, Purbawangsa and Rahanatha, 2017). Tour package as solution fo a new village starting tourism activities (Mulyani and Wirakusuma, 2016).

Indonesia was predicted as the 4th level countries having bad impact on Covid-19 pandemic. The reasons are because Indonesia having so many island and citizen

that needs extra work in handling the covid-19 pandemic impact. This is the reason it will takes a long time and effort handle the impact (Djalante, et al, 2020).

Culture as attraction has a great impact for tourists (Santika and Suryasih, 2018). The culture can divide into some packages as activities, such as making craft, traditional dance, ceremony, making offers to God.

The culture is consist of tangible or intangible, such as handycraft, tradition, religy, citizen's activities, architechtures, languages, art, music. It could be packaged as tourism packaging.

Spiritual tour package (Susanty, 2009) is a special interesting tour, the tourist make a journey to the holy place in order to find the holy spirit by doing spiritual activities, such as meditation, yoga, ceremony, ritual.

The largest tour in the world are spiritual tourism (Adi, 2020). Indonesia has potential chance in spiritual tourism, because of community talents, harmony in culture, support by government. The government issued rules number 2 (2012), culture tourism development to protect Bali's culture in sustainability tourism. Rules number 28 (2020), Bali's Tourism Management and rules number 5 (2020), Standard Operational Prochedure for Bali's Culture Tourism. These all shows government support for Bali sustainability tourism in managing tourism business. That means spiritual tour package have to give benefits for the community, provide sustainable tourism quality, as Bali's development vision, Nangun Sat Kerthi Loka Bali, proper development of Bali to the New Era.

III. Research Methodology

The research is a qualitative research with purposive sampling. The population were people manage and connect with tourism activities in Gunung Salak Village. The sample are 10 respondents, local governments, community leaders, women, sekeha teruna teruni in Gunung Salak Village, and the management of Ecoturismo Kemetug at Gunung Salak. The data were collected by interviews, observation and documentation methods. These methods were used to explore spiritual tourism and the management preparing new normal era at Gunung Salak Village.

IV. Results and Discussions

Gunung Salak Tourism Village is a village in Selemadeg, Tabanan Regency. A beautiful village with beautiful scenery, such as rice fields, having some waterfalls like Tibu Megan, Batu Sangihan, Singasing Tumpek, Singasing Beji, and Tibu Sampi. This village provide jogging track and trekking road around seven subak in Gunung Salak Tourism Village. 50 tourists visit the waterfalls daily. But the pandemic has made government closed the access for tourist.

The head of Gunung Salak Village, I Gusti Made Sutjirta, said they are 1.678 people, divide into 838 men and 824 women, in Gunung Salak Village. They have five banjar dinas, such as Banjar Bangkiang Sidem, Apit Yeh, Kemetug and Kanciana. Gede Komang Malando, Pemangku at Pura Bunut Sakti, said that spiritual tour package in Gunung Salak Village include yoga, melukat, usadha, meditation, agro. Sekeha truna truni has developed some social media as digital teknologi marketing, prepare tourism programs and human resources in their village. The women in this village has finished local culinary workshop, such as mujair menyatnyat, nasi until, and jaje bali. They build relationship with other stakeholder, travel agents, institutions. And having completely finished cleanliness, healthy, safety and environment prochedures in new normal era.

This research prove that community has prepared themselves very well for the new normal era after covid-19 pandemic. The research also prove the theories of sustainability tourism still relevan nowadays, still develop in each aspect of human resources, that human is the center for sustainability tourism

V. Conclusion

The result show that Covid-19 Pandemic made government close and stop spiritual tour package in Gunung Salak Village. It impact the lost of government and village incomes, community becomes farmer. Since October 2020, they open the tourism for local tourist with healthy protocol. Now the government of Gunung Salak Village and the community ready for the tourist.

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THE ROLE OF LOCAL WISDOM *TRI KAYA PARISUDHA* FOR FRONT LINE STAFF IN HOSPITALITY INDUSTRY

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1. Introduction

Tri Kaya Parisudha teachings are moral teachings found in Hinduism in Bali. *Tri* means three, *Kaya Parisudha* means to be purified. Thus, *Tri Kaya Parisudha* means three things that must be purified, namely: *manacika* or thoughts, *kayika* meaning words or utterances, and *kayika* or deeds. Besides being the common teaching among the people of Bali, *Tri Kaya Parisudha* began to get attention in recent years as one of the topics of study. Most of the studies on *Tri Kaya Parisudha* discuss the application of this teachings in the world of education both in character education and as an approach in teaching. Adnyana and Citrawathi (2017), for example, discussed the model of *Tri Kaya Parisudha* based character education in elementary schools. Dewi, Sedanayasa, Sulastri (2014) studied the effect of a learning model based on *Tri Kaya Parisudha* on science learning outcomes. Artini, Parmiti, Sudana (2016) investigated the effect of think-talk-write cooperative learning models based on local wisdom of *Tri Kaya Parisudha*. Another study which also on topic of education, Artawan and Ardiawan (2018) examined the learning of quantum teaching based on *Tri Kaya Parisudha*.

In relation to tourism, however, a research by Rosalina (2017) discusses the implementation of the *Tri Kaya Parisudha* teachings in sustainable tourism in Munduk. Thin study discusses how the revitalization of *Tri Kaya Parisudha* could lead to the sustainable tourism development in Munduk Village, North of Bali. The concept of *Tri Kaya Parisudha* which consists of the purity of 'mind' (*Manacika*), 'utterance' (*Wakcika*) and 'attitude' (*Kayika*), is believed to generate the intellectual, emotional, spiritual and creative energies. Rosalina (2017) concludes that Bali has one philosophy that would be appropriate in term of guest-host crosscultural encounter.

Since *Tri Kaya Parisudha* teachings are basically concerning improvement of characters, it seems that they can be crucial in to be implemented by staff who work in the hospitality industry, especially those whose responsibilities include having direct contact with the guests. The current study, therefore, seek to understand the role of this teachings for front line staff at hospitality industry.

2. Research Methodology

This study uses qualitative approach. The data was collected using a questionnaire that was distributed to the respondents and included a range of

standardized statements about the study constructs that were scored on a 5-point scale ranging, using Likert Scale, from 1 for STS (Strongly Disagree) to 5 for SS (Strongly Agree). Furthermore, in depth interview with Front Office (FO) Staff, FO Manager, Waiters/Waitress, and Restaurant Manager, in various hotel classification.

3. Expected Result and Conclusion

This study provides an overview of the *Tri Kaya Parisudha* concept's implementation and implications for hotel operations. In general, think, tell, and do good in the Front Office, Restaurant, and Housekeeping, that translated into their services and summarized on Standard Operating Procedure, thus professionalism conduct.

The outcome of this concept's implementation will be expressed in the Guest Comment Card and the results of the hotel management's score measurement, which reflects the services rendered by these employees. Guest Comment Card are the most commonly used metrics for assessing hotel guest satisfaction. Table 1 is a sample of Guest Comment questionnaire to measure guest satisfactions.

Table 1: Guest Comment Card

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Staff Attentiveness					
Service Availability					
How well you felt recognized as an individual during your stay.					
Staff made an effort to recognize and accommodate guest preferences.					
Employee interactions were caring and genuine.					

Table 2: Standard Fundamentals

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Employee greets the guest naturally and discreetly, without overusing the guest's name.					
Employees well groomed and neatly presented.					

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Employee make an effort to personalize the interaction and engage the guest as an individual.					
The employee helpful in any way.					
Employee express caring and genuine.					

Using Likert Scale, from 1 for STS (Strongly Disagree) to 5 for SS (Strongly Agree), each of variable evaluated by its value: 5 for Strongly Agree, 4 for Agree, 3 for Neutral, 2 for Disagree, and 1 for Strongly Disagree. It is then converted into a score indicating the satisfaction category.

