Antecedent Tourism Village as an Alternative Tourism Place during Pandemic

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Abstract

Tourism is one of the sectors most affected by the COVID-19 pandemic, considering that one of the instruments to suppress the increase in the number of cases is to limit human mobility. In order to restore tourism, several steps have been taken by the central government, through the Ministry of Tourism and Creative Economy. One of the educations to restart tourism is through the socialization of tourist villages. This research is a descriptive quantitative research, using probability sampling techniques to obtain 655 samples. Using multiple linear regression analysis, the results showed that travel distance, travel intensity, travel anxiety, and travel conditions on the tendency to travel in tourist villages obtained significant positive results. This means that the higher the respondent's perception of travel distance, travel intensity, travel anxiety, and travel conditions, the higher the tendency to travel in tourist villages, and vice versa.

I. Introduction

Tourism is one of the sectors that was affected the earliest due to the COVID-19 pandemic, considering that one of the instruments to suppress the increase in the number of cases is to limit human mobility. At that time the boundaries between countries were tightened, even closed altogether, and only 'essential' mobility was allowed to pass through. Tourism, of course, does not fall into this 'essential' category. Globally, the tourism sector is predicted to suffer a loss of 320 billion US dollars (around 4,700 trillion rupiah) as per June 2020 data (UNWTO, 2020). The number of unemployed worldwide produced by this industrial sector is estimated at 100.8 million people, of which 63.4 million people come from the Asia-Pacific region (Statista, 2020). In addition, the number of tourist visits in the first half of 2020 is estimated to drop dramatically to 65% percent worldwide (UNWTO, 2020).

However, in Indonesia, the COVID-19 pandemic has also hit the tourism sector hard. For example, the number of foreign tourists in the January-August period dropped dramatically by 68.17% compared to 2019 (Kemenparekraf. go.id, 2020). Many tourism workers experienced layoffs, as well as many tourism service sector businesses that went bankrupt. On the other hand, this pandemic provides reflection on the euphoria of massive tourism development in recent years (Judge, 2020) and how dangerous it is to depend on this vulnerable sector (Fletcher et al., 2020).

In order to recover tourism, several steps have been taken by the central government, through the Ministry of Tourism and Creative Economy, including preparing a manual as a global-scale technical guide that refers to three key words, namely cleanliness, health, and

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security in order to increase confidence and self-confidence. trust and confidence) as the basis for accelerating recovery. In addition, the government also carries out education, socialization, and simulations as initial preparations for starting tourism again. One of the educations to restart tourism is through the socialization of tourist villages (Manteiro, 2017).

A tourist village is a form of integration between scenic spots, accommodation and additional facilities, presented as a structure of community life and integrated into mainstream procedures and traditions. Tourism Villages are rural areas with several characteristics that can become tourist attractions, Prapita (2018) Villages are assets and their use still needs to be explored and strengthened, one of which is by realizing the welfare of the tourism village community through search and training from the government and the private sector.

Based on data released by the Ministry of Tourism and Creative Economy in August 2021, there are 1,838 tourist villages that have registered their business activities. The Ministry of Tourism and Creative Economy has held the Indonesia Tourism Village Award (ADWI) 2021. ADWI 2021 was launched by the Minister of Tourism and Creative Economy Sandiaga Uno, in April 2021 which is an event for awarding tourist villages that have achievements according to the assessment criteria from the Ministry of Tourism and Creative Economy. This event aims to make Indonesian tourist villages a world-class and highly competitive tourism destination. ADWI 2021 has the theme "Indonesia rises". This theme is expected to encourage the spirit of tourism and creative economy actors in tourist villages to bounce back after the Covid-19 pandemic. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021).

In this study, the author tries to see the potential of tourist villages as a recommendation for tourism development programs during the pandemic in each region, district and city based on the survey results. The author will also try to explain whether this can be an answer to people's longing to travel safely during the pandemic.

