

# The Development of Culture Tourism towards Covid-19 Pandemic

*by Santi Diwyarthi*

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## The Development of Culture Tourism towards Covid-19 Pandemic

<sup>1</sup>Ni Desak Made Santi Diwyarthi, <sup>2</sup>I Wayan Adi Pratama,

<sup>3</sup>I Wayan Tagel Eddy

Politeknik Pariwisata Bali  
santidiwyarthi@yahoo.com

### Abstract

*The Covid-19 pandemic affected tourism activities. Thousands of service businesses, tourist destinations and hospitality stop the operating in Bali. Activities related to cultural tourism cannot run smoothly. The government and the community cooperate to maintain cultural tourism activities. As part of the development in new normal era, hospitality, tourist destinations and attractions have gone through the process of standardization of Cleanliness, Healthy, Safety, and Environmental Sustainability (CHSE). Various readiness efforts to receive tourist visits in accordance with health procedures have been set properly.*

*The research reveals the impact of disruption that occurs on culture tourism, and culture tourism development in the new normal era. Research respondents were those who play a role in tourism, cultural figures, and tourists who visit Bali. Qualitative research methods with data collection techniques in the form of questionnaires, interviews and documentation studies.*

**Keywords:** *development, pandemic, culture, tourism,*

### Introduction

When the coronavirus began to spread in China, people still assumed this was just a common virus that occurred in the country, and will soon recover. But after the World Health Organization officially declared this situation as a global pandemic, the world was shocked.

Thousands of companies were forced to stop operations, millions of workers were forced staying at home, took unpaid leave, or have been laid off. 230 countries were locked down, ask the community to work from home, and tighten the regulations that prohibit people from traveling. The community mindset of travelling, meeting, events, no distance or border should limit people have changed completely. The world has disruption.

History proved the world has experienced several pandemics. Corona Virus caused by SARS is not the only pandemic in the world. There have been five other previous pandemics in the world, include Spanish flu infection that caused third of the world's population to contract it. 40 outbreaks over 300 years. Three pandemics were caused by the same virus, Yersinia Pestis, which is deadly. Sri Anindiati Nursastri quoted the History.com website, Sunday, April 19, 2020, , explained, the five pandemics are Plaque of Justinian, Black Death, The Great Plaque of London, Smallpox and Cholera.

In June 2020, Covid-19 pandemic has infected more than 13 million people all around the world (CNNIndonesia.com, July 13, 2020, Kompas.com, April 20, 2020, WHO, February 2020). The global economic is collapse, almost G20 member states predicted world experience recession. Even countries like the United States are not ready for this pandemic. Johns Hopkins University reported on April 29, 2020, More than one million people in the United States died due to the Covid-19 pandemic, the number of unemployed increased 2 million due to thousands companies stop in operation, and the country is on a prolonged recession (Liputan6.com, July 3, 2020).

The description above proved the beliefs that only change is eternal and everlasting forever. There is none could exist forever. Cultural studies as a perspective that tries to review and explore this pandemic.

### **Literature Review**

The two years existed of Covid-19 pandemic has made disruption around the world. The government, society leaders and the community members made various efforts in overcoming and preventing the spread of this disease. Indonesia government made some regulation like restrict people movement (PSBB and PPKM), spread the information in media social networks, force the community to maintain healthy by mask using, keep the distance from other people, less the mobility, and work from home (Rosita, 2020, Raditya, 2020, Setyawan dkk, 2020, Abdila, 2020).

This situation certainly affects the economic conditions, education, industry and trade, social and health conditions that develop in the community. Similarly, the condition of tourism and cultural business. Restrictions on activities that take place in the community have an impact on limiting the number of employees, recommendations to do activities from home, only travel when very forced. Of course, this affects indonesia's economic condition as a developing country that has 760,000 independent workers (entrepreneurs) in the field of small and medium enterprises, the potential of 1.9 million people lost their jobs due to weak business management and crisis management during the pandemic (Shalilah, 2020).

Cultural tourism is part of the tourism classification that includes various cultural components in tourism activities, such as community norms, arts, lifestyle, dance, religion, rituals, clothing (Disbudpar.bogorkab.go.id, 2018). Tourism classification consists of ethnic tourism (ethnic tourism), cultural tourism (culture tourism), recreational tourism (recreation tourism), natural tourism (eco tourism), city tourism (city tourism), resort city (city tourism),

resort city, and agro tourism. Supporting elements of tourism industry activities include accommodation, boga and restaurant services, transportation and transportation services, tourist attractions, souvenirs, and travel agencies (Disbudpar.bogorkab.go.id, 2018).

