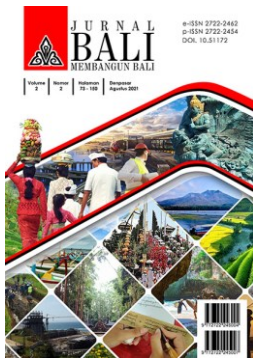




Impacts of Bali Tourism Performance Decline due to Covid-19 Pandemic

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Abstrak

Tujuan: Mengidentifikasi imbas penurunan performa pariwisata Bali akibat adanya pandemi COVID-19.

Metode penelitian: Metode penelitian ini adalah deskriptif kualitatif. Jenis data yang digunakan adalah data sekunder yaitu data sosial kependudukan, data pariwisata, data ekonomi, dan data kebijakan pemerintah.

Hasil dan pembahasan: Penurunan Pariwisata Bali dimulai dari terjadinya penurunan kunjungan wisatawan ke Bali akibat adanya kebijakan pembatasan kegiatan masyarakat sebagai upaya pencegahan penyebaran virus COVID-19. Hal ini berimbas pada aspek pendapatan pelaku usaha pariwisata, aspek ketenagakerjaan, dan aspek pendapatan daerah.

Implikasi: Penurunan performa pariwisata Bali mengakibatkan terganggunya berbagai sektor lain yang mendukung kegiatan pariwisata. Perlu dipikirkan mengenai struktur perekonomian Bali yang seimbang atau tidak hanya berpusat pada satu sektor.

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Kata Kunci: pengaruh, pandemi, pandemi Covid-19, penurunan kinerja pariwisata Bali.

Abstract

Purpose: Purpose of this research is to identify impact decline of Bali tourism performance due to COVID-19 pandemic.

Research method: This research method is descriptive-qualitative. Type of data used is secondary data, such as socio-demographic data, tourism data, economic data, and government policy data.

Results and discussion: Decline of Bali's tourism was preceded by a decrease in tourist visits to Bali due to regulations to physical distancing and restriction on public activities as a prevent the spread of the COVID-19 virus. This has an impact on the aspects of tourism performer income, aspects of employment, and aspects of Bali's regional income.

Implication: The decline in performance of Bali's tourism disrupts various other sectors. The structure of the Bali's economy which is balanced or not only centered on one sector should be thought about.

Keywords: impact, Covid-19 pandemic, Bali tourism performance decline.

INTRODUCTION

At the beginning of 2020, precisely in January 2020, it was recorded that around 2,245,872 people worldwide were infected with a disease called Corona Virus Disease-19 (COVID-19). In early 2021, it was noted that this virus had also caused more than 2 million deaths (Kompas, 2021). Since China announced that it had discovered a dangerous new virus, the leaders of other countries took preventive measures to minimize the spread of this outbreak in their respective countries. This fact

encourages leaders around the world to take preventive and therapeutic measures to tackle the COVID-19 outbreak with different handling approaches. The leaders of countries in Southeast Asia are also doing the same. However, Indonesia looks different. In January, the Indonesian government had not taken sufficient effective action in responding to the risk of the spread of this virus. Until March 2020, the first case of a patient infected with COVID-19 was announced. The response of the Indonesian government, which initially seemed to underestimate this virus. However, the government's attitude is now starting to change by taking several policies. The government has set a series of policies as preventive measures to prevent the spread and transmission of this virus. There are written and unwritten policies made by the government. Written policies are in the form of laws (Undang-undang/UU), Government Regulations in Lieu of Law (Peraturan Pemerintah Pengganti Undang-undang/PERPU), Government Regulations (Peraturan Pemerintah/PP), Presidential Regulations (Perpres), Ministerial Regulations (Peraturan Menteri), Regional Regulations (Peraturan Daerah), Regent Regulations (Peraturan Bupati), Mayor Regulations (Peraturan Walikota), and Decrees (Surat Keputusan/SK). While unwritten policies are usually in the form of unwritten invitations containing prohibitions or appeals related to the prevention and handling of COVID-19.

