

Impact of Human Resources Innovation on the Evolution of the Tourism Sector in Bali Indonesia Post-Covid-19 Pandemic

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Abstract

The impact that was felt by the COVID-19 pandemic was that many workers were laid off and the economy of the community experienced a very deep decline. Not only workers in the tourism sector but in various other sectors also feel the impact. The tourism gap period is indeed very influential for the development of tourism in Bali and in Indonesia. The pause period can be used as a reference for self-evaluation. Tourism thinking related to tourism activities has become more organized and neater. The innovations made by the Central Government and the Regional Government of West Nusa Tenggara (NTB) are very worthy to be imitated for the rise of Bali tourism. The impact of the COVID-19 pandemic for almost 3 years has greatly destroyed Bali's tourism, and has had an impact on Bali's economic downturn.

Keywords

innovation; human resources;
evolution; post-covid-19 pandemic



I. Introduction

The tourism sector in Indonesia has now been designated as the leading sector of development and is being boosted as a source of state foreign exchange (Amtiran & Kurniawati, 2021). The new paradigm of Indonesian tourism development reveals that tourism development is basically aimed at national unity and integrity, eradicating poverty, sustainable development, cultural preservation, fulfillment of life needs and human rights, economic and industrial development, and technology development. When the COVID-19 pandemic broke out in early 2020, Bali tourism was greatly affected (Kristina, 2020). All sectors are feeling the impact of this pandemic, education, health, tourism, and others (Muhsin, 2021). The impact is that many workers are laid off, the economy of the community is very much felt (Peristianto,

The impact of the pandemic was tremendous, in terms of the national economy, based on data presented by BPS 2020, it was noted that the economic growth rate in the first quarter of 2020 was 2.97%, this figure decreased dramatically compared to the first quarter of 2019 which reached 5.07%. Not to mention the data on the impact of COVID-19 recorded by the Ministry of Manpower, where as of April 20, 2020, 2.08 million workers affected by COVID-19 were laid off, both from the formal and informal sectors. From the APBN side, the Government added and diverted its budget for handling COVID-19, with a total of Rp. 405.1 trillion, which is allocated for handling health emergencies, expanding social safety nets, and supporting industry (Kemenkeu, 2020). Not to mention the social impact of closing houses of worship, prohibiting activities that involve large numbers of people, and restrictions on inter-regional movement and transportation. This condition must be addressed

with a breakthrough innovation so that an evolution can occur which directly and fundamentally can be felt by the community (Pradipta, 2021). The MotoGP event in Mandaliki, Lombok, West Nusa Tenggara brings fresh air to Indonesian tourism (Chotijah, 2021). As reported by several media that, the event MotoGP Mandalikawhich took place from 18-19 March 2022, was able to bring in a very large number of spectators and even reached 10 times more than the event. World Superbike (WSBK) The month that takes place in November 2021.

Based on experience during the World Superbike, all hotels in Lombok experienced full occupancy. As a result of the full occupancy rate of hotel rooms in Lombok, this is certainly very beneficial for tourist villages in the Lombok area because their homestays are full and full (Minister of Tourism and Creative Economy, Sandiaga Uno, 2022). Meanwhile, according to the Deputy Chair for Culture, Environment, and Public Relations of the Regional Management Board of the Indonesian Hotel and Restaurant Association (BPD PHRI) Bali, I Gusti Ngurah Rai Suryawijaya (2022) said that Bali was very ready to receive an abundance of spectators who did not get to stay in Lombok. Further explained by I Gusti Ngurah Rai Suryawijaya, the Central PHRI proposed that Bali could help with the accommodation deficit problem at the MotoGP event in 2022.

II. Review of Literature

In the 1980s, there was a paradigm shift from mass tourism to alternative tourism (Simanjuntak, Simarmata, Malau, Ekomila, & Fibriasari, 2021). Meanwhile, globalization, supersegmentation, new technology and the increasing concern and responsibility for social and ecology (Rowindo, 2020). Competition is the main function of the tourism industry as mass tourism. Quality and efficiency are the main keys for alternative tourism as a model of sustainable tourism, compared to quantity which is the "modus operandi" of mass tourism (Fayos-Sola, 1996 in Pitana and Diarta, 2009). Innovations that can be taken to restore the community's economy, namely innovations in the field of sporting events (Sadi, 2018).



