



Tourist Village Development Analysis after Pandemic Covid-19 as a Potency for Rural Resilience in Indonesia

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Abstract:

Rural areas are very vulnerable areas with the Covid-19 pandemic due to the lack of infrastructure, especially health facilities. The Covid-19 pandemic has caused tourist activities in countries around the world, such as Indonesia, to decline due to large-scale social restrictions. One of the drivers of the non-agricultural economy in rural areas is tourism activities. Village tourism activities focus on natural tourism that is integrated with unique rural cultural tourism so that it becomes a tourist attraction. Research on the development of tourist villages in Indonesia after the Covid-19 pandemic as a form of potential for rural resilience is new research conducted. This research used qualitative analysis, utilizing review literature and secondary data. The development of tourist villages strongly related to the socio-ecological system in the village, such as the resilience of the tourist village community and the institutional ability.

Keywords: *Tourist Village, Covid-19, Rural Resilience*

INTRODUCTION

At the beginning of 2020, almost all countries in the world, including Indonesia, experienced a very severe ordeal with the emergence of a new type of coronavirus named SARS-CoV-2 or Corona Virus Disease-19. The coronavirus was first detected in Wuhan City, China, and spread rapidly throughout the world. Based on Worldometer 2020 statistics, coronavirus has now spread to almost 220 countries. Therefore, the World Health Organization (WHO) has designated this phenomenon as a global pandemic on March 11, 2020 (WHO, 2020; United Nations, 2020; UNWTO, 2020a).

The Covid-19 pandemic not only has an impact to the health sector but also has an economic and social impact. The sector most affected by the pandemic is tourism. The tourism industry is a very labor-intensive sector and is very dependent on the arrival of tourists (Sharma et al., 2021). The decrease in international tourist visits in the period January-October 2020 was 72%, resulting in a loss of export revenue of USD935 billion (UNWTO, 2020b). The value of the loss of export revenue has not been linked to sectors directly related to tourism activities, namely air transportation, hospitality accommodation providers, as well as food and beverage service providers.

The current Covid-19 pandemic is not only affecting urban communities. However, people in rural areas are also feeling the impact of this pandemic, especially rural areas where one of its economic activities relies on non-agricultural activities, such as tourism (Djalante et al., 2020). In addition, rural areas are also very vulnerable areas due to limited health facilities that have not been evenly distributed.

Tourist village is a form of tourism activities in the village carried out by tourists by staying temporarily in people's homes and participating in economic and social activities of villagers being one of the concepts that are being developed in Indonesia in the framework of village development (Rahmani Seryasat et al., 2013). The occurrence of the Covid-19 pandemic, thus giving rise to policies to limit social activities to inhibit the spread of the Covid-19 virus can have an impact on tourism businesses in tourist villages.

Based on a survey conducted by The Tourist village Institute in 2020, from 97 tourist villages in Indonesia, 92.8% or a number of 90 villages were affected by the Covid-19 pandemic. Then, 11.3% of the tourist village community has no other profession because it depends on tourist activities, such as one of them is the daily operational officer of the tourist village manager of the Village Owned Enterprises or BUMDES who are forced to be temporarily disbursed when the tourist village is closed.

Tourist village that became a case study in this study is Nglanggeran Tourist village in Yogyakarta Province. Nglanggeran Tourist village is designated as one of 100 destinations based on Global Green Destination as a sustainable village. Previous research conducted more discusses the impact of the Covid-19 pandemic on tourism activities in rural areas in Europe and the Americas (Rahmani Seryasat et al., 2013; Vaishar and Štastná, 2020) and the prospect of future or after-pandemic tourism development in terms of tourism attraction development only (Mueller et al., 2021; Supardi et al., 2020). Meanwhile, this research aims at analyzing the development of tourist villages after the Covid-19 pandemic comprehensively based on the concept of village resilience which is one form of sustainable development.

The focus on this research is divided into two. First, identify the resilience condition of Ngalenggeran Tourist village in pandemic. Second, analyze future tourism village development opportunities based on the concept of village resilience in the context of pandemics. This research used qualitative method with content analysis.

RESEARCH METHOD

The research method used in this study was a conceptual study and collected data from various sources, including data from the internet. In this research, the conceptual study is focused on collecting various data sources related to the conditions of the tourist villages before the Covid-19 pandemic, the impact of the Covid-19 pandemic in the two tourist villages, mitigation efforts for the development of the two tourist villages when new normal and policies related to development. Tourist villages will and have been carried out at the local, regional, and national levels as a form of opportunity in developing tourist villages.

RESEARCH RESULTS AND DISCUSSION

3.1. Identify the Resilience of Ngalenggeran Tourist village

The concept of village security during the pandemic that is part of the sustainable development of the village is used to see the potential and opportunities that the village has in mitigating the risk of the spread of Covid-19 in tourist villages. Resilience is a form of crisis management strategy for stability and adaptability from every risk during emergencies and natural disasters. Resilience is also related to the ability of institutions to adapt to new environments and conditions to mitigate impacts. However, unlike adaptation, resilience is the ability to quickly recover from any difficulties. While adaptability is an adjustment to difficult situations so as to create positive results.

