

Trend Analysis of Domestic Tourist Visits to Bali Post-Covid-19 Pandemic

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Abstract

Bali is one of the most popular tourist destinations by tourists, because its natural and cultural charms make this tourist destination increasingly popular. Therefore, most of the income of the Province of Bali relies on the tourism sector. However, the onslaught of the COVID-19 pandemic has had an impact on decreasing tourist visits, including domestic tourists. Even though in this pandemic situation, income from domestic tourists is very reliable. Based on these reviews, thenThe purpose of this study is to analyze the trend of domestic tourists visiting Bali after the COVID-19 pandemic. The results of the study concluded thatThe comparison of the number of tourist visits during the COVID-19 and post-covid-19 pandemics is quite significant, especially in April to June. In April - June 2020 the number of tourist visits tends to be lower when compared to April - June 2021. Meanwhile, after the pandemic in April - June 2022, the number of visits is much higher when compared to the previous 2 years. This research is expected to be a contribution in determining policies for the Bali provincial government in restoring Bali tourism.

Keywords

covid-19; tourism; domestic tourists



I. Introduction

Economic growth is one of the parameters of a country's success in the development process. To achieve economic growth cannot be separated from the role of the government as a policy provider to increase economic growth (Aliansyah & Hermawan. 2019). Based on data from the Central Statistics Agency (BPS), Indonesia's economic growth was 5.02 percent in 2019. This figure grew lower than in 2018 of 5.17 percent (Ulya, 2020). The tourism sector is a sector that encourages and accelerates economic growth. This is because tourism activities will create demand both in terms of consumption and investment which in turn will lead to the production of goods and services (Spilane, 2001:20). Tourism is one of the development sectors that is currently being developed by the government, because tourism is considered to have a very important role in the development of Indonesia, especially as a sector of regional and state income. Apart from being the engine of the economy, tourism is considered to be able to reduce unemployment. In the national economy, tourism is a sector that is expected to increase income through foreign exchange earnings (Aliansyah & Hermawan, 2019).

Bali is one of the most popular tourist destinations in the world. The alluring charm emanates from the beauty of the island of Bali. Many charms that spoil the eye that can be

enjoyed in Bali. The beauty of the beaches, to the culture on the island of Bali. The development of Bali tourism from year to year is strongly influenced by the cultural diversity of the Balinese people. Balinese customs, arts, and culture as the dominant basic potential in it implied an ideal of a reciprocal relationship between tourism and culture. This is one of the unique characteristics compared to other destinations in Indonesia (Paramita & Putra, 2020).

Since the outbreak of the COVID-19 pandemic, Bali, which relies on tourism, has been the most affected. Bali's current economic growth is minus 1.24% which is the worst Bali has ever experienced because 70% of Bali's GRDP depends on tourism. The cessation of tourism activities during the second quarter of 2020 and restrictions on activities caused Bali's economic growth in the second quarter of 2020 to experience a deeper contraction, namely -10.98% (yoy). The contributing factors include the decline in household purchasing power in line with declining tourism performance and activity restrictions as well as a decrease in the number of foreign tourists visiting and a decrease in demand for export commodities due to COVID-19. In terms of the business field, the slowdown in Bali's economic growth stems from the contraction of the tourism supporting sectors such as accommodation and food and beverages, transportation,

The development of the COVID-19 pandemic in Bali has continued to improve, this can be seen from the cumulative data up to April 30, 2022: the number of new cases has decreased consistently, slopingly, and steadily at low double digits, between 15 to 30 people per day. Even April 30, 2022; the number of new cases as many as 17 people, the number of people who recovered as many as 7 people, and no one died. Although since March 7, 2022 the no-quarantine and Visa on Arrival (VoA) policies have been implemented for foreign tourists, the data shows that there is no spike in new cases, and even tends to decrease. With the improvement of covid-19 and the high achievement of booster vaccines, it has created a comfortable, safe, and conducive atmosphere for tourist visits to Bali (Bali Provincial Government, 2022).