Figure 1. Chart Analysis of the Impact of the COVID-19 Pandemic on National Sports

Evolution in the field of tourism can be identified in the philosophy of tourism marketing and focused on consumer-oriented that emphasizes the tastes of tourists. Tourism actors in consumer-oriented tourism marketing prioritize capturing tourist desires related to tourism products and the choice of marketing methods used. The combination of products, marketing methods, market segments, tourism trends and tourist tastes are the main considerations in inviting tourists and seizing the market in consumer-oriented tourism marketing. The next focus after successfully capturing the market and having its own fans for the tourism products offered is to maintain and deal with the issue of tourist loyalty through marketing strategies. In marketing, Consumer-oriented tourism marketing is the best marketing mechanism for the tourism market. However, it should be noted that the orientation of tourism actors will change to be more environmentally friendly in marketing tourism products when they are about to or post-disaster. Marketing for Eco-Friendly Tourism does not escape from marketing actions that are still found to be carried out by tourism actors, even though there are already groups of tourists who like eco-friendly tourism objects. It should be noted that eco-friendly tourism marketing focuses on aspects of the surrounding environment in addition to the issue of tourist desires and marketing methods. At the moment, the problem of acceptance and carrying capacity outside the tourism market in the tourism sector, in this case, gets the main handling proportionality in marketing environmentally friendly tourism. In the marketing of environmentally friendly tourism, it contains additional content agendas that receive sufficient priority, such as rebuilding public trust for post-disaster tourism, community resilience, cultural preservation, natural beauty in addition to promoting tourism products which technically demands stability in terms of marketing principles as the basis for implementation. In other words, it can be emphasized that the direction of the development of tourism marketing in such a social evolution is more towards the center of holistic and establishment and is more pro-tourism development. The tourism referred to here is sustainable tourism. This finding supports Tourism as an industrial sector which is currently getting a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the *prima donna* for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently getting a lot of attention from many countries in the world (Sinulingga, 2021).

III. Discussion

3.1 Studying Tourism Authenticity

One characteristic of the concept of sustainable tourism is equity. Equity is felt to be increasingly needed because the pressure of poverty encourages excessive exploitation of the natural environment. It is very urgent to regulate the distribution of access (access), and the distribution of natural resources to meet basic needs such as water sources, land and others (Renggong, 2018). Entering the 1990s, aspects of sustainable tourism, namely economic aspects, environmental aspects and socio-cultural aspects became active formulations and gave very good hope for increasingly worrying world situations and conditions, especially environmental perspectives (Rijanta, Hizbaron & Baiquni, 2018). Sustainable development is an issue and government programs around the world. Included in the tourism sector,

The concepts of sustainable tourism, ecotourism, community-based development-community-based tourism, alternative tourism, adaptive paradigm, green tourism were born, as well as critics who suspect sustainable tourism (Eadington and Smith, 1992; Nelson, Butler and Wall, 1993). ; Hunter, 1997; Cohen, 2002). In fact, often something that is considered authentic by tourists is not authentic. But what really matters is the experience of

authenticity. In its development, authenticity is understood not as a quality but how it is socially constructed or in fact authenticity is a quality that appears and proceeds so that social recognition is obtained as the original (Nursanty, 2020). It is trying to be conveyed to today's postmodern society. Finally, what is sought is experience to show that tourists are doing tourism activities in their authenticity experience (Hermawan, 2017). This fact is related to the orientation of today's society which is pursuing prestige as a hedonic lifestyle. The phenomenon of authenticity in tourism remains an interesting issue until now.

Authenticity makes attractions or tourism products valuable with management, promotion and marketing capabilities that form the image of Cahyaningtyas, & Issundari, 2016). In this postmodern era, authenticity becomes very important and interesting to study. The authority to say that something is "authentic" and others are not authentic or "fake" increasingly feels that each individual has the authority to judge it. But there is power that is able to lead public opinion (tourists), form an image and finally accept that something is authentic (though that is not necessarily the case). This power is related to economic power to influence the market so that tourism products can be recognized, recognized and mutually agreed upon as authentic-becoming a characteristic and having a high selling value. On the other hand, many people ignore authenticity because actually tourism practitioners or hosts have been able to accommodate that what is served to tourists is authentic (often unconsciously). Many components of tourism ignore the importance of authenticity even though many tourists who come are actually looking for authenticity. This is because the creators of authenticity are generations before the tourism practitioners were born who have proceeded in such a way. So that the next generation will just continue or if they want to be more attractive to tourists, they must innovate. Tourists are eager and willing to look for authenticity so that they come to tourist destinations. Academic authenticity is difficult to understand and will remain a matter of debate. But practically, especially in the world of tourism, authenticity has been implemented en masse and is often not realized. Authenticity is a concept that is difficult for people to understand, but it is precisely this that attracts tourists to come to visit (Ricky, 2018).