Table 3: Satisfaction Category

No.	Total Score	Satisfaction Category
1	38 - 75	High
2	16 - 37.5	Mediacore
3	0 - 15	Low

Table 1 and Table 2 are the sample of Guest Comment and Standard questionnaire to measure guest satisfactions , in addition to the statement about the product quality assurance, such as quality of products, and condition of the property, room condition, cleanliness of room, restaurant atmosphere, food and beverage quality, etc.

To revert back to the fundamentals, the hospitality industry is, by definition, a service industry. Its responsibilities include serving and satisfying guests. Seeing as Tri Kaya Parisudha teachings are primarily concerned with character development, it appears that they can be critical in being implemented by staff who work in the hospitality industry, particularly those whose responsibilities include direct contact with guests.

Keywords: Bali, Culture, Local Wisdom, Hospitality, Tri Kaya Parisudha,

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LOCAL WISDOM AT NUSA DUA AS DESTINATION IN COVID-19 PANDEMIC

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Abstract

The Covid-19 Pandemic has sparked the birth of many studies to increase public understanding, such as local wisdom towards pandemic situation. Like many other areas, people in Bali are also experiencing the impact of Covid-19 Pandemic. More than 75 % of the community in Tanjung Village (92 head of family) had lost their job in tourism sector. This study aims to identify data related to Balinese culture, especially Balinese genius local wisdom in handling Covid-19 pandemic. The research is a qualitative research with purposive sampling using interview, observation and documentation methods. This research is needed because Covid19 pandemic is a global pandemic all around the world, so understand the character of community will provide the proper solving problem method.

The research is a qualitative research with purposive sampling. The data were collected by interviews, observation and documentation methods. These methods were used to explore the character of Balinese wisdom, daily activities, and their living of style in facing the pandemic situation. There were 118 families in Tanjung Benoa as population, and only 12 people willing to join in the period of reseach, September 2020.

Genius local wisdom has proven the capabilities of community to move together to handle the impact of Covid-19 Pandemic. The forms of Balinese genius local wisdom includes vasudewa kutumbakam, sagalak sagilik salunglung sabayantaka, paras paros sarpanaya, briuk sapanggul, sekehe truna truni, pecalang, tri krama (krama ampil / gegem, krama tamiu, tamiu).

Keywords: *Genius local wisdom, Community, Covid-19 Pandemic*

I. Introduction

The Covid-19 Pandemic situation that spread since 2019 has destroyed the development of world tourism. The Jakarta Post (14 July 2020) explained Indonesia lost 5.9 trillion income from tourism sector due to Covid-19 Pandemic. Destination, hotel and accommodation in Bali are closed, thousands employees have to stay at home and having unpaid leave. As the data on April 13th 2020 shows, 800 employee lost their job, 46.000 employees have to stay at home. On May 12th 2020, 2.189 employee lost their job due to Pandemic, 65.594 employee have to stay at home (Nuruddin et al, 2020).

IB Oka Dirga (Kadisperinaker Bali) said, until earlier of July 2020, 532 hotels, restaurants, tourists attractions were closed due to the impact of Pandemic. At the end of July 2020, 2.663 employees lost their job, and 73.613 employees have to stay at home.

At the end of August, totally 3.024 employees lost their job, and 76.940 employees have to stay at home, while the company said they will be at their job if the hotel re-opening. This number will increase because the situation has not been recovered optimal (BisnisBali.com, October 1st, 2020).

The Central Bureau of Statistics in Januari 2021 released statistical data about impact of Pandemic towards Indonesia in economic growth, - 2.04 %. Bali tourism that has been support by local community, government and tourists, need helped. It requires various studies with various aspects and viewpoints, so the right action can help Bali to overcome and anticipate the problems. This study aims to analyze Balinese genius local wisdom in Covid-19 pandemic.

II. Literature Review

The Pandemic has changed global social life style. What was impossible, nowadays become real, such as, virtual teaching, learning and work from home, shopping while we can stay at home or in the office, virtual event and virtual travel. Humans lock themselves for weeks, months. The state isolates society, separates families and friendship relations, close the states boundaries.

This is the modern world with smart technology, change the world that has been going on for a long time. There is so much people choose virtual concert and events that previously impossible, and nowadays as an alternative in The New Normal Era. The strict standards for hygiene, health, safety and environmental procedure (Clean, Health, Safety, and Sustainability Environmental) now become a standard of qualified organization in order to reach community satisfaction.

Adi Pratama (2020) explains that The Covid-19 Pandemic situation has led people to a pattern known as The Normal Era, a New Habitual Order. This new pattern sometimes a local wisdom that has been applied in the past, a long time ago, but is forgotten or ignored for various reasons. Some of the reasons are business, lack of local wisdom understanding, could not be able to apply in community activities. The adoption of new custom or new habit needs synergy and good cooperation from each parties, like The Government, businessmen, intellectuals, officials, community leaders, in order to spread the information properly. The society have to understand the information and the pattern of communication among society. This will prove effectivity and efficiency of communication, in re - modelling, re - arrange, developing accurate information, making efforts to adapt technological devices in society, for the better social life. The resources that could be utilized are: Technology, Digitalization, Connectivity, Transformation, and Humans (Adi Pratama, 2020).

Likewise, the situation happens nowadays in Nusa Dua. Tourism in Bali, especially Nusa Dua, turns into unpredictable situation. There were great changes from old to new habit, people spend time, a lot of time, only stay at home and work

from home. The community wear mask when they go out from home, always wash hand, keeping the distance from the others, avoid the crowd, and avoid face to face interact.

III. Research Methodology

This study used qualitative methods that help researchers see the phenomena related to the research. According to Muhadjir (1991: 24), qualitative research produce description, written or spoken words from people or actors that could be observed based on a holistic approach. Data collection methods include observation and interview methods related to the activities of Balinese people in dealing with pandemic situations. Observation is a data collection technique carried out by going directly to the research location to reach clear overview from research location.

The interview is data collection method to obtain information by interviewing respondents. Interviews can be conducted in a structured manner or not, face to face, telephone or online (Sekaran, 2006, 67-68). The interview technique in this research was to conduct interviews with community leaders, religious leaders, traditional village heads, by giving a list of question that has been prepared.

Documentation is a data collection techniques by searching and making documents related to this research, such as sub-district monograph, papers or brochures. Data analysis was carried out using qualitative – interpretative techniques, to see the phenomenon of Balinese local wisdom in Covid-19 Pandemic.

IV. Results and Discussions

There were 118 families in Tanjung Bena as population, and only 12 people willing to join in the period of reseach. The sample were 12 people from the community in Tanjung Bena Village, represented various aspect in the community, such as Klian Adat, prajuru, Sekeha Truna Truni, women, head of family, worker. The period of research was September 2020.

Covid-19 Pandemic Impact for the society

The data shows there were some problem as Covid-19 Pandemic impact such as education (student have to stay at home, learn by digital media, having no device available to learn via internet), social (having no activity in banjar, they have a crowd in family, getting bored, no culture activities), environment (the rise of trash in families, at the beach), mental health (there is not enough activities for the society, conflict between families, getting bored without any job, lost job).

Forms of local wisdom

A. Menyameberaye

The meaning of menyameberaye is respecting other people, appreciating differences, placing others as family. These forms will lead us avoid conflict among community. Interview results show that the Covid-19 Pandemic situation has

made Balinese community experience anxiety disorders. The families are rarely meet each others, because of work and school reasons. Pandemic has change their style of life. The families had much time to spend together at home. But uncertain situation of pandemic can lead to be boring, squarrels in family. The spirit of togetherness, namely menyameberaye, could be handled together overcoming conflict due to boredom.