Then according to the Law of the Republic of Indonesia Number 9 of 1990 in Yoeti (2007), defining tourists are people who carry out tourism activities. Types and types of tourists, which can be seen from the nature of the trip and the scope in which the tour is carried out, tourists can be classified as follows: 1) Foreign tourists, namely foreigners who travel, who come to another country that is not a country where the tourists stay. Foreign tourists to a country can be marked from their citizenship status, travel documents they have and from the type of currency they spend, because in general this group of tourists almost always exchange their money first at the Bank or Money Changer before shopping. 2). Domestic foreign tourists are foreign tourists who stay in a country to travel in the territory of the country where they live. The tourist is not a citizen of the country where he is located, but is a foreign citizen who due to his duties until his position settles and lives in a country and earns income in the currency of his country of origin. 3) Domestic tourist, namely a citizen who travels within the boundaries of his own country. 4) Indigenous foreign tourists, namely citizens of a certain country who serve or serve abroad, return to their home country and travel in their own country. 5). Transit tourists are tourists who travel to a country, who use transportation and are forced to stop at a stop such as stations, airports, and the station is not of its own accord. 6). Business tourist, namely tourists who travel for other purposes not for tourism, but the tour will be carried out after the main purpose has been completed.

When viewed according to the time of visit, it is divided into two (Yoeti, 2007), namely: 1). Seasonal Tourism is a type of tourism that takes place in certain seasons, for example Summer Tourism, Winter Tourism, Lebaran, New Year, and so on. 2). Occasional Tourism is a type of tourism that takes place at certain times associated with an event, such as Galungan and Kuningan in Bali, Cherry Blossom Festival in Tokyo. Based on this, it can be

explained that tourists are divided into two types, namely foreign tourists and domestic tourists. Business tourists are tourists who travel for other purposes not to travel, but travel will be carried out after the main purpose has been completed. When viewed according to the time of visit, it is divided into two (Yoeti, 2007), namely: 1). Seasonal Tourism is a type of tourism that takes place in certain seasons, for example Summer Tourism, Winter Tourism, Lebaran, New Year, and so on. 2). Occasional Tourism is a type of tourism that takes place at certain times associated with an event, such as Galungan and Kuningan in Bali, Cherry Blossom Festival in Tokyo. Based on this, it can be explained that tourists are divided into two types, namely foreign tourists and domestic tourists. Business tourists are tourists who travel for other purposes not to travel, but travel will be carried out after the main purpose has been completed.

Meanwhile, national (domestic) tourists are Indonesian residents who travel in the territory of Indonesia outside their place of domicile, within a period of at least 24 hours or stay overnight except for activities that bring a living in the places visited (Pendit, 1994). This study focuses on domestic tourists, because domestic tourists are heroes who play an important role in tourism development in Indonesia during the pandemic (Republika.co.id, 2021).

Based on the background review above, this study aims to analyze the trend of domestic tourist visits to Bali 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). This research is important to do, because the trend of post-pandemic tourist visits can be used as a reference in formulating a recovery strategy for the tourism sector in Bali. This research is expected to be a contribution in determining policies for the Bali provincial government in restoring Bali tourism.

II. Research Method

This study uses a mix method which is a combination of qualitative and quantitative research types. Data collection techniques for this type of qualitative research use literature studies through articles and journals related to the research topic. While the type of quantitative research comes from the Provincial Government of Bali. The data analysis technique used in quantitative research is descriptive statistics in the form of line charts. While the type of qualitative research using the interactive model of Miles and Huberman.

III. Discussion

The tourism sector, especially in Bali Province, will increase its income if there are also many tourists visiting. The number of tourists visits greatly affects the size of the income of the tourism sector (Rahma & Handayani, 2013; Udayantini et al., 2015). The following is a comparison of the trend of domestic tourists visiting Bali during the COVID-19 pandemic and after the COVID-19 pandemic.