3.2 Time to Reawaken the Economy through Tourism

The tourism gap period is indeed very influential for the development of tourism in Bali and in Indonesia. The pause period can be used as a reference for self-evaluation. Tourism thinking related to tourism activities has become more organized and neater. The tourism pause period can occur due to a problem that causes tourism activities to be temporarily suspended. The intended pause period is when tourism is stagnant and does not provide social, cultural and economic meaning for the Balinese people in particular and for the Indonesian people in general.” (Mahagangga and Suryasih 2017). Due to the Covid-19 pandemic, the prohibition of world countries on their residents to travel has also made tourism in Bali decline. The decline began to be felt from February. Records from the Bali immigration office stated that the number of tourists from China decreased dramatically in February. Only 4,820 tourists. In contrast to January, which recorded more than 113,000 people. This decline was due to the central government's policy of banning travel to and from China as of 5 February. Meanwhile, data from BPS Bali recorded that a total of 363,937 foreign tourists came to the Island of the Gods in February. That number shrank from January's 528,883 people in January, minus 45 percent. When compared to February the previous year, foreign tourist visits to Bali decreased by 20%. I Gusti Ngurah Rai Airport, which is the only entry point for direct foreign air routes to Bali, based on BPS data, experienced a decline in arrivals from 526,823 people in January to 358,254 people in February. The tourism sector in Bali has decreased by 93% compared to 2019, with the sector that suffers the most is marine tourism. Even though from the data, in January 2020 Bali

tourism grew 11% compared to January 2019. In February 2020, there was an 18% decrease due to China's lockdown. In March 2020, there was a decrease of 42% compared to last year due to Europe's lockdown. In April, the decline reached 93%" (Agung, 2020). I Gusti Ngurah Rai Airport, Bali was recorded to have received 901,670 foreign tourists or tourists from various countries from January to February 2020. This figure was recorded at 2.2% when compared to the same period last year, where tourist arrivals reached 921,839. "The decline in the number of passengers is true. Considering that the island of Bali as a tourism destination has clearly been indirectly affected by Covid-19, which has now been declared by the WHO as a pandemic," General Manager of PT Angkasa Pura I (Persero). (merdeka.com, March 20, 2020) This is because apart from Chinese tourists, tourists from European countries such as Italy, Vatican, Spain, France, Germany, Switzerland, England, and several cities in South Korea have been restricted from entering Bali. However, the most drastic was the decline in April 2020 which reached around 93.24% with the virus outbreak in Bali. (Tribun-Bali.com, April 25, 2020). Tourism Thought 41 Figure 1 Source: kemenparekraf.go.id, 2020 In Figure 1 of the graph it can be seen that there was a drastic decline in tourist visits in 2020.

Compared to tourist visits in 2019, in 2020 the number of tourist visits was observed to have dropped very drastically. This decline in tourist visits has greatly affected the condition of Bali's tourism. Most of Bali's income is driven by the tourism sector. Of the various types of tourism in Bali, the most severely affected by this pandemic loss is the marine tourism sector with a potential loss value of around USD 3 billion. Next, the hospitality sector and also MICE, whose losses are also not small (Detik Travel, 2020).

Chairman of the Indonesian Hotel and Restaurant Association or PHRI Badung Regency IGA Rai Surya Wijaya said Bali's economy is currently the worst condition in existing history, because the hotel occupancy rate reaches zero (zero). IGA Rai Suryawijaya said, although in the past, the island of Bali had experienced the Bali BOM I and II tragedies several years ago which caused the hotel occupancy rate to be at 20%. Meanwhile, during the eruption of Mount Agung, the residential occupancy rate of southern Bali such as Badung, Denpasar and Gianyar still reached 60%, because the dangerous radius was only 12 KM away. Currently Bali tourism loses revenue of up to billions of rupiah per day. Because foreign tourists visit 16,000 - 17,000 people every day, with spending per person of around Rp. 20 million. Bali loses income every day because of Corona which has completely devastated Bali's economy (Wijaya, 2020).

Bali actually has no different geographical characteristics from other islands in Indonesia. The uniqueness of culture that is encapsulated in tradition and inspired by Hinduism has made Balinese society and culture favored by tourists since the early days of tourism development. The island of Bali is increasingly recognized as a major tourist destination in the world with various titles such as island of paradise, island of a thousand temples and many others.

At first the Balinese were an agrarian society that relied on the fertility of paddy fields, good seasons (2 seasons), cropping patterns and traditional organizations such as subak. Until when the Dutch East Indies government took control of Bali (early 1900s) then tourism was started to be known by the Balinese people. The role of the Dutch East Indies government was very large in the early days of Bali's tourism development, although it was clearly for colonial interests. But it cannot be ruled out, through these "outsiders" Bali is known, visited and finally has a "trade mark" of Bali with its unique culture, natural beauty and hospitality of its people. Bali tourism does not flow smoothly, there are ripples and obstacles in its development.