B. Sekehe Truna Truni

The community applied information system hierarchy for their village. The implementation for 24 hour surveillence system, as synergy from peers and pecalang, village securities. Pecalang and peers, Sekehe Truna Truni, work together, control the guest who comes to the village, monitor the safety and healthy from the villagers. Periodic interactions are delivered in a form of regular information reports every morning. Klian Adat (The head of village) divided the youth / peers into ten groups, each group leader will submitted a daily routine report to the Klian Adat.

C. Briuk Sapanggul

Briuk Sapanggul is a form of local wisdom where villagers try to help fellow villagers have any problems, experiencing disturbances caused by the Covid-19 Pandemic.

D. Tri Krama (Krama Ampil / Gegem, Krama Tamiu, Tamiu)

The indigenous villagers of Tanjung Benoa had established a system called Tri Krama: Krama Ampil / Gegem, Krama Tamiu, Tamiu. This is implemented because in this village there are also many immigrants who are not the original inhabitants of Tanjung Benoa village. This system will help the community to monitor each other, motivate and help each other, so they could be able to minimize and protect themselves from negative impact of Covid-19 Pandemic. For example, if there are member of the community came from other village, had travelling to other city, they have to give information through existing communication media.

V. Conclusion

Covid-19 Pandemic had made more than 75 % community of Tanjung Benoa (97 families from totally 118 families) lost their job, turn into other profession, such as food traders, farmer. Covid-19 Pandemic has impact like economic, social, education, environmental, and personality disorders. Tourism workers have to stay at home or unpaid leave. The pattern of community life style has change into The New Normal Era / New Normal Habits. They use masks, keep distances from other, wash their hand, avoid the crowd, less interaction with other. Balinese people in Tanjung Benoa Village have various forms of local wisdom. Covid-19 Pandemic has made these

genius local wisdom rise and develop by community. The kind of genius local wisdom in Tanjung Benoa are, *vasudewa kutumbakam, sagalak sagilik salunglung sabayantaka, paras paros sarpanaya, briuk sapanggul, sekeha truna truni, pecalang, tri krama (krama ampil / gegem, krama tamiu, tamiu).*

The activities carried out by the community in Tanjung Benoa Village related to the culture activities are, starting to reactivate activities in banjar, such as Gong training for the peers, youth and children. They held strict protocol for healthy and safety, assisted by sekeha truna truni and pecalang. They use handy talkies and some digital media in order to communicate easier and faster.

The impact of this research shows that researches always keep trying in finding new formula, new theories applicable to solve the problems. The empirical impact are, community use local wisdom in handling Covid-19 Pandemi impacts, government work together with community, institutions, to get the better solution.

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APPLICATION OF TRI HITA KARANA CONCEPT AS LOCAL WISDOM IN HOMESTAY MANAGEMENT IN BADUNG REGENCY, BALI, INDONESIA

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Abstract

Considering the potential and objective conditions of Bali Island, the tourism developed in this area is cultural tourism, based on Balinese culture that is imbued by the teachings of Hinduism and the philosophy of Tri Hita Karana. Implementation of the concept aims to accelerate the realization of harmonization, prosperity and happiness of the community through the implementation of development. The concept of Tri Hita Karana must be applied to all components of Balinese society, including homestay as one kind of accommodation that developed in Bali. This research aims to know the knowledge of homestay managers about Tri Hita Karana concept and its application form at homestay in Badung regency. This research was designed qualitatively by collecting data using survey method, observation, interview, and documentation. Samples were taken in three subdistricts namely South Kuta, Kuta, and North Kuta District. The collected data were analyzed and identified for later described to obtain an overview of the application of Tri Hita Karana concept to homestay in Badung regency.

Keyword: Homestay, Tri Hita Karana, Badung Regency

I. Introduction

Bali is a major destination in Indonesia, and it is now an icon of world tourism. Bali is an island whose natural resources are limited yet rich in cultural resources. The people live a rich socio-cultural life that is heavily nuanced with tradition and religious beliefs combined harmoniously with local wisdom, making the island very unique and in great demand for tourism destination.

Considering the potential and objective conditions of Bali Island, the tourism developed in this area is cultural tourism. Bali Cultural Tourism as stated in Regional Regulation of Bali Province No.2 of 2012, namely Balinese tourism which is based on Balinese culture which is inspired by the teachings of Hinduism and the Tri Hita Karana philosophy as the main potential by using tourism as a vehicle for its actualization. So that there is a dynamic reciprocal relationship between culture and tourism which makes them develop harmoniously, synergistically, and sustainably in order to provide prosperity to society, the environment and cultural preservation. On the ground of the above explanation, it is clearly seen that tourism must be able to

accommodate the culture and vice versa, culture must be preserved for the continuation of tourism development and growth.

One of the concepts of sustainable tourism that is now developing in the world is the existence of community based tourism. Community based tourism by the World for Fund for Nature is described as tourism in which local community have direct involvement in its management and development and most of the benefits are received directly by the community. One form of community-based tourism development that is now increasingly prevalent is the business of providing homestay accommodation.

According to the Minister of Tourism and Creative Economy Regulation No. 9 of 2014 homestay is an accommodation business in the form of a residential building that is inhabited by the owner and part of the house is used for rent, so that tourists have the opportunity to interact in the daily life of the owner, within a certain period of time with the calculation of daily payments. In addition, homestay is managed in a simple way by offering experiences of the daily life of local people as well as introducing Balinese traditions and culture so that it is expected to create a sustainable tourism.

In the very rapid development of tourism creates a new hope for the community to improve its welfare. One of the things done by the community is to create a homestay accommodation business. However, the application of homestay management carried out by the community prioritizes moderation and adapting to the tourist culture. It is feared that this can make people leave their culture. Especially with the large number of people who build homestays, it can create disputes and erode the sense of empathy and a sense of fraternity or "*menyama braya*" which is highly respected by the Balinese people.

Wayan Sukarma (2016) said "if the welfare becomes a society ideal, therefore, every an individual obligates to attempt it. The first effort is to create harmony by order realizing, harmony, regulation, and social balance." So that in every community business and activity, the Tri Hita Karana concept should always be the basis for running it in order to create a balance in the life of Balinese people.

Referring to the provision, it is very important that tourism management as well as the development of homestay in Bali shall be given special attention. According to the Regional Regulation of Bali Province No. 2 of 2012 on Bali Cultural Tourism and Law No. 10 of 2009 on Tourism Chapter III Article 5(a), it is implied that tourism is expected to be organized with the principle of balance of relations between human and God, between human beings, as well as human and the environment, which is known as the Tri Hita Karana concept.

Homestay as one type of accommodation should ideally applies the concept of Tri Hita Karana in its management. Moreover, the number of homestays today

continues to increase so that there needs to be an accreditation and control in the homestay management based on sustainable tourism embodied in the application of Tri Hita Karana concept. Tri Hita Karana is one of the local wisdom in Bali that is used as a foothold in efforts to encourage the development of cultural tourism. This is a concept based on the principles of conformity or harmony of life, consisting three elements that are interrelated with each other. The three elements are *Parhyangan*, the harmony of the relationship between human and God (Ida Sang Hyang Widhi), *Pawongan*, harmony of relationships between fellow human beings, and *Palemahan*, harmony of relationship between human and the environment (Manao, Windia, Wastika, in Parma 2010).

Although Tri Hita Karana concept is based on the Hindu religious concept in Bali, but the concept has gained world recognition as a universal concept. This concept was then adopted and used as a reference for managing hotel operations and tourist destinations in Bali as well as the organization of similar awards at the national and world level (Parma, 2010). The existence of correlation can be seen in the ideals of Bali tourism that carries cultural tourism to maintain the preservation of Balinese culture, and develop sustainable tourism while still prospering the community through the application of community based tourism, one of which is the development of homestay business. Therefore, the universal philosophy of life, Tri Hita Karana is expected to be applied in the management and operation of the homestay accommodation business.