II. Research Methods

This research is a descriptive quantitative study (Fadli, 2021). In accordance with the research method, this study examines the trend of tourist sites, accessibility, and tourist infrastructure through the distribution of questionnaires presented using descriptive information. The sample in this study was determined using a *probability sampling technique* (sampling that provides equal opportunities for each element or member of the population to be selected as a sample) using random sampling. *Random probability sampling* is taking samples from members of the population at random without regard to the strata (levels) in the members of the population (Sari, 2018). The researcher chose *sampling* because the members of the population are homogeneous (of the same type), that is, they have the same characteristics or circumstances. The sample was obtained by researchers from the results of distributing questionnaires online so that the number of respondents was 655 people.

The dependent variable or dependent variable in this study is the tendency to travel in tourist villages through indicators of location, accessibility, and infrastructure (Y). Meanwhile, there are four independent variables or independent variables, namely J Travel distance ( ), Travel intensity ( ), Travel anxiety (X3), and (X4) travel conditions.

The analysis technique used is multiple linear regression analysis. This test is intended to determine whether the model to be used in this study is declared free from deviations from classical assumptions. For this reason, to determine the effect of the variables in this study, the formula:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4$ Description$_4$(1):

Y : Dependent Variable (Tendency to Travel)

$\beta_0, \beta_1, \beta_2$: Coefficient

X_1 : Travel distance

X_2 variable: Travel intensity variable

X_3 : Travel anxiety variable

X_4 : Travel condition variable

ε : Error or *Error*

III. Results and Discussion

3.1 Results
Classical Assumption
a. Normality Test
The results of the residual normality test with Kolmogorov-Smirnov show the value of Monte Carlo Asymp. sig of 0.069. Based on the output table, the value of the Kolmogorov-Smirnov test > the value of (0.05), so it can be concluded that based on the Kolmogorov-Smirnov test, the results show that the residual distribution is normally distributed or the assumption of normality has been met.

b. Heteroscedasticity Test
The results of the heteroscedasticity assumption test showed that the distance significance value was 0.051; intensity 0.602; travel anxiety 0.397; travel conditions 0.750. The significance for all variables is not significant with $p- >$ value (0.05) so it can be concluded that there are no symptoms of heteroscedasticity.

c. Multicollinearity Test
By looking at the VIF (Variant Inflation Factor) value, it is known that the distance VIF value is 1.158; intensity 1.059; travel anxiety 1.158; travel conditions 1.057. There is no variable that has a VIF value of more than 10, and a tolerance value of less than 0.10. Thus it can be concluded that the independent variable is free from the problem of multicollinearity.

d. Multiple Regression Analysis Multiple
Regression analysis was conducted to determine the effect of independent variables (travel distance), independent (travel intensity), independent (travel anxiety), and independent (travel condition) variables on location, accessibility, and infrastructure variables. The following are the results of multiple linear regression:

1. Individual Parameter Significant Test (t Test Statistics)

Table 1. Individual Parameter Significant Test Table (t Statistical Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,136	,528		13,520	,000
	travel distance	,350	,082	168	4,271,000	,
	travel intensity	,458	,077	225	5,980,000	,
	travel anxiety	,185	,084	,087	2,209	,028
	travel condition	,212	, 081,098	2,602,009	_	a
.Dependent Variable: Y						