The COVID-19 pandemic has caused disruption in human life and has affected all lines of life. This pandemic has resulted in disruption of economic activity throughout the world, resulting in a global recession. Indonesia is also experiencing a negative impact from this pandemic, starting from the disruption of the supply chain of goods and services, disruption of community mobility, and the cessation of economic activities, especially in the industrial and tourism sectors, which in turn result in an increase in unemployment and poverty in Indonesia. The tourism sector is one of the worst affected by this pandemic.

Tourism is defined as an activity in a society related to tourists (Soekadijo, 2000). Based on terminology, tourism consists of two basic words, namely *pari* which means many or many times and *wisata* which means traveling (Suwantoro, 2001). Based on Law Number 10 of 2009 concerning Tourism, it is stated that the definition of tourism is various kinds of tourism activities that are supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government. According to Yoeti (in Kamaru et al, 2017) tourism is a trip organized from one place to another with the aim of not trying (business) or making a living in the places visited, but simply enjoying the trip. Based on this understanding, there are 2 keywords that define tourism, namely travel from one place to another, the purpose of enjoying the trip (having fun).

The province of Bali is known as an international tourism destination. The development of tourism in Bali has been running before the independence of Indonesia. Since the colonial period, people from all over the world have visited Bali for sightseeing. The tourism sector is the largest contributor to Bali's regional income. The tourism sector is also a sector that influences the development of other sectors. The rapid development of tourism in Bali has an impact on increasing employment opportunities in the tourism sector, increasing tax levies, and increasing regional income. Tourism activities in Bali greatly affect the movement of the Balinese economy.

However, this has changed since the COVID-19 pandemic hit Bali, Indonesia and almost all countries in the world. The COVID-19 virus is easily spread and attacks human health. This prompted the government to take steps to prevent the spread of the COVID-19 virus. One of the government's efforts is to limit activities in the tourism sector. This restriction greatly resulted in a decrease in the number of tourists visiting Bali. The number of tourists visiting Bali has decreased drastically compared to previous years (BPS, 2020).

The decline in tourists to Bali greatly affects the stretching of Bali's tourism. In addition, other sectors will experience the impact of this decline in Bali tourism activities. This needs to be addressed and responded to by the Balinese government in particular and the central government. Considering the tourism sector is the main sector of the Balinese economy. When tourism recedes, other sectors surely experience disruption and this was already written in some studies, such as Aryawiguna (2021), Puspita, et al (2021), and Putra (2021).

Based on this, the purpose of this paper is to identify the impact of the decline in the Bali tourism sector due to the COVID-19 pandemic. The results of this research are expected to be one of the information materials about the impact of the decline in Bali tourism due to the COVID-19 pandemic and be taken into consideration in further decision making.

RESEARCH METHODS

The research method used in this research is descriptive qualitative. The qualitative research approach (Sugiyono, 2010) is: "The qualitative research method is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experimentation) where the researcher is the key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive/qualitative, and research results emphasize meaning rather than generalizations. In line with this statement, Moleong (2005) also explained that qualitative research is research that understands a phenomenon in the object of

research in a special context. This method was chosen with the consideration that the object of research is the impact of the COVID-19 pandemic, which is currently something new.

Data collection technique is literature study. The type of data used is secondary data. Secondary data in the form of data and information from books, internet, and statistical results from government institutions that can be trusted. The secondary data used are data on socio-demographic aspects, data on tourist objects and tourist attractions, economic data, and government policy data.

The stages of data analysis in this research consisted of 2 parts. The first part is to identify aspects or sectors that are affected by the decline in Bali tourism due to the COVID-19 pandemic. The analysis is done by collecting and processing secondary data and presenting the data in the form of graphs and tables. The second part, analyzes the causal relationship of aspects that have been affected by the decline in Bali tourism, then presented in the form of pictures.