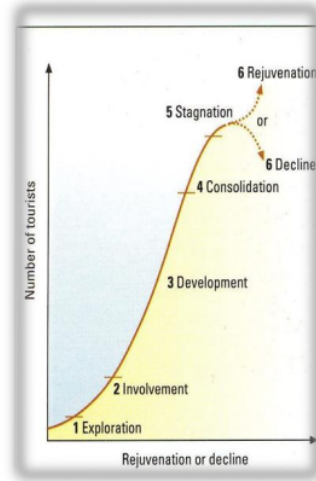
This explains that cultural tourism includes lifestyle, dance and sound arts, clothing, life norms, which develop in the community with various supporting components, including accommodation, attractions, accessories, and amenities. UNWTO explained that the sustainability of tourism is determined by sustainability of tourism make a synergy. The synergy with the community, providing benefits for the surrounding environment, managers and employees, and tourists who come (Sulistiyadi, Eddyono, Entas, 2019). Thus, tourism has a positive impact on the economy, social and environment, but the pandemic that destroyed the normal life order has disrupted the concept of sustainable tourism. The pandemic situation has an impact on psychological conditions for the community, as well as the quality of service psychology provided by tourism workers. The impact of pandemics on psychological conditions includes depression, anxiety and stress. The results showed that working health workers experienced psychological impacts including normal depression (9%). This means that the psychological condition of the worker does not experience any significant disruption.

The situation is inversely proportional to the conditions in other countries. A cross-sectional study with a sample of 442 health workers in Turkey showed 41.2% or 182 participants experienced stress. An influencing factor is the lack of social support from superiors and co-workers. Research in Pakistan shows that 90.1% of 112 health workers experience psychological impacts in the form of moderate stress and anxiety. The causative factor is the fear of contracting covid-19 and transmitting covid-19 to family members

Cross sectional research in Italy also shows similar things. With 1729 respondents, 302 health workers experienced severe stress. Factors include colleagues who are treated for Covid-19 (Rossi et al, 2020, Pappa et al, 2020). Titasari and Fani (2021) assume that the mild depressive conditions experienced by workers are not necessarily valid. The first contributing factor is the culture of Indonesians who tend to be reluctant to admit the true situation. Second, Indonesians tend to answer with good things to research with self-reported methods. Third, because data collection techniques use online questionnaires due to pandemic constraints.

The picture below show **tourism area life cycle model** by **Butler** (2021)

**Picture 1**  
**Tourism Area Life Cycle (TALC) Model**  
**Butler, 2021**



Tourism Area Life Cycle (1) Butler (2021), explained the necessary of understanding because this is a fundamental underpinning to travel and tourism management of destination. Butler said there is 6 different stages in tourism development in accordance the x and y axis of tourist number growth and time. The six stages of tourist area evolution include exploration, involvement, development, consolidation, and decline, or rejuvenation.

Butler wanted to demonstrate that tourism development, like many things in life, is not a static process. It experiences change. Change happens for many reasons: growth in tourism numbers, changes in taste, marketing and the media, external influences, such as natural disasters or terrorism.

Covid-19 pandemic attacked world for two years. This situation shows the world just only follows the path outlined, experiencing each stage. Sometimes the development will increase, but then it will decrease, and make any rejuvenation. This situation will happen at different paces, and at the different times for different types of tourism development.

Kemenparekraf explained that sustainable tourism development could be applied to all segments and types of tourism and destinations. The principle of sustainability refers to the balance of environmental, economic and socio-cultural aspects. The main principles that must be applied are community-based tourism, cultural preservation (conservation oriented), and capacity (carrying capacity).

Genot explained Conservation theory (2015). Refers to Genot, sustainable tourism depends on some aspects. Sustainable tourism that succeeds through various obstacles has strong commitment. Committed to protect the nature and cultural environment, has responsibility in planning and managing the environment and socio-culture (Genot di Sulistyadi, Eddyono, Entas, 2019). The Genot Theory was proven when Covid-19 pandemic hits the world.

Conservation includes three things.

First: conservation of the natural environment, ecosystems and biodiversity. This conservation includes conservation of flora and fauna habitats affected by tourism, encourage the efforts to identify areas worthy of conservation, determine the level of development, conducting wildlife preservation and natural ecosystem improvement.

Second: conservation efforts and reduction of excessively used energy,

overcoming waste and pollutants, helping the development of environmental responsibility practices. Including, promote the efforts to use recycled and biodegradable materials.

Third: respect and support local traditions, cultures and communities.