Badung Regency is one of tourism centers in Bali. It has been known that the tourism in Badung, particularly in South Badung, has been developed with modernization that can be felt by almost all levels of society in the region. Badung Regency in its regional development has set the vision of "Strengthening the direction of Badung development based on Tri Hita Karana towards a developed, peaceful, and prosperous society". This encourages a necessity for a control over tourism development, especially the development of homestays based on Tri Hita Karana that is in accordance with the vision of the Badung regency government. This study does not focus on the legal status of homestays, despite the result of preliminary survey that indicated homestays in Badung Regency did not have legal permit. Instead, this research is expected to provide an overview of the application of Tri Hita Karana concept on homestays in Badung Regency, the understanding of homestay manager about the concept, as well as the obstacles addressed by the manager in applying the concept.

In this study, the application of Tri Hita Karana concept to the homestay type of accommodation industry in Badung Regency refers to the aspects described by Tri Hita Karana Foundation as mentioned in the Tri Hita Karana handbook titled *Awards and Accreditation*, of which these aspects are adopted and modified to be in line with

the concept of homestay development. Homestays that are chosen to be the object of this study are services of accommodation that take or use the homestay label. The question that will be answered in this research are (1) How does the homestay manager understand the Tri Hita Karana concept? (2) How is the application of the Tri Hita Karana concept to the homestay in Badung Regency? and (3) What are the obstacles that homestay managers faced in applying the Tri Hita Karana concept?

II. Literature Review

2.1 Homestay

Homestay or commonly called as Pondok Wisata is an accommodation business in the form of a residential building that is inhabited by the owner and part of the house is used for rent, so that tourists have the opportunity to interact in the daily life of the owner, within a certain period of time with the calculation of daily payments. (Regulation of the Minister of Tourism and Creative Economy No. 9 of 2014). In the book entitled ASEAN Homestay Standard in 2016, it is stated that "Homestay is an alternative tourism where tourists live together with the host in the same house and will experience the daily life of the host and the local community." So it can be concluded that homestay is an accommodation in the form of residential buildings where some of the rooms are used for rent to tourists and live with the host so that they can experience daily life with family and local communities.

The book also says that a homestay has 9 criteria, namely Host, Accommodation Facilities, Management, Activities, Location, Hygiene or Cleanliness, Marketing and Promotion, Security, and Sustainability Principles. In addition to the written rules mentioned in *Asean Homestay Standard*, there is also a Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia No. 9 of 2014 concerning the Business Standard of Homestay (Pondok Wisata). The criteria are Product, Service, and Management.

2.2 Sustainable Tourism

Sustainable tourism, according to UNEP and UNWTO (2005), is defined simply as a tourism activity that takes into account the present and future economic value, environmental and social impacts, meets the needs of visitors, the environment, industry and local communities. Sustainable tourism concept is not only covering the scope of environmental aspects, moreover the concept of sustainable tourism is to maintain the existence of a tourist destination in a long period of time, both from the socio-cultural aspect, and the economic benefits provided to the local communities. According to UNEP & UNWTO

(2005), the concept of sustainable tourism has aspects of Environment, Socio-Cultural, and Socio-Economic.

2.3 Tri Hita Karana

Tri Hita Karana consisting of 3 words, Tri means three, Hita means happiness/welfare, and Karana means causes. So, Tri Hita Karana means three causes of happiness. The key to seek happiness through this concept is a balanced relation within three harmonious ways, harmony with God (*Parahyangan*), harmony with fellow human (*Pawongan*) and harmony with nature (*Palemahan*) (Satya & Lase, 2018).

The relation with God creates the *Parahyangan* or spiritual relations between creators and creation. The *Parahyangan* contains a horizontal relation in which humans must show their willingness to obey to the God. *Pawongan* originated from the philosophy of Tat Twam Asi which means "I Am You". This teaching taught that all human beings were equally same so that men must treat others like how they want to be treated or. The relation between human and environment creates *Palemahan*. Balinese people often describing the relations between human and nature, just like a mother raised her child, because nature supporting human with their daily needs to survive in this world. (Satya & Lase, 2018)

Tri Hita Karana is expected to be applied in real life of all components of society so that there are no conflicts in the development process. The implementation of development that upholds harmony and togetherness will create an atmosphere of calm and peace in the lives of Balinese people. This greatly affects the image of Bali Island, which highly depends on the tourism sector, in the eyes of the world community.

2.4 Preliminary Researches

Table 1: Preliminary Researches

No	Title	Writer	Analysis Method	Result
1.	Towards Sustainability with Tri Hita Karana (an Interpretative Study on Balinese People)	Hasudungan Hutasoit & Redaktur Wau (2017)	Qualitatif Interpretivisme Paradigm Analysis	People of Bali have proved that Tri Hita Karana have sustainably guarded Bali until today.
2.	Analysis on the Influence of Applying Tri Hita Karana on Tourist Satisfaction	I Dewa Ayu Puspitadewi, Wayan Windia, & Ni Wayan Sri Astiti (2015)	Multiple Linear Regression	Tri Hita Karana is applied quite well at Ceking agrotourism area, tourist satisfaction is high, and the concept has

No	Title	Writer	Analysis Method	Result
	Level In Ceking Agrotourism area, Tegallalang District, Gianyar Regency.			contributed to the tourist satisfaction simultaneously. And in parts of Ceking agrotourism area, it significantly influenced.
3.	Application of Tri Hita Karana Concept at The Trans Resort, Bali.	Komang Agus Pranata, Anak Agung Putri Sri, & Agus Muriawan Putra (2017)	SWOT Analysis	Tri Hita Karana Concept has been applied well at The Trans Resort Bali. However, there are some assessment indicators that have not been fulfilled.
4.	Designing Bali Tourism Model through the Implementation of Tri Hita Karana and Sad Kertih Values	Ni Nyoman Sri Astuti, Gede Ginaya, & Ni Putu Wiwiek Ary Susyarini (2018)	Descriptive Qualitative Research Method	The study found, the implementation of THK and SK values in designing Bali tourism model has been effective.

III. Research Methodology

This study was conducted in three sub-districts in Badung Regency namely Kuta, Kuta Utara, and Kuta Selatan, where homestays in the regency are mostly spread across the three sub-districts. The three sub-districts are the administrative part of South Badung, which is the main area of tourism development in Badung Regency. Primary data as one of the data sources that used in this study obtained by using a checklist addressed to homestay owners to obtain data on homestay operations as a reflection of the application of Tri Hita Karana. And secondary data obtained through documentation, such as literature books and other sources.

In this study, researcher used non-probability sampling technique by taking quota sampling. This technique is used to determine samples from a population that has certain characteristics, up to the desired number (quota) (Sugiyono, 2012). This study took 30 samples due to limited time, energy, and funds as well as unknown distribution of homestays in each sub-district in Badung Regency. The sample characteristics in this study are accommodation businesses that use the homestay label, with a maximum number of rooms of 15 rooms, as the maximum number of non-star accommodation rooms, and the residence of the homestay owner in the same yard.

As for some data collection techniques used in this study, namely, a survey using a checklist as a tool to obtain data on homestay operations as a reflection of the application of the Tri Hita Karana concept. Interviews, conducted with homestay owners or managers to explore information about the homestay manager's knowledge about the concept and its application to the homestay. Observations, carried out to determine the conditions of the homestay environment. As well as documentation, in the form of journals from previous research that are used to compile literature reviews. In this study, the researcher used qualitative descriptive analysis technique. Qualitative descriptive analysis technique is a method used to expose known data through data collection that was obtained in accordance with reality (Kusmayadi and Sugiarto, 2000).