RESULTS AND DISCUSSION

Bali Tourism before Covid-19 Pandemic

Bali is one of the main tourism destinations in Indonesia. Bali has been known as a popular tourist destination in the world. The tourism sector is the mainstay of the Balinese economy. According to Soritua (2017), Bali tourism is also a sector that has an influence on other sectors, both directly and indirectly related sectors. The tourism sector has an impact on the level of investment in Bali, its contribution to GRDP, as well as creating jobs for the community. The tourism sector in Bali greatly influences the movement of other sectors in Bali.

Tourism areas and Tourist Attractions (DTW) in Bali are spread across all regencies and cities in Bali. In 2019, the number of tourism areas and tourist attractions in Bali was 16 areas and 354 DTWs (Bali Provincial Tourism Office, 2019). Based on these data, Buleleng Regency is the largest regency/city that has the number of tourism areas and DTW, namely 89 locations. On the other hand, Denpasar City is the regency/city that has the least number of tourism areas and DTW, which are 11 locations.

Tabel 1. Number of Tourism Areas and Tourist Attractions in Bali in 2019
[Source: Bali Provincial Tourism Office, 2019]

No.	Regency/city	Number of Tourism Areas	Number of Tourist Attractions
1	Denpasar	1	10
2	Badung	3	39

3	Gianyar	2	61
4	Bangli	-	43
5	Klungkung	1	17
6	Karangasem	3	59
7	Buleleng	3	86
8	Tabanan	1	24
9	Jembrana	2	15
Total		16	354

Tourist visits to Bali on average have increased every year. Based on data from the Central Statistics Agency for the Province of Bali in 2014, Bali received more than 10 million tourist visits. In the following years, it continued to increase until in 2019 it reached 16 million more tourist visits to Bali. Millions of tourists who come to Bali provide benefits to the Balinese economy and become a source of income for many people who live in Bali.

Tabel 2. Number of Domestic Tourists and International Tourists to Bali in 2014-2019

[Source: Central Bureau of Statistics of Bali Province]

Year	Number of tourists		Total
	Domestic tourists	International tourists	
2014	6,394,307	3,766,638	10,160,945
2015	7,147,100	4,001,835	11,148,935
2016	8,643,680	4,927,937	13,571,617
2017	8,735,633	5,697,739	14,433,372
2018	9,757,991	6,070,473	15,828,464
2019	10,545,039	6,275,210	16,820,249

The visit data can be further detailed based on the region of origin of foreign tourists (see Table 2). Visits of foreign tourists who come to Bali are predominantly from the Asian region (without Asean). Meanwhile, tourists from Africa are the smallest group of tourists visiting Bali.

Tabel 3. Number of International Tourists Visiting Bali
[Source: Central Bureau of Statistics of Bali Province]

Tourist Origin	The Number of Foreign Tourists to Bali By Region (Person)				
	2019	2018	2017	2016	2015
Asean	613509	553728	379264	416428	422986

Asia (non-Asean)	2321161	2410620	2193676	1839892	1424995
America	415435	362357	190947	184373	214518
Europe	1480907	1406086	1675317	1151925	842436
Oceania	1375399	1282886	1062855	1202805	1042001
Africa	68799	54796	7965	8398	27830
Crew	-	-	187715	124115	27069
Total	6275210	6070473	5697739	4927937	4001835

The nickname of Bali as the island of a thousand temples is also one of the attractions of Bali tourism. The temple as a place of worship for Hinduism has a unique history and architecture. In addition, the existence of the temple can also show the development of the Hindu-Balinese community in Bali. The culture, customs, and traditions of the Balinese people are what make it unique and an attraction for tourists to visit Bali, apart from natural factors. One of the cultural heritages in Bali which is also a tourist destination is subak. In fact, the subak irrigation system has been recognized by UNESCO as a world cultural heritage. Therefore, Balinese culture is one of the attractions for tourism in Bali.

Bali tourism development is regulated in a Bali Provincial Regulation Number 2 of 2012 concerning Balinese Cultural Tourism. This regulation updates the previous regulations and adapts to the mandate of Law Number 10 of 2009 concerning Tourism.