Source: Primary data processed, 2022

From the test results above, it can be concluded several things as follows:
a) Testing the influence of travel distance on the Variable Tendency to travel in tourist villages obtained a positive coefficient value of 0.350 with a significance value of 0.000, because significance value < 0.05 and positive, then there is a significant positive effect between travel distances on the variable tendency to travel in tourist villages. This means that the higher the respondent's perception of travel distance will result in a higher trend of traveling in tourist villages, and vice versa.
b) Testing the effect of travel intensity on the variable of the tendency to travel in tourist villages, obtained a coefficient value of 0.458 with a significance value of 0.000, because the significance value is <0.05 and positive, there is a significant positive effect between travel intensity on the Variable Tendency to travel in tourist villages. This means that the higher the respondent's perception of travel intensity, the higher the Variables Tendency to travel in tourist villages, and vice versa.
c) Testing the effect of travel anxiety on the Tendency to travel in tourist villages, obtained a coefficient value of 0.185 with a significance value of 0.028, because the significance value is <0.05 and positive, there is a significant positive effect between travel anxiety and the Tendency to travel in tourist villages. This means that the higher the respondent's perception of travel anxiety, the higher the tendency to travel in tourist villages, and vice versa.
d) Testing the influence of travel conditions on the Tendency to travel in a tourist village obtained a coefficient value of 0.212 with a significance value of 0.009, because the significance value is <0.05 and positive, there is a significant positive effect between travel conditions on the Tendency to travel in a tourist village. This means that the higher the respondent's perception of travel conditions will result in a higher trend of traveling in tourist villages, and vice versa.

2. Simultaneous Significance Test (Test F)

Table 2. Simultaneous Significance Test (Test F)

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.432	4	36,608	25,270	,000ᵇ
	Residual	941,644	650	1,449		
	Total	1088,076	654			
a. Dependent Variable: Y						
b. Predictors: (Constant), travel condition, travel anxiety, travel intensity, travel distance						

Source: Primary data processed, 2022

Based on the results of the F test, a significance value of 0.000 was obtained ($\alpha < 0.05$). So it can be concluded that the independent variables (travel distance), independent (travel intensity), independent (travel anxiety), and independent (travel condition) variables simultaneously have a significant effect on location variables, accessibility, and infrastructure.

3. Determination Coefficient

Table 3. Test Table

Model Determination Coefficient Test Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,367ᵃ	,135	,129	1,20361
a. Predictors: (Constant)				
b. Dependent Variable: Y				

Source: Primary data processed, 2022

The table above shows that the value of R Square (R^2) is 0.135 which can be concluded that the Independent Variable has an effect of 13.5% while the remaining 86.5% is influenced by other variables not examined by researchers.

3.2 Discussion
a. Tourism during the Pandemic
As the Covid-19 virus spreads throughout the global region, the activities and mobility of the world's people have become limited and some have even stopped in many countries. This condition has an impact on the decline in the quality of the economy in several industrial sectors, including small and medium enterprises. Likewise with the tourism industry with a sizable income for both globally and in Indonesia.

b. World Tourism
Decline in the number of world tourism visits due to the pandemic has become significantly steeper as many deaths are caused by direct social contact. Difficulties in various tourism activities are very clear, we can feel how difficult it is to travel both long and short distances. As valid information, we can refer to the following graphic data on the decline in global tourism activities:
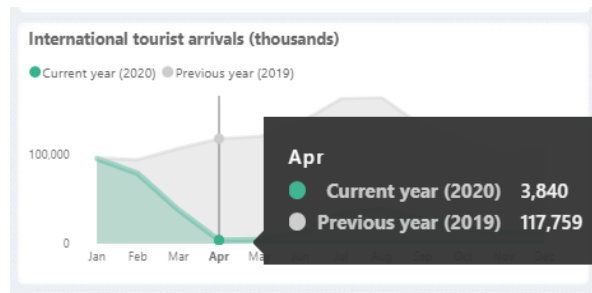
Figure 1. *International Travel and Covid-19-International Tourist Arrivals on April 2020, World (Thousand)*