IV. Results and Discussions

Based on interviews conducted with 30 homestay managers, it was obtained that all answers or responses of homestay managers to the questions submitted have represented and had similarities. All homestay managers understood the Tri Hita Karana concept. The managers were also able to explain the meaning of the concept as a harmonious relationship between human and God, fellow human beings, and human and the environment. However, the first source of information of the manager heard the different concept. Understandably, the concept of Tri Hita Karana could be known easily through the environment and family, in which the concept has a close relationship with daily social life. Despite the understanding of the homestay managers and their ability to explain the concept, they still do not really understand the manifestation of application of the concept in more details, even though it has been actually applied in the management of the homestays.

Parhyangan as one element of Tri Hita Karana applied by the manager by ruling that homestay does not use sacred symbols in improper places, the homestay is equipped with a holy place and the condition of the holy place is well maintained, and the homestay should contribute to religious activities in the surrounding temple. Contributing to religious activities is a form of devotion to God besides giving attention to religious activities as well as for establishing a harmonious relationship with the surrounding community. Based on the research results, it is known that all homestay managers have contributed to religious activities in the surrounding temples. In addition to carrying out activities, the homestay manager also contributes in the form of "dana punia" (alms) from the results of his homestay business.

Homestay has efforts to preserve and develop religious traditions, provides sufficient opportunities for employees in carrying out religious activities, provides socialization of Tri Hita Karana to tourists staying in the homestay, must appoint person in charge of the implementation of daily religious rituals and employees are

involved in religious rituals in the homestay, and the name of the homestay should be contextual with the local culture. Based on the data, it is known that only 16.7 percent of homestays have used homestay names that are contextual to local culture, 83.3 percent of the others choose to use their personal names or other names as their homestay names to make it easier to remember and show ownership.

Pawongan is applied by the manager through various rules: the homestay should have a program of development of social organizations around the site. Based on the data obtained, most of the 86.7 percent of homestays in Badung Regency have activities to develop social organizations by providing funds and goods to “sekeha teruna”, as well as banjars around the homestay. Meanwhile, 13.3 others said that they had never given funds or goods to “sekeha teruna” or banjar. There are also areas that do not allow “sekeha teruna” or banjar to ask for help from homestays. This happened in the Banjar Basangkasa Seminyak area, where the manager said that providing assistance to “sekeha teruna” was not allowed by the customary village, because the homestay managers had paid regular fees so that it was considered to have helped in developing the organization.

Homestay conduct activities of preservation of Balinese culture and empowerment of traditional organizations around the homestay. Based on the data obtained, only 13.3 percent of homestays carry out Balinese cultural preservation activities, namely by assisting in renovating / rehabilitating temples around the homestay, in the form of materials / funds and having empowered pecalang when there are activities at the homestay. However, the empowerment of pecalang is routinely carried out by the Kuta village government to maintain security by guarding it every day at night.

Other applications that are carried out, homestay should avoid any conflict between homestay manager and employees and the community, accept employees with disabilities, willing to accommodate the production of local communities, have activities of empowering nearby human resources and absorb local labor, have facilities for tourists who are physically disabled, have a guest comment and repeater guest, hold cooperation with stakeholders, as well as provide holiday allowance and awards to employees, and provide leave facilities for employees.

Palemahan as one element of Tri Hita Karana is a harmonious relationship between human and the environment. This aspect is applied by the manager of the homestay by handling waste and providing good sanitation and hygiene, carrying environmental conservation program, utilizing land efficiently, conducting land conservation well, avoiding any conflict related to the environment with the surrounding communities, utilizing energy efficiently, providing parking facilities, and building a park that reflects the elements of “*Panca Mahabuta*”. Most of them, 70 percent of the homestays have only a few plants, this is because the land conditions

are not too large and are already densely populated with buildings. Based on the data obtained, 36.7 percent of the homestay contained all the elements of “*Panca Mahabuta*”, namely the elements of Apah (pool or gurgling water), Teja

(lights, lighting, sunlight), Pertiwi (soil or stone, including statues), Akasa (substances ether, atmosphere), and Bayu elements (wind, air circulation).

Even though the concept of Tri Hita Karana has been applied, some homestay managers still face some obstacles in applying the concept of Tri Hita Karana to the homestay management. The obstacles are usually occur when they interact with guests and language constraint. In addition, another obstacle that is felt is adjusting the customs and culture of tourists with Balinese customs and culture. Because the homestay is located in the same yard with the owner's house, Balinese customs and cultures in daily life must be considered so as not to make tourists feel uncomfortable but also not to make the culture disappear and disturbed by the presence of tourists staying overnight. One of them is paying attention to the implementation of religious ceremonies at the homestay so as not to disturb tourists. as well as waste handling and environmental preservation issues.

Another obstacle felt by the homestay manager is related to the palemahan element related to waste management and environmental preservation. Based on the data, it is known that several homestays have separated organic and non-organic waste, but in the end all the waste is still wasted because the manager does not know how to manage it. The homestay manager is already concerned about the waste problem, but there is still very little effort from the village and the government to manage this waste.

Based on the research results, it can be seen that the Tri Hita Karana concept as a local wisdom can be applied to the tourism system. So, the homestay business which is now mostly managed by the community does not only provide personal economic benefits, but with the application of the THK concept, the existence of a homestay can also make a positive contribution to the village, the surrounding community, and the environment. The application of the Tri Hita Karana concept universally can be applied anywhere, which in general this concept brings people to carry out religious activities well, makes people able to live in peace and harmony with each other so as to minimize conflicts between communities, and protect the environment and nature in order to remain and avoid natural disasters.

V. Conclusion

This study provides an overview of the homestay manager's understanding of the Tri Hita karana concept, as well as how the manager applies the concept to his homestay. Based on observations and interviews that have been conducted during the research, it can be concluded that all homestays in Badung Regency have applied the

concept of Tri Hita Karana quite well, yet they have different ways in applying the concept. This depends on the way each homestay is managed and the policies or "pararem" of each village where the homestay is located.

The limitation of the problem in this study is the application of the Tri Hita Karana concept to the homestay type accommodation industry in Badung Regency. By referring to the aspects described by the Tri Hita Karana Foundation in the Tri Hita Karana Awards and Accreditation guidebook, these aspects are adopted and modified to suit the concept of homestay accommodation development.

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INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

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INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION CONFERENCE (InHEIC)

ANALYSIS OF CULTURAL TOURISM POTENTIAL IN SUMBAWAN CULTURAL VILLAGE PEKALONGAN CITY

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Abstract

The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value. Pekalongan city is famous for its religious nuances as majority religion muslim and has several religious customs traditions every year. Tourism activities in 2020 experience problems due to the Corona virus which is hampering the growth of the tourism sector. With the current state of declining tourism, the current economy is also in decline. So many workers have been laid off, especially for actors in the tourism and hotel sectors. This case is also experienced by the people of the Sumbawan cultural village, who have been sent home because they have been dismissed. So the purpose of this study is to Analyse the potential for cultural tourism that is owned in order to find out the potential exists and can be developed to be ready when the tourism back open up and a new jobs for the surrounding community. This study aims to analyze the potential for cultural tourism in the Cultural Village of Sumbawan, Krapyak Village, Pekalongan. The method used is descriptive method with a quantitative approach to describe the elements of cultural tourism potential in Sumbawan Cultural Village, Pekalongan.

Keywords: *Potential cultural tourism, Sumbawan Cultural Village*

I. Introduction

Pekalongan is one of the city center of economic growth in Central Java bordering Java sea in the North, Batang in the east, as well as Pekalongan in the south and west. Pekalongan, also known as the “Batik City” is home to 300,000 people. It is a multicultural city where different ethnic communities live together, often enjoying each other’s cultural expressions in the many exhibitions, parades and events held throughout the year. Handcrafts, such as hand-drawn and handstamped batik, are the main pillars of the city’s economy. Closely tied to art, culture and the economy, batik design and production are an essential part of Pekalongan’s identity. Integrated into the city’s educational system, Batik culture is also well integrated into the city’s creative economy development plans. Pekalongan city is also one of the creative city UNESCO in the category of crafts and folk art in December 2014 and has a city branding World’s city of Batik. (<https://en.unesco.org/creative-cities/pekalongan>).