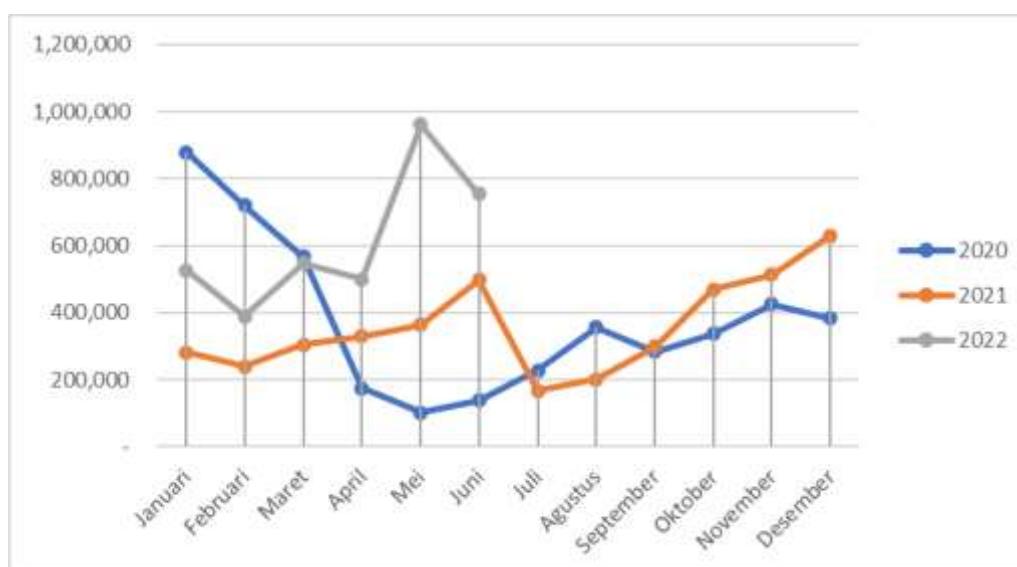


Figure 1. Trends in Domestic Tourist Visits to Bali in 2020 to 2022

The details of the number of domestic tourist visits to Bali Province during 2020 to 2022 are as follows:

Table 1. Details of the Number of Domestic Tourist Visits to Bali in 2020 to 2022

Month	2020	2021	2022
January	879,702	282,248	527,447
February	721,105	240,608	389,690
March	567,452	305,579	547,726
April	175,120	330,593	500,740
May	101,948	363,959	960,692
June	137,395	498,852	753,907
July	229,112	166,718	-
August	355,732	202,187	-
September	283,349	298,950	-
October	337,304	468,826	-
November	425,097	513,482	-
December	382,841	629,590	-
Total	4,596,157	4,301,592	3,680,202

(Source: Bali Provincial Government, 2022)

Figure 1 shows the trend of domestic tourist visits per month in 2020 to 2022. Overall, the number of domestic tourist visits to Bali Province in April to June from 2020 to 2022 has increased. Domestic tourist visits in April to June 2022 were much higher than the previous two years, namely April to June 2020 and 2021. This condition does not only apply to Bali, but the growth of the tourism sector will also have an impact on income tourism globally, of course, this will contribute significantly to GDP in several countries (Darsana & Sudjana, 2022). The increase in the number of tourist arrivals from 2020 to 2022 will also greatly affect the hotel occupancy rate, which is a condition to the extent to which the number of rooms sold is compared to the total number of rooms that can be sold. With the availability of adequate hotel rooms, tourists do not hesitate to visit an area, especially if the hotel is comfortable to stay in. The tourists will feel more secure, comfortable, and at home to stay longer in the tourist destination. The tourism industry, especially activities related to lodging,

will get more income if the tourists stay longer. (Suastika & Yasa, 2017). With the availability of adequate hotel rooms, tourists do not hesitate to visit an area, especially if the hotel is comfortable to stay in. The tourists will feel more secure, comfortable, and at home to stay longer in the tourist destination. The tourism industry, especially activities related to lodging, will get more income if the tourists stay longer.

The COVID-19 pandemic occurred in 2020 and 2021 where in 2020, the trend of tourist visits fluctuated, decreased and then increased. The sharpest decline occurred in April 2020 and then increased slightly in November 2020. Then in 2021, the trend of domestic tourist visits tends to increase, although there was a drastic decline in July. (Figure 1) In April 2020, the number of visits by domestic tourists was 175,120 people, which is much lower than in March with the number of visits of 567,452 people. In November 2020, the number of visits increased by 425,097 people, whereas in October there were still 337,304 people. Then in 2021, the number of tourist visits decreased drastically in July 2021, which was 166. 718 people where in the previous month there were 498,852 people (Table 1). In the post-covid-19 pandemic in 2022, the trend of tourist visits tends to increase with the highest increase occurring in May (Figure 1). In that month, the number of tourist visits was 960,692 people (Table 1).

Based on the conclusions above, it is said that the low number of tourist visits in 2020 is due to the situation of the spread of the COVID-19 pandemic in areas in Indonesia, including the Province of Bali, which is currently rife. Then gradually the number of tourist visits in 2021 and 2022 will increase. This is due to the government's efforts to minimize the spread of the COVID-19 pandemic, starting from implementing health standards by making adequate sanitation (cleanliness of toilets, hand washing facilities, availability of masks, measuring body temperature, checking health certificates and vaccinations) to increasing security standards (checking luggage, installing CCTV on every side of tourist attractions throughout Bali, and adding security personnel such as security guards and *pecalang* (traditional village security personnel in Bali) in all tourist attractions) (Paramita & Putra, 2020).