Figure 2. *International Travel and Covid-19-International Tourist Arrivals on December 2020, world (Thousand)*
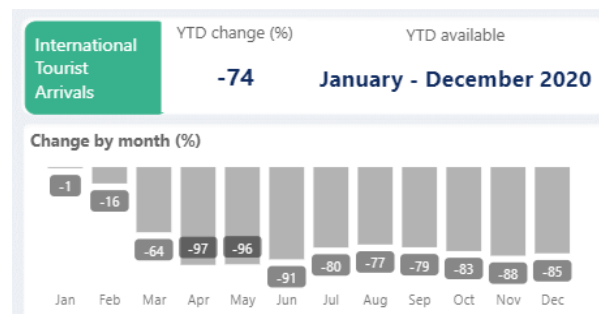

Figure 3. *International Travel and Covid-19-International Tourist Arrivals, World (% Change)*

The world tourism organization (UNWTO) presented graphic data on a significant decline in the level of global tourism activity. We can understand that in 2020 the surge rate of world tourism visits decreased starting from January to the worst in 2020 in April with a percentage loss of -97% or 3.840 million visitors from the previous 117, 779 million tourists in April 2019.

c. Domestic Tourism

OEDC countries (*Organization de coopération et de Développement conomiques*) find that domestic tourism accounts for 75% of total tourism expenditure. Based on this data, several countries, such as in the Asian region, including Malaysia and Thailand, took steps to increase the number of domestic tourists.

The Secretary General of UNWTO said that domestic tourism will be faster and more able to survive during the pandemic when compared to international travel. It is understood that this will restore the economy from the effects of the pandemic. Socially, this is also able

to provide opportunities for the community to find a livelihood and reassure the *benefits* of tourism to local communities.

The Indonesian government in responding to the situation of the spread of the Covid-19 Virus is carried out by implementing various types of social restriction systems ranging from Large-Scale Social Restrictions (PSBB) to the last is the Enforcement of Community Activity Restrictions (PPKM). This is implemented in almost all parts of Indonesia with the aim of mobilizing the population to pay attention to safety and security. Every micro, small and medium business as well as all types of markets are forced to close at unusual hours, according to health protocols in their respective regions. Likewise, access to and from entry and exit from and outside the regional areas of the city and province. Departing from the government's efforts to limit all mobility or space for people to move, both from outside and within the country, there has been a decline in the level of foreign tourist arrivals.

Tourism in the Central Java Province area, based on data from the Central National Statistics Agency, experienced a significant decrease in the number of visits. The data found that there were no foreign tourists entering the Central Java region through the flight entrances of Adi Sumarno Airport and Ahmad Yani Airport, as stated in BPS data (Central Statistics Agency, 2021).

Strengthening the results of research showing that people tend to choose to travel short distances and carry out outdoor activities there are further survey results which show that people choose to carry out tourism activities in destinations with very good and comfortable accessibility. The survey shows data with a presentation of 84.46% or 527 of the total number of respondents who choose to travel in destinations with adequate and comfortable accessibility. Furthermore, there are also survey results which show that complete and improvised infrastructure, with guaranteed cleanliness levels, occupies a percentage of 55.11% or 361 of the total respondents.

d. Tourism Villages

The rich potential of villages can be a concern for anyone to travel or just for recreation. According to Law No. 10 of 2009 (Kemenparekraf, 2009) concerning Tourism, the notion of a Tourism Village is a tourist destination, also referred to as a tourism destination that integrates tourist attractions, tourism facilities, accessibility which is presented in a structure of community life that integrates with prevailing customs and traditions. In addition, looking at Law no. 9 of 1990 (Tourism, 1990) explained that a tourist area is a certain area that is built and provided for tourism activities. Referring to (Karim A, 2019) that the tourist village is an area that has potential and is used as a force for tourist attraction. Based on some of the views that have been described previously, it can be understood that in a tourist village there are 4 A's that are important in tourism including *attraction, accessibility, amenities* and *ancillary* (Cooper et al., 2015) which are supporters so that a village can be categorized as a tourist village.