Pekalongan city is famous for it’s religious nuances as majority religion muslim, there are several traditional customs in Pekalongan that are not found in other areas such as Syawalan. Syawalan is a celebration of seven days after Eid and is celebrated

with the cutting of giant lopis every year. In addition to the celebration of syawalan, there are other religion culture tourism, namely the celebration of Syaban which is held before the fasting period, and rebo pungkasan, a tradition that commemorates the last wednesday in the month of Safar. And when there is a culinary celebration Pungkasan Rebo typical of Coro. Made from rice flour, brown sugar as an ingredient liquid, fried onions and leek as a topping.

Tourism activities in 2020 experience problems due to the Corona virus which is hampering the growth of the tourism sector. With the current state of declining tourism, the current economy is also in decline. So many workers have been laid off, especially for actors in the tourism and hotel sectors. This case is also experienced by the people of the Sumbawan cultural village, who have been sent home because they have been dismissed. with many annual celebrations held at the Sumbawan Cultural Village which can attract the attention of tourists, especially tourists who are muslim.

The religi culture tourism is held in the cultural village of Sumbawan, which is located in Krapyak Kidul, North Pekalongan, Pekalongan City. with the potential of this Sumbawan cultural village can attract the attention of tourists and especially tourists who are muslim. Than the title taken by the researcher is "Analysis of the

Potential of Cultural Tourism in the Cultural Village of Sumbawan, Pekalongan". In order to identify the potential and know the awareness of the surrounding community about this religious cultural tourism.

II. Literature Review

2.1 Tourism

Definition of tourism in the mentioned by some experts by Koen Meyers (2009) Tourism is an activity of a journey undertaken by the time of their original places to the destination with the reasons not to settle or make a living but merely to satisfy curiosity, to spend free time or holidays as well as other purposes. Meanwhile, according to Mulyadi (2012: 7) Tourism is an activity to change the temporary residence of a person, outside his daily residence for any reason other than carrying out activities that can generate wages or salaries. In addition, tourism is an activity, service and product of the tourism industry that is able to create travel experiences for tourists.

2.2 Fascination the power characteristics of the tourist and travel

Based on the Law of the Republic of Indonesia No. 10 2009 (in Andini, 2015: 10) On tourism, Tourist Attractions described as everything has a unique, convenience, and value in the form of natural diversity, cultural and man-made results that were targeted or tourist visits.

2.3 Elements of tourism development

According to Kurniawan (2015), the elements of tourism development are as follows:

1. Attractions, attractions or attractions can arise from natural conditions (panoramic beauty, flora and fauna, the unique characteristics of sea waters, lakes), man-made objects (museums, cathedrals, ancient mosques, ancient tombs and so on), or elements and tourism culture (arts, customs, food and so on).
2. Transportation, the development of transportation affects the flow of tourists and also the development of accommodation. In addition, the development of transportation technology also affects the flexibility of the direction of travel, if the transportation by train is linear, there are not many branches or its beauty, by car the direction of travel can be more varied. Likewise with airplane transportation that can cross various natural obstacles (shorter time).
3. Accommodation, a place to stay can be distinguished between those built for public purposes (hotels, motels, boarding houses, camping places during vacation) and those that are made specifically for individuals to accommodate family stays, acquaintances or members of certain and limited associations.
4. Service facilities, provision of facilities and services are increasingly developing and varying in line with the development of tourist flows. The development of shops and services at tourist attractions begins with the existence of services for daily needs (food vendors, drinking stalls or snacks), then trade services (salesmen, craftsmen or other services), then services for convenience and pleasure. (clothing stores, furniture stores, etc.), then services related to security and safety (doctors, pharmacies, police and firefighters) and in the end further developments also involve the sale of luxury goods.
5. Infrastructure, adequate infrastructure is needed to support services and supporting facilities. Infrastructure development indirectly provides benefits (can be used) for the local population in addition to supporting tourism development. This concerns not only the development of transportation infrastructure (roads, ports, railways, etc.) but also the provision of drinking water channels, electric lighting, and sewerage.

2.4 Culture tourism

And one of the most diverse and specific definitions from the 1990s is provided by ICOMOS (International Scientific Committee on Cultural Tourism): "Cultural tourism can be defined as that activity the which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of Reviews their customs, traditions, the physical environment, the intellectual ideas and Reviews those places of

architectural, historic, archaeological or cultural significance of the which Werner from Earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited. "(ICOMOS Charter for Cultural Tourism, Draft April 1997).

III. Research Methodology

3.1 Methods and Analysis Unit Research

Descriptive method according Kusmayadi and Sugiarto (2000: 29) is the research trying to describe or depict or describe the phenomenon or the relationship between the phenomenon under study by systematically factual and accurate. And according to Wardiyanta (2006: 5), descriptive methodology is research that aims to make a description or a social or natural phenomenon systematically, factually, and accurately. Based on the title "Analysis of the cultural tourism potential in Sumbawan Culture Village, Pekalongan City" the writer chose to use a descriptive research method with a quantitative approach.

According Sukidin and Mundir (2005: 7), research descriptive method is a method used to describe the results of the subjects studied and based Sugiyono (2012: 7) called quantitative approach because the data in the form of figures and statistical analysis using. Based Kusmayadi (2009: 29), descriptive research method does not always require the hypothesis, as well as treatment or manipulation of the variables of the study. As for which is included in the descriptive study are: (1) a case study, (2) an impact study or follow-up studies, (3) surveys, (4) study of the relationship or correlation, (5) study the development strategy.

Still based Kusmayadi (2000: 73), the unit of analysis is the unit observed and described, and is the object of study can be individuals, groups of organizations, communities, the work of man, agencies, and so on. And the unit of analysis is taken in this research is the public figure and local community in Sumbawan Cultural Village associated with tourism potential.

3.2 Variables and Measurement

In accordance with the title of this study, the variables used in the study, only one variable is the independent variable, which means that variable only stand-alone without being tied to other factors. In writing this final project variables used are the tourism potential in Kampung Budaya Cultural Village Sumbawan Krapyak, Pekalongan.

Variable measurement table 1.1 below using the scale nominal, ordinal and interval for respondent demographics. According Sukidin and Mundir (2005) nominal scale is a scale to categorize into two opposite poles (example:

male and female), ordinal scale shows the levels, but do not have a clear distance and interval scale measurement own distance already known.

According Kusmayadi and Sugiarto (2000: 165), nominal scale measurement scale level is the lowest. For example: Men and women, while classifying categories based on the ordinal scale levels (ranking).

In this study the authors used a Likert scale as a gauge measurement data. According Sugiyono (2012: 93), Likert scale used to measure attitudes, opinions and perceptions person or a group of social phenomenon. With Likert scale, then the variable to be measured are translated into the indicator variables. The indicator then used as a starting point to construct items instrument that can be a statement or a question.