### **Methods of Research**

This study conducted an analysis of the the development of cultural tourism toward covid-19 pandemic. The research refers Genot theory of conservation and Butler theory of segment in tourism development. This research is an ongoing research. the data collected with observation, interviews, and literature study. The result shows that disruption caused by the Covid-19 pandemic, having impact on cultural tourism, and slowly increase the growth of culture tourism. Culture tourism needs support from government, community, stakeholders, entrepreneur.

### **Analyse**

The Covid-19 pandemic caused disruption that stop culture tourism activities. The government and community made some efforts to increase society's security such as rule implementation, regulations related to health protocols, both in tourist areas and business places, made an efficiency's budget in tourism business (Nugraha, 2021). This shows the government's concern for culture tourism, by providing guarantees for visitor tourists and culture tourism workers. Deputy Director of BI Bali Province, Donny Heatubun, explained that the Covid-19 pandemic made disruption for the existence of small, middle and micro enterprises in Bali. The enterprises have the great supporting role for tourism industry (Bisnisbali.com., 2021). The Head of Cooperation Office in Bali explained that there were 1.785 cooperation office and 163.713 small, middle and micro enterprises have affected by Covid-19 pandemic situation. The impacts were decreased revenue, increased business capital, and implementation of health protocols. This disturbances made decreased quality of services. (Balitbang Buleleng, Baliprov.go.id. 2021, Bisnis Bali, 2021).

There are 64.2 million small, middle and micro enterprises in Indonesia. 2.600 were in Bali, and 87,5 % were affected by Covid-19 pandemic. 93,2 has decrease in sales and marketing. 22,5 % (370 unit) were not affected by Covid-19 pandemic. It explain that there were still some tourism industry sectors in Bali not affected by Covid-19 pandemic. The enterprises's strategic involve adaptation, innovation, communication, and collaboration (mediaindonesia.com, 29 September 2021).

There are approximately 64.2 million unit of micro, middle and small enterprises in Indonesia (Usaha Mikro, Kecil dan menengah), having contribute to Gross Domestic Product. The strategic role of these micro, middle and small enterprises reached 57.24 %, equivalent to an income contribution of 5,721.14 trillion rupiahs (Mediaindonesia.com, 2021).

The Covid-19 pandemic has changed people's lives globally. There is something used to be considered impossible, learning to teach, work, shop, travel virtually, is happening nowadays. People confined themselves by stay at home, the state isolates society, imposes strict sanctions on violations of health procedures. Family relationships and friendships being separated.

According to Sutrisno (2006: 78), this postmodernism era is characterized by denials of people's perspectives. People talk or doing something mostly by digital technology, virtual networking, communication and collaboration in the era of industry 4.0 and society 5.0. This is the meta naration (interverse) point

of views, people made interconnection each others by virtual or digital technology.

Virtual concerts and events that were considered impossible can be the choice before, nowadays are an alternative that can develop in the era of the new order. Strict operational procedure standard in hygiene, health, safety and environmental procedures (Cleanliness, Healthy, Safety and Environment). Which used to be underestimated by various parties, now it is precisely an obligation in determining community satisfaction. Similarly, with the rules, always wear a mask, keep your distance, avoid crowds or crowds, work or study from home.

The disruption caused by the Covid-19 pandemic to culture tourism is: First, culture activities stopped due to restriction of tourism activities during the PSBB and PPKM periods. There are no activities related to cultural tourism. But the community still carries out cultural activities in their villages and banjar. Second. The impact of pandemic disturbance in people's income had decreased, especially cultural tourism managers and workers had decreased more than 70%. They had to work in other job in order to survive, such as being farmer. Third, the impact on distribution profits among culture tourism business units, due to tourists has a tendency to bring food and drinks from home.

The effort are implementation of healthy protocols (CHSE), promotional through digitalization networks, develop communication networks by intensive collaborations between institution and companies, developing new creativity of virtual culture tourism.

### Conclusion

The Covid-19 pandemic has made cultural shock in the world. There were disruption in community. Most country had recession due to the pandemic. The impact of the Covid-19 pandemic on Bali such as in people's lives, economy, industry, education, and tourism. The Covid-19 pandemic made human life totally changed, enter a new normal Era. Slowly, culture tourism grow to the rejuvenation stage. People keep stay in distance, wearing masks, maintaining cleanliness, limited activity space. Inevitably, like it or not, society must be prepared for the occur changes.

New normal era made new pattern of habits. The pattern of mix function from various competent such as entrepreneur, public relationship, public figures, influencer, education community, society. The pattern of public relations become more efficient and effective. The resources that can be utilized include technologies that are all digitalization, connectivity, and humanity.

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