Referring to Handiwijoyo (2012) in (Sudibya, 2018) tourist villages have criteria including:

1. Good accessibility, making it easy for tourists to visit by using various types of transportation.
2. It has interesting objects in the form of nature, cultural arts, legends, local culinary specialties, and so on to be developed as tourist objects.
3. The community and village officials receive and provide high support for tourist villages and tourists who visit the village.
4. Guaranteed security.
5. Availability of adequate accommodation, telecommunications and manpower.
6. A favorable climate, cool or cold.
7. Connect with other tourist objects that are already known by the wider community.

The effect of travel distance on the tendency to travel in tourist villages, according to McIntosh, Goeldner, and Ritchie (1995), the length of travel taken by tourists is one of the factors that influence the flow of tourists to a tourist attraction. In general, the closer to the tourist attraction will affect the tourists visiting the place, and vice versa.

Meanwhile, the influence of travel intensity during the pandemic on the tendency to travel in tourist villages. In the world of tourism, the satisfaction of tourists visiting a destination is a requirement to maintain the sustainability of the destination. Tourists who are satisfied with their travel experience will have a tendency to revisit the destination. Research conducted by Basiya and Rozak which aims to analyze the attractiveness factors of tourist objects based on tourist perceptions and their influence on the level of satisfaction and intention to return to travel to tourist destinations in Central Java Province. The two researchers using path analysis in multiple regression models showed that natural, artificial, social, and cultural tourism had a positive influence on tourist satisfaction. In addition, natural, artificial, social, and cultural tourism have been shown to have a positive influence on the intention to return to travel (Basiya & Rosak, 2012).

The influence of travel anxiety on the tendency to travel in tourist villages. Anxiety is an affective element that refers to the fear of negative consequences. When a person plans a risky purchase, it creates a fear of unknown consequences and feelings of anxiety (Vibriyanti, 2020). To avoid anxiety and its negative consequences, potential tourists evaluate the risk of a purchase and make a decision accordingly (Koch et al, 2011). Travelers can evaluate the perceived risk of a purchase at various levels (product/destination attributes, negative consequences of the purchase, own needs and values, and buying situation).

The influence of travel conditions on the tendency to travel in tourist villages, Stetic (2012) that the development of tourism is influenced by various events, especially natural disasters, terrorism, war, economic crises and epidemics). Tourism in the village has become a hot topic in recent years. Even with the COVID-19 pandemic, people tend to choose to go to the village to pull over, either for tourist purposes or just returning home. Shifting to the village needs to be responded well. In the future, it is predicted that the villagers will no longer think about the city, because they already have a decent life in the village (Kasali, 2018). One of the factors is the development of tourist villages. Then the Tourism Village becomes an important part in attracting tourists who are based on the culture of a particular village. The cultural uniqueness of the people of a village is a characteristic compared to other tourist objects.

IV. Conclusion

The rich potential of the village can be a concern for anyone to travel or just for recreation. According to Law No. 10 of 2009 (Kemenparekraf, 2009) concerning Tourism, the notion of a Tourism Village is a tourist destination, also referred to as a tourism destination that integrates tourist attractions, tourism facilities, accessibility which is presented in a structure of community life that integrates with prevailing customs and traditions.

Testing the effect of travel distance on the Tendency to travel in a tourist village obtained a significant positive effect. This means that the higher the respondent's perception of travel distance, the higher the tendency to travel in tourist villages, and vice versa. Testing the effect of travel intensity on the Tendency Variables of traveling in tourist villages obtained a significant positive effect. This means that the higher the respondent's perception of travel intensity, the higher the tendency to travel in tourist villages, and vice versa. Testing the effect of travel anxiety on the Tendency to travel in tourist villages has a significant positive effect. This means that the higher the respondent's perception of travel anxiety, the

higher the tendency to travel in tourist villages, and vice versa. Testing the effect of travel conditions on the Tendency to travel in tourist villages was found to be significantly positive. This means that the higher the respondent's perception of travel conditions, the higher the tendency to travel in tourist villages, and vice versa.

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