Table 1: Variable, Sub Variable and Measurement Scale

Variable	Sub Variable	Indicator	Scale measurement
Demographics	1. Gender	Male and female	Nominal
	2. Age	<20 years, 21-30 years, 31-40 years, 41-50 years, > 51 years	Interval
	3. Profession	Students, Civil Servants, Entrepreneurs, Housewives, Alim Ulama, others	Nominal
	4. last education	Primary school, Junior High School, Senior High School, Diploma, Bachelor Degree, Magister	Nominal
	5. Know the Syawalan program	Yes /No	Nominal
	6. How do you know the event	Social Media, Friends / Relatives, Etc.	Nominal
	7. How many times have I attended a syawalan event	1 time, 2 times, ≤ 2 times	interval
Culture tour	1. Tradition	1. Interestingly, the 2. Syabanan, Syawalan 3. and Rebo Pungkasan events every year. The interesting thing is the Giant Lopis procession at the Syawalan event. The unique taste of the	Ordinal

Variable	Sub Variable	Indicator	Scale measurement
		Coro cake at the Rebo Pungkasan event.	
	2. Physical Environment	<ol style="list-style-type: none"> 1. It is like the road 2. conditions around the Krapyak area and the Sumbawan Cultural Village. The availability of a large parking area during the Syawalan and Syabanan events. 3. There is public transportation to the Krapyak area. 4. There is a trash can at each location of the event. 	Ordinal
	3. Customs	<ol style="list-style-type: none"> 1. Routine worship 2. which is held every Friday night is one of the potential for cultural tourism. The lottery activity at Mbah Wayah's grave on Friday Kliwon night to look for prayers made it an attraction for tourists. 	Ordinal
	4. History	<ol style="list-style-type: none"> 1. The history of the 2. early establishment of the Sumbawan Cultural Village can become a cultural tourism attraction. The history of annual events such as Syabanan and Syawalan is the main attraction for Cultural Tourism. 	Ordinal

According to Sugiyono (2012: 94), the Likert scale distinguishes a level by applying a Likert scale score, namely:

Score 5 = Strongly Agree

Score 4 = Agree

Score 3 = Neutral

Score 2 = Disagree

Score 1 = Strongly Disagree

3.3 Sampling Procedures

According Sugiyono (2012: 80-81), states the population is generalization region consisting of objects or subjects that have quality and characteristics defined by the researchers to learn and then drawn conclusions. The population in this study is the population of North Pekalongan, amounting to 82.633 people. (*Source: Central Bureau of Statistics/BPS Pekalongan city, 2020*)

And sample sites is part of the number and characteristics possessed by this population. The population in this study is the community around the village Cultural Village Sumbawan Krapyak, Pekalongan. In this study the sampling procedure used is purposive sampling.

According Sugiyono (2012: 85), sampling is purposive sampling technique with a certain consideration. Then according Sukidin and Murdin (2005: 196), the data obtained in the sampling is determined by using the formula Slovin.

$$n = \frac{N}{1 + N(e)^2}$$

Explanation :

N = population

n = number of samples

e = critical value (estimated error rate)

1. Based on the total population in North Pekalongan District in 2019, namely $\pm 82,633$ person.
2. The critical value is set at 10% (0.1), then:

$$\begin{aligned} n &= \frac{82.633}{1 + 82.663 (0,1)^2} \\ &= 99.9 \quad \longrightarrow \quad 100 \text{ person / respondents} \end{aligned}$$

3.4 Data Collection Procedures

1. Primary Data

According Kusmayadi and Sugiarto (2000: 80), the primary data is data obtained by compiled by researcher and directly from the object being studied. Data collection techniques used in this study are:

1. Interview (Interview).
 2. Questionnaire (Questionnaire)
 3. Observation.
2. Secondary Data

The research data were obtained indirectly through the medium. Secondary data is data that is the result of the collection or other institution in the form of publications such as documents, statistics, articles and so forth.

3.5 Data Analysis Methods

Methods of data analysis used in this research is descriptive analysis. According Sugiyono (2012: 147) explains, descriptive study analyzed the data using descriptive statistics, the statistics used to analyze data in ways that describe or depict the data that has been collected as it is.

The research data obtained will be processed and prepared in a descriptive, especially for the data obtained through questionnaires, processed using Microsoft Excel are presented in the table so that the frequency is more easily understood.

IV. Results and Discussions

In this study, consisted of a discussion of the analysis of tourism potential in the Sumbawan Cultural Village, Pekalongan City. The questionnaire collection was distributed by 100 respondents from the Sumbawan Cultural Village community and tourists who found data on the state and objectivity of the respondents towards tourism potential in the Sumbawan Cultural Village, Pekalongan City. This questionnaire is divided into 2 parts, namely about the characteristics of the respondents (demographics) and the tourism potential of the Sumbawan Cultural Village.

1. Characteristics of Respondents

Characteristics in this study are based on demographic factors, namely gender, age, occupation, latest education, knowing the Syawalan program, how do you know the event, how many times have participated in the Syawalan event. Each category will be described in tables.

Table 2: (Demographic Data) Respondents based on Gender

Gender	Respondents	Presentage %
Man	55	55,00
Women	45	45,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 3: (Demographic Data) based on Age

Age	Respondents	Presentage%
≤ 20 years	15	15,00
21 – 30 years	35	35,00
31 – 40 years	25	25,00
41 – 50 years	20	20,00
≥ 50 years	5	5,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 4 (Demographic Data) based on Education

Education	Respondents	Presentage%
Primary school	3	3,00
Junior High Sc	20	20,00
Senior High Sc	45	45,00
DIPLOMA	15	15,00
Bachelor Degree	15	15,00
Magister	2	2,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 5: (Demographic Data) Based On Profession

Profession	Respondents	Presentage%
Student	30	30,00
Civil Servants/Private	25	25,00
Employee		
Entrepreneurs	30	30,00
Housewife	10	10,00
Alim Ulama	5	5,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 6: (Demographic Data) Based on knowing the event of syawalan

knowing the event of syawalan	Respondents	Presentage%
Yes	100	100
No	0	0
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 7: Demographic Data) Based on information about event syawalan

information about event syawalan	Respondents	Presentage%
Social Media	20	20,00
friends / relatives	71	71,00
etc.	9	9,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Table 8: (Demographic Data) Based on total of visitors

total of visitors	Respondents	Presentage%
time	10	10,00
times	35	35,00
≥ 2 times	55	55,00
TOTAL	100	100,00

Source: Processed primary data (2020)

2. Questionnaire Data Analysis

This data illustrates the opinions of respondents about Tradition, Physical Environment, Customs, and History in the Cultural Village of Sumbawan.

1. Tradition

Table 9: the Interestingly there are Syawalan, Sya'ban and Rabu Pungkasan events every year

Explanation	Respondents	Presentage%
Strongly agree	45	45,00
Agree	50	50,00
Neutral	5	5,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The results of the responses to the Syawalan, Syabanan and Rebo Pungkasan events can be used as potential cultural tourism, is agree. This can attract attention and be enjoyed by the public and tourists who come as seen from the traditions of the Syawalan, Syabanan, and Rebo Pungkasan events that have existed from ancient times and each event has its own culinary characteristics. Like the Syawalan event which has a unique culinary feature, namely the Giant Lopis.

Table 10: interestingly the Giant Lopis procession at the Syawalan event

Explanation	Respondents	Presentage%
Strongly agree	60	60,00
Agree	37	37,00
Neutral	3	3,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

Then the results of the responses from the respondents can be seen that at the time of the Syawalan event there was a procession of cutting the Giant Lopis and it was distributed free of charge to tourists or the surrounding community. Lopis Giant has become one of the icons of the Krapyak area and the origin of the Giant Lopis came from the Sumbawan Cultural Village. Therefore, the Giant Lopis procession during the Syawalan event can attract the attention of tourists who come to visit.

Table 11: The unique taste of the Coro Cake that is served at the Rabu Pungkasan event

Eclpanation	Respondents	Presentage%
Strongly agree	40	40,00
Agree	38	38,00
Neutral	15	15,00
Disagree	5	5,00
Strongly disagree	2	2,00
TOTAL	100	100,00

Source: Processed primary data (2020)

From this data, it can be seen that 78% of respondents answered agree. This proves that the unique taste of Coro cake, which is sweet and savory, can attract tourists.