Bali Tourism Decline Due to COVID-19 Pandemic

On March 31, 2020, the government issued Presidential Decree No. 11 of 2020 concerning the Determination of a Public Health Emergency of Corona Virus Disease 2019 (COVID-19). The more massive spread of the COVID-19 virus needs to be prevented. One way is the implementation of health protocols. The health protocol consists of 3 things, namely washing hands with soap and running water, wearing masks, and maintaining distance (physical distancing). The policy on physical distancing causes restrictions on community activities that are at risk of causing crowds. Restrictions on community activities aim to prevent the spread of the COVID-19 virus in Indonesia, especially in Bali. But on the other hand, this policy has an impact on the temporary closure of tourist objects. The closure of tourist attractions and restrictions on tourist activities began in March, this month the first positive case of COVID-19 in Indonesia was announced. On the one hand, this restriction must be supported in order to tackle the spread of the COVID-19 virus which can endanger public health. However, on the other hand, it is undeniable that this procedure has an

impact on losses in the tourism sector. One of the impacts that can be seen directly is the decrease in the number of tourist visits to Bali. In table 4, information is shown that there has been a decline of more than 50% of the number of domestic tourists and more than 80% of the number of foreign tourists visiting Bali.

Table 4: Number and Growth of Domestic and International Tourists to Bali
Year 2018-2019
[Source: Central Bureau of Statistics of Bali Province]

Year	Domestic tourists		International tourists	
	Number	Growth (%)	Number	Growth (%)
2018	9 757 991	-	6 070 473	-
2019	10 545 039	8.07	6 275 210	3.37
2020	4 596 157	-56.41	1 069 473	-82.96

More detailed data, based on BPS data in 2020, the number of foreign tourists who come directly to Bali Province began to experience a drastic decline in April 2020 until now. Cumulatively in the January-November 2020 period, the number of foreign tourists who came to Bali was 1,050,367 visits. This number decreased by -81.65% compared to the January-November 2019 period which was recorded at 5,772,807 visits.

Table 5: Number of Foreign Tourist Arrivals to Bali in 2020 by Month
[Source: Central Bureau of Statistics of Bali Province]



Based on Table 5, we can see that the number of foreign tourist arrivals to Bali has started to fall below 1000 visits since April 2020. March is the first month when positive cases are announced in Indonesia. The Indonesian government has begun to give advice to limit travel abroad except for very urgent and cannot be postponed. In addition, the Indonesian government has also begun to suspend the policies of visa-free visits (BVK), visit visas on arrival (Visa on Arrival) and Free Diplomatic/Service Visas. As well as prohibiting the visit of immigrants who within the last 14 days visited 8 countries including Iran, Italy, Vatican, Spain, France, Germany, Switzerland, and

England. These policies came into effect on March 20, 2020. In April, precisely on April 13, 2020, President Joko Widodo issued Presidential Decree No. 12 of 2020 concerning the designation of non-natural disasters spreading Corona Virus Disease 2019 (COVID-19) as a national disaster. Since then, visits or arrivals of foreign tourists to Indonesia in general have begun to be limited. As a result, the implementation of this policy has an impact on reducing the number of foreign tourist visits to Bali.

The decline in the number of tourists visiting Bali has a direct impact on the decline in activities or activities in the tourism sector. The decline in activities or activities in the tourism sector resulted in a decrease in demand for tourism supporting needs such as accommodation, food, beverages, souvenir products, tour guide services, and other goods and services. Furthermore, the decline in demand from consumers has an impact on the decline in income in existing business fields. According to the Indonesian Central Statistics Agency, in 2020 Bali Province is the province with the highest percentage of companies experiencing a decline in revenue due to the COVID-19 pandemic. According to the Central Statistics Agency for the Province of Bali, in 2020 there are three business fields whose workers experienced the highest decline in income, namely the provision of accommodation and food and drink; wholesale and retail trade, repair of cars and motorcycles; and processing industry.