Starting from the problems of politics, security, economy, health and competition with tourist destinations in other countries have colored Bali's tourism journey. Bali's experience

in terms of tourism is indeed difficult to balance because it has been proven and proven to be able to provide benefits to the central government (state foreign exchange and national income), local governments (regional original income/PAD), tourism practitioners (growing investment), local communities (improved welfare) and domestic and foreign tourists (getting satisfaction from having vacationed in Bali). The development of the tourism industry today has increased significantly both in terms of quantity and quality of the tourism industry sector. The tourism industry sector includes tourism actors, tourists, government and other tourism stakeholders. Bali as one of the national and international tourist destinations has contributed to the economy of the country's foreign exchange. Many events, national and international meetings have been held in Bali. The tourism industry in Bali has become a world icon both in practical and academic terms. Referring to the concept of tourismmemorphosis (Anom, et al., 2017; Mahagangga, et al., 2018), there are several stages in the development of Bali tourism. The introduction stage (1902-1913), the reaction stage (1914-1938), the institutionalization stage (1950-2011) and the compromise stage of Tourism Thought 43 (2012 – present). The focus of this article is not on tourismmemorphosis as a whole, but with reference to the stages.

From the periods of tourism hiatus that occurred in Indonesia, especially in Bali, all of this was caused by several factors, including health factors, economic factors, political tourism thinking factors and others. Not all of the problems that have resulted in this pause can be predicted when it will come. As has happened before, this hiatus has greatly impacted various factors related to tourism activities. Various kinds of tourism activities and supported by the facilities and services provided by the local community, fellow tourists, government, local government and businessmen cannot run as normal during a period of respite. The economy will be greatly affected where when all tourism activities cannot run, the economy will automatically decline greatly due to the declining number of tourists who come to travel at a destination. If the lag period is too long, many human resources working in the tourism sector will experience a decrease in income, they may even lose their livelihood. If the number of workers who have lost their livelihood continues to increase, it will increase the poverty rate.

Poverty as the inability to meet various needs such as food, housing, clothing, education, and health (Mahsunah, 2013) can be anticipated by looking at past records as a reference. But the pause period is also the best choice when a problem comes and tourism activities must be forced to stop for a while, because in some cases the tourism pause period actually makes a problem will be resolved quickly. From the side of tourists who cannot visit a destination, it can be because a tourist feels threatened and uncomfortable when visiting a destination that is being hit by a problem, this is also one of the factors for the declining number of tourists during the tourism hiatus.

Tourism activities themselves aim to relax the mind and also temporarily free from their daily work. No one aims to find problems in traveling (Mahagangga, et al., 2013). Tourism breaks can occur unexpectedly with various problems that are difficult to avoid. The pause period occurs following the ongoing problems. The circumstances and conditions of a destination that do not allow tourism activities are referred to as a tourism pause period in a destination. This tourism pause period can be used as an evaluation for sustainable tourism development covering environmental aspects, economic aspects and socio-cultural aspects, where these three aspects should be balanced in their implementation. When one of these aspects does not meet the requirements, sustainable tourism development will be difficult to sustain and the quality of tourism development will be further and further behind (because it only pursues quantity). Based on the results of previous research, the tourism pause period seems difficult to avoid because it can be caused by multifactors (nature, politics, economy, health and others).

Bali has experienced repeated periods of tourism hiatus. Tourism is thus very unstable because it is vulnerable to matters concerning the safety and comfort of tourists and local communities. Bali has no resources other than strong tourism resources, so it must be understood that when agriculture began to be abandoned since the 1990s, tourism was the only sector that was the mainstay of Bali's development. Bali tourism will recover if the pandemic conditions can be fully controlled. If vaccines or the like (medically) have not provided a solution, it will be difficult to "normalize" Bali tourism.

IV. Conclusion

The innovations made by the Central Government and the Regional Government of West Nusa Tenggara (NTB) are very worthy to be imitated for the rise of Bali tourism. The impact of the COVID-19 pandemic for almost 3 years has greatly destroyed Bali's tourism, and has had an impact on Bali's economic downturn. For this reason, the steps taken by the Central PHRI suggest that Bali can help the problem of accommodation deficit at the MotoGP event in Mandalika slightly treat Bali tourism actors, especially in the accommodation sector. Bali is very prepared for this, because any number of rooms needed can be covered, because in Bali there are many hotels. Moreover, the current occupancy rate is only 30 to 40 percent. So from this MotoGP event, besides having a positive impact on NTB, it also provides fresh air for Bali. Because, after watching the MotoGP title, it is certain that the audience will be on vacation to Bali. Meanwhile, on New Year's Day, the average hotel occupancy in Bali reached around 60 percent. The international-scale motorcycle racing event, the Mandalika MotoGP, West Nusa Tenggara (NTB) is not only a breath of fresh air for the tourism industry on the island of Lombok, however, to develop tourism in the future, it is also necessary to pay attention to the government also involving local communities in this activity. This is very important because of the involvement of the local community in order to create sustainable tourism. The purpose of sustainability is to build people's mindset, perspective, and behavior. The behavior to continue to innovate for the advancement of tourism so that this evolution will be very beneficial for the community's economy.

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