2. Physical Envirotment

Table 12: the conditions of road around the Krapyak area and the Sumbawa Cultural Village

Explanation	Respondents	Presentage%
Strongly agree	36	36,00
Agree	54	54,00
Neutral	10	10,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

From this data, it can be seen that 90% of respondents answered agree. This proves that the physical conditions of the streets around the Krapyak area and the Sumbawan Cultural Village are good and suitable for use by the surrounding community and visiting tourists and are very influential for the comfort of the community and tourists.

Table 13: The availability of a large parking area during the Syawalan and Syaban events

Explanation	Respondents	Presentage%
Strongly agree	20	20,00
Agree	15	15,00
Neutral	26	26,00
Disagree	21	21,00
Strongly disagree	18	18,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of the responses were 35% of respondents who agreed and there were 71% of responses that did not agree that there was a large parking area available at the Syawalan and Syaban events. This proves that the unavailability of large areas of land during the Syawalan and Syaban events is due to the parking provided around the residents houses. So that the flow of the road to the venue is disturbed.

Table 14: The availability public transportation to the Krapyak area

Explanation	Respondents	Presentage%
Strongly agree	52	52,00
Agree	45	45,00
Neutral	3	3,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

This is evident from the availability of several public transportation such as angkot (public transportation) and rickshaws so that it can make it easier for tourists who want to visit the area around Krapyak, especially the Sumbawa Cultural Village who does not bring private vehicles.

Table 15: There is a trash can at each location of the event.

Explanation	Respondents	Presentage%
Strongly agree	25	15,00
Agree	18	13,00
Neutral	23	47,00
Disagree	24	16,00
Strongly disagree	10	9,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of the responses were 43% of respondents who agreed and there were 57% of responses that did not agree that there was a trash can in every location of the event. This is due to the lack of large trash bins near the location of the event and there are only a few trash cans in front of the houses of the residents of Kampung Budaya Sumbawan. And also in terms of the nature of the surrounding community and tourists who still lack concern about waste. Even though there are trash bins around the location of the event, they still throw garbage out of place and have an impact on the trash scattered along the roadside.

3. Customs

Table 16: Routine worship which is held every Friday night is one of the potential for cultural tourism.

Explanation	Respondents	Presentage%
Strongly agree	54	54,00
Agree	42	42,00
Neutral	4	4,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of responses were 96% of respondents who agreed. This is evident because the routine worship which is carried out every Friday night has become a custom that has been long ago and has become a routine activity for the people of the Sumbawan Cultural Village.

Table 17: The lottery activity at Mbah Wayah's grave on Friday Kliwon night to look for prayers made it an attraction for tourists.

Explanation	Respondents	Presentage%
Strongly agree	61	61,00
Agree	36	36,00
Neutral	2	2,00
Disagree	1	1,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of the responses were 97% of respondents who agreed. This is proven because the lottery activity at Mbah Wayah's grave on Friday Kliwon night has become a tradition from time immemorial and is an annual agenda for the Sumbawan Cultural Village community which is commemorated every time before Syawalan. And this tomb is approximately 250 years old.

4. History

Table 18: The history of the early establishment of the Sumbawan Cultural Village can become a cultural tourism attraction

Explanation	Respondents	Presentage%
Strongly agree	52	52,00
Agree	48	48,00
Neutral	0	0,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of the responses were 100% of respondents who agreed, then the history of the beginning of the formation of the Sumbawan Cultural Village can be a tourism potential that attracts tourists' attention. It is evident from the very beginning that merchants who came to the Sumbawan Cultural Village and spread islam so that until now the majority of the people around the Sumbawan Cultural Village embraced Islam.

Table 19: The history of annual events such as Syabanan and Syawalan is the main attraction for Cultural Tourism.

Explanation	Respondents	Presentage%
Strongly agree	60	60,00
Agree	36	36,00
Neutral	4	4,00
Disagree	0	0,00
Strongly disagree	0	0,00
TOTAL	100	100,00

Source: Processed primary data (2020)

The total results of responses were 96% of respondents who agreed. This is proven because the history of the Syabanan and Syawalan events can be a factor that becomes a tourist attraction. The Syabanan and Syawalan program itself has been going on since ancient times and was created by the alim ulama that year. And until now the Syabanan and Syawalan programs are still running.

V. Conclusion and Suggestion

Based on the results obtained from the discussion in the previous chapters of the four elements Cultural tours proposed by ICOMOS Charter for cultural Tourism, Draft April 1997 which has been applied in the questionnaire as the primary data collection, it can be conclusion as follows:

1. Customs

Customs is an activity that is performed routinely because it has become a habit that is there first. Customs contained in this Sumbawan Cultural Village in the form of regular worship every friday night Kliwon is Undik-undikan activities in Mbah Wayah that can reliably get blessing. This activity has been conducted by alim-ulama from time immemorial. And still continues to be pursued by local people until now.

2. Tradition

The existing traditions Cultural Village Sumbawan own good and can be one of the travelers Pull as Cultural tourism potential. This is supported by the Syawalan , Syabanan and Rebo Pungkasan annually. And in any event there is a culinary respectively, has a characteristic culinary Syawalan namely giant Lopis will be distributed to the public and tourists who come to visit for free. This giant Lopis know that can be a blessing. Besides Giants Lopis during the event there will be a culinary Rebo Pungkasan . Coro cake is made by the whole community in Sumbawan Cultural Village. And Snacks Coro has a very unique taste that is both sweet and savory.

3. Physical environment

The respondents were in agreement regarding the level of the Physical Environment Area that are adequate and in particular in the area Krapyak Sumbawan Cultural Village. The physical environment is a very important factor in a tourist area. Judging from some parts of adequate physical environment as a decent road conditions, lack of public transport to the Krapyak and the surrounding area, many trees in the area of Krapyak and Cultural Village Sumbawan and availability of places of worship Area location of the event. But still there are some parts that need to be considered in terms of its availability back to the parking lot of tourists, there are many roadside garbage and still less directions. Some of this section was also very influential in the community and tourists comfort and smooth running of the event.

4. History

History is a very important for a cultural tour. This history is the history of the beginning of the Cultural Village Sumbawan coming from merchants who want to sell and spread the religion of Islam. And there are also annual events such Syabanan history, Syawalan and Rebo Pungkasan are always there every year.

Therefore to continue to hold the event Syabana, Syawalan and Rebo Pungkasan in each year the tradition and history that already exist will not disappear.

Based on the above conclusions, the suggestions that the author can give are :

1. Customs

With the existence of this religious event which is held every year, it is organized by young people in Sumbawan Cultural Village who have been dismissed from work or who have not yet found work. So that activities like this can continue from year to year and can create jobs for the surrounding community. And so that young people can play an active role in advancing the welfare of the Sumbawan Cultural Village by not forgetting the historical value and customs of this village.

2. Tradition

The traditions that are owned in the Sumbawan Cultural Village are very diverse, starting from Syawalan, Syabanan, and Rebo pungkasan. That should these events be packaged in attractive tour packages and can work with nearby hotels as accommodation. The existing promotions are also packaged with interesting words along with pictures and can be added with banners or brochures so that people around the city of Pekalongan and outside the city can find out about it. And with its distinctive culinary delights, it should also be used as souvenirs from the Sumbawan Cultural Village with attractive packaging so that this culinary can always be known by the outside community and not only when the event is held.

3. Physical Environment

More attention is paid to providing parking space during big events. It is better to reduce the capacity of the community to follow existing health protocols as well as the existence of parking lots for motorized vehicles so that the flow of pedestrians is not choked up and tourists who come can also find comfort. And There are improvements and procurement of several existing facilities, such as procurement sign posts or location signs, provision of public toilets and a place for washing feet for tourists, as well as trash bins.

4. History

So the existing history should be made in a script or narrative so that the existing history is not lost and tourists who come to visit can find out the history of this Sumbawan Cultural Village. And this history can also be packed with shows. Dance performance or drama. So that tourists and people from outside Java can find out the history of this Sumbawan Cultural Village.



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