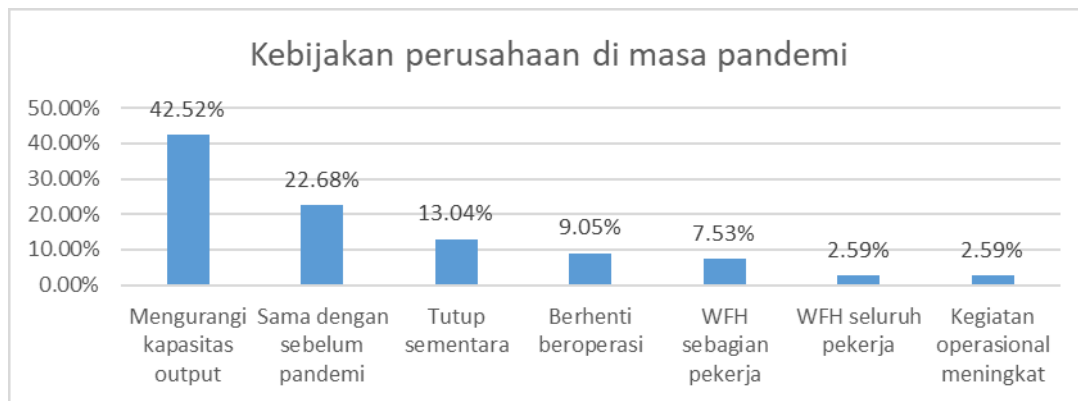
Table 6: The Open Unemployment Rate (TPT) of Bali Province
[Source: Central Bureau of Statistics of Bali Province]

Employment indicator	Bali Province Open Unemployment Rate (%)					
	February			August		
	2018	2019	2020	2018	2019	2020
Open Unemployment Rate	0,86	1,19	1,21	1,40	1,57	5,63

The decline in the income of tourism sector business actors will have an impact on 2 aspects, namely the employment aspect and the regional income aspect. In the employment aspect, the impact that occurs is an increase in the open unemployment rate (TPT) in the Province of Bali. This is due to the disruption of the company's operations during the COVID-19 pandemic, forcing the company to implement policies. The company's attitudes and policies usually take the form of implementing WFH for some employees, implementing WFH for all employees, operating with reduced output capacity (working hours, machines, and labor), until they stop operating. According to the Bali Provincial BPS, the policy of operating with a reduction in output capacity is the

most policy (42.52%) chosen by business actors in Bali. This policy choice by business actors has resulted in workers having to be laid off until they experience Termination of Employment (PHK), so that the unemployment rate in Bali has increased.

Table 7: Percentage of Company Policies during the COVID-19 Pandemic
[Source: Central Bureau of Statistics of Bali Province]



Aspects of regional income decreased due to tax and levy receipts from the tourism sector which were smaller than the previous year. In fact, tax revenue has a large contribution to the Regional Original Income (PAD) of the Province of Bali. The decline in the tourism sector has a linear impact on the decline in Bali's PAD. This local revenue is urgently needed as a source of funds to finance various programs in an effort to restore development after the COVID-19 pandemic. In other words, it is feared that the government will experience difficulties in financing development programs after the COVID-19 pandemic. In summary, the impacts on the tourism sector as a result of the COVID-19 pandemic can be seen in Figure 1.