Tourism conditions began to improve in mid-2020, when the government began to allow the opening of tourist areas, with monitoring from the security forces to ensure health protocols were implemented. People who have been "at home" for more than a year are starting to gradually return to their tourist routine, even though they are still in the provincial zone (Susanti et al., 2021). The arrival of domestic tourists (wisdom) is approaching the conditions before the Covid-19 pandemic or normal time. Every month, wisdom visits have increased. The highest figure was reached in July 2022, wisdom visits increased by about 20 percent compared to the previous month. This is presumably due to the school holiday atmosphere (Merdeka.com, 2022).

Many restaurants and hotels are closed during the COVID-19 pandemic. As a result of this disaster, the Balinese economy experienced a very significant decline, because the tourism industry in Bali was one of the sectors most affected by the pandemic. However, the situation has started to recover this year in 2022 (Darsana & Wijaya 2022). However, the motivation of tourists to visit has not recovered as usual, the fear of Covid-19 infection is still visible. Although there is still interest in making visits, the public's fear of COVID-19 is still greater than the number of visits at several tourist objects. This condition forces tourism entrepreneurs to take various ways to attract tourist arrivals, some of which provide discounts on accommodation, entrance tickets, and even discounts on transportation costs. Culinary tourism is also starting to rise. Culinary tourism not only emphasizes the introduction of food tastes but also as part of knowledge of other cultures, as well as adventure, adaptability, and openness to other cultures (Darsana & Susanti, 2022). Restoring public trust to travel is not easy, especially outside the region (province), in addition to increasingly stringent

regulations, tourism can still be postponed because it is not a basic need (Suprihatin, 2020). This becomes quite important to study, considering that there is a relationship with p and openness to other cultures (Darsana & Susanti, 2022).

The growth in question is related to the increase in per capita output which theoretically this should include GDP growth and is also closely related to the theory of population growth to explain per capita output. So, the development of tourism, especially the number of tourist visits in a country will encourage and accelerate economic growth. This is because tourism activities will create demand both in terms of consumption and investment which in turn will lead to the production of goods and services. During the tour, tourists will do shopping, so that it directly creates a demand (tourism final demand) for the market for goods and services. Furthermore, final tourist demand indirectly creates a demand for goods and raw materials (investment derived demand) to produce to meet tourist demand for these goods and services. In an effort to meet the demands of tourists, investment in transportation and communications, hotels and other accommodations, handicraft and consumer product industries, service industries, restaurants/restaurants and others is required (Spillane, 2001:20). Based on this, it can also be explained that, there is a link between tourism and macroeconomic growth which can have the following impacts: 1). Tourism has a direct impact on the economy, among others, on job creation, income redistribution, and strengthening the balance of payments. tourist shopping, as an alternative form of export, it contributes in the form of foreign exchange earnings (balance of payments) and income derived from tourism expansion. Foreign exchange earnings from tourism can also be used to import capital goods to produce goods and services, which in turn leads to economic growth. 2). Stimulating effects (induced effects) on certain product markets, government sectors, taxes and also imitation effects on communities. One of the main benefits for local communities expected from tourism is its significant contribution to the regional economy, especially increased income and new jobs in the region. Business people in the area of course benefit directly from tourist spending. As businesses pay workers and as businesses and workers spend their increasing wealth, the overall community in the area also benefits. So that the money spent by tourists is new money in the regional economy, not the previous wealth that is reused (recycling).

IV. Conclusion

Tourists are a source of income for the tourism sector. During the COVID-19 pandemic, the condition of the tourism sector, especially in the Province of Bali, was increasingly alarming, due to a drastic decline. In general, the comparison of the number of tourist visits during the COVID-19 and post-covid-19 pandemics is quite significant, especially in April to June. In April-June 2020 the number of tourist visits tends to be lower when compared to April-June 2021. Meanwhile, after the pandemic in April-June 2022, the number of visits is much higher compared to the previous 2 years. From these conclusions, suggestions that can be given to further researchers are to also review the trend of foreign tourist visits. For the government and the management of the tourism sector, to carry out a recovery strategy to attract tourists to visit again, such as providing tour packages that are more diverse and relevant if applied in the post-covid-19 pandemic. The results of this study are important to carry out, because the tourism sector needs time to recover, considering that the COVID-19 pandemic has been going on for two years, so more ideas about tourism recovery are needed. Therefore, this research can be used as a recommendation for the government and tourism management institutions in Indonesia in developing a tourism recovery model from various existing tourism products and attractions. The results of this study are important to carry out, because the tourism sector needs time to recover,

considering that the COVID-19 pandemic has been going on for two years, so more ideas about tourism recovery are needed. Therefore, this research can be used as a recommendation for the government and tourism management institutions in Indonesia in developing a tourism recovery model from various existing tourism products and attractions.

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