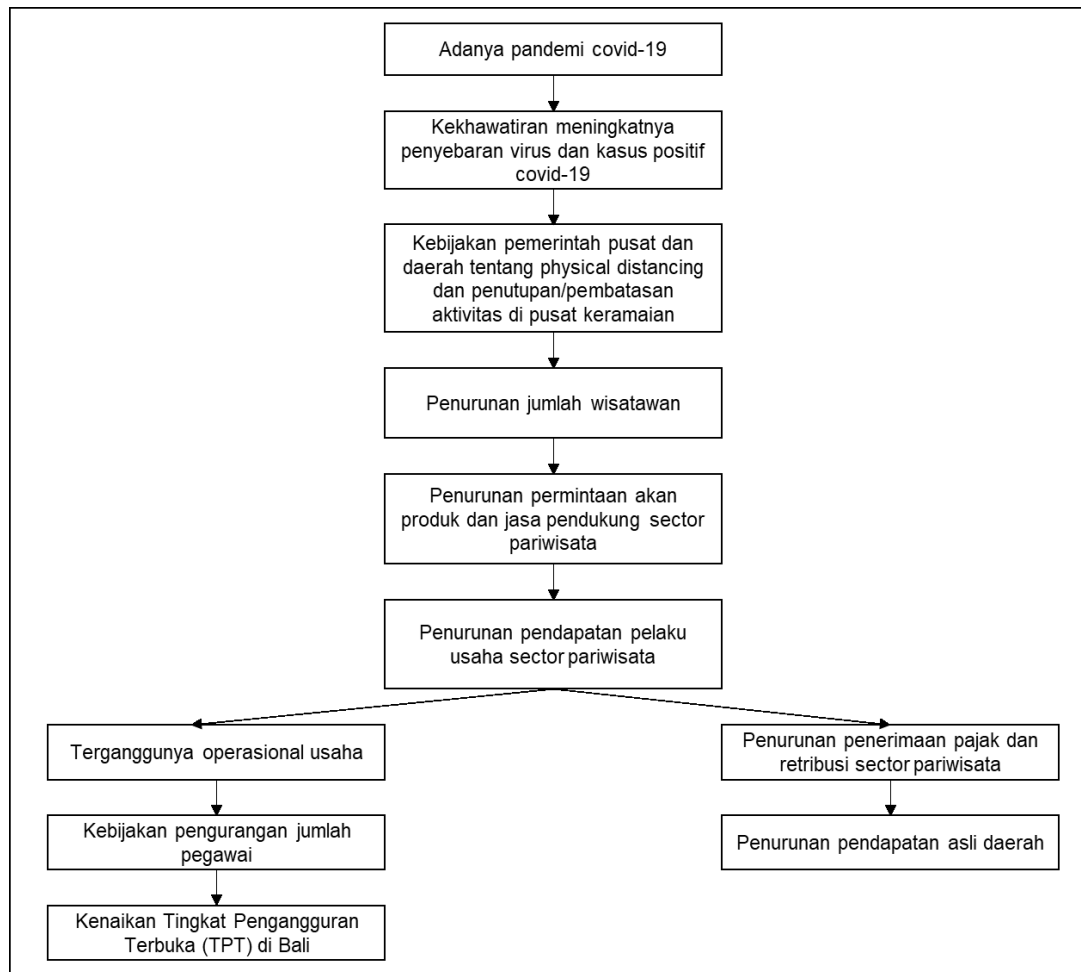


Figure 1. the impacts on the tourism sector as a result of the COVID-19 pandemic.

CONCLUSION

The tourism sector has experienced a significant decline due to the COVID-19 pandemic. But not only in the tourism sector, the decline in this sector also has an impact on other sectors that support tourism activities in an area. Bali tourism has decreased due to the COVID-19 pandemic since March 2020 until now. The weakening of the Bali tourism sector has an impact on the disruption of other aspects of Bali. The impact of the decline in Bali's tourism began to appear from the decline in the number of tourists visiting Bali. This decline in tourists has an impact on the decline in activities in the tourism sector. The decline in tourism activities causes a decrease in the income of Bali tourism business actors. This then has an impact on two aspects, namely employment and regional income. So, the decline or weakening of Bali tourism can cause problems in the social aspects of the population and economic aspects.

However, it should be noted that the time for the end of the COVID-19 pandemic is uncertain. In just 1 year of the COVID-19 pandemic, various problems have emerged such as health problems, social problems, population and economic problems. If the

COVID-19 pandemic continues, it is predictable that other sectors may also be affected.

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