Strategies require coordination of a wide range of crisis management techniques, good relationships among all stakeholders, comprehensive networking, understanding of risks and intervention opportunities (Alves et al., 2020; Fitriasari, 2020; Brouder et al., 2020). Literature on resilience is identified as the dynamic attribute of each form of resilience. Historically, the tourism industry was able to quickly restore post-disaster and pandemic conditions as well as epidemics, such as Ebola, MERS, and SARS. Local, Regional, and National Governments should help each other to restore the condition of the tourism industry by calling investors through tax cuts, soft

land-use rules, and others. Before international travel can be re-run, domestic tourism will encourage the re-start of the tourism industry after the pandemic. This is influenced by factors that affect resilience, such as technological resilience, local ownership, and the trust of visitors and tourism businesses can build the resilience of the tourism industry needed today (Schouten et al., 2009). Vulnerability is a core concept of resilience and includes the attributes of people or groups that make it possible to cope with the effects of disorders, such as natural disturbances or social-economic crises, in this case, is a critical period of health resulting from the Covid-19 pandemic. To reduce vulnerability, mitigation can be done through the development of infrastructure and facilities that can reduce the spread of Covid-19, such as awareness and improvement of the ability of people in tourist villages in the face of the Covid-19 pandemic disaster. Therefore, in analyzing the development of post-pandemic tourist villages as a misform of village resilience is to use important aspects that need to be considered in shaping the resilience of villages in the face of the current Covid-19 pandemic conditions.

The following are aspects of resilience in the development of tourist villages based on the concept of village resilience during the pandemic from the synthesis of various sources, are:

- 1) The development of tourist attractions has innovations that allow for small groups and virtual attractions;
- 2) Provision of infrastructure, especially with regard to good sanitation and clean water networks;
- 3) Provision of facilities and tourist facilities that are clean, healthy, and safe by implementing Standard Operating Procedures in accordance with the Health Protocol;
- 4) Institutional or institutional ability, such as Tourism Awareness Group (Pokdarwis), Tourism Mobilization Group (Kompepar), or other tourism communities in tourist villages to be able to collaborate and communicate in the development of tourist villages during the pandemic;
- 5) Human resources ability in utilizing technology to be able to produce innovations in the development of tourist villages during the pandemic;
- 6) Trust of visitors and tourist businesses in tourism activities during the pandemic.

Aspects of the resilience of tourist villages adapted from various sources are then used as a reference in looking at the development of Ngalenggaran Tourist villages during the pandemic. From the aspects of the resilience of the tourist village can be identified the extent to which the concept has been implemented (See table 1).

Table 1. Aspects of the resilience of tourist villages

Aspects of Resilience of Tourist village	Implementation of Resilience Aspects in Ngalanngeran Tourist village, Yogyakarta
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The development of tourist attractions has innovations	Virtual Tour Program Nglanggeran Tourist village in the form of tourist activities or sightseeing conducted online or online through media conferencing apps such as zoom, google streetview, google 360, google maps, and so on. In the virtual tour, participants will be invited to explore to several selected destinations and will also be given an explanation of the tourism destinations to go to.
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(a) Ngalenggaran Ancient Volcano; (b) Examples of Virtual Tourism using google maps

Provision of infrastructure related to good sanitation and clean water network	Preparation of the provision of infrastructure in supporting tourist activities in Nglanggeran Tourist village that supports Healthy Clean Living Behavior has been carried out through the provision of handwashing places at several points. The regulation of tourist circulation by distinguishing the entrance and exit routes, the creation of interpretation boards related to preventive appeals, as well as spraying disinfectants periodically in public facilities.
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Aspects of Resilience of Tourist village Implementation of Resilience Aspects in Ngalanngeran Tourist village, Yogyakarta

Provision of amenities and tourism facilities that are clean, healthy, and safe in accordance with the SOP Health Protocol	Another preventive step to travel in Nglanggeran Tourist village as part of the tourism crisis mitigation management plan in the new normal phase is to improve tourism HR skills to be able to provide clean, healthy, and safe tourism services. It is done with health protocols that are well implemented through Standard Operating Procedures that have been made for guides, managers, and other teams. Before the reopening of Nglanggeran Tourist village on June 24, 2020, the preparation of tourism human resources is done by conducting simulations on the community of Tourist village. Communication forum for coordination and evaluation of simulation implementation was created to see the readiness of the community. The preparation of human resources for security from Linmas and the assistance of the police and health team from the health center has also been prepared by the Manager of Nglanggeran Tourist village.
Institutional or institutional ability to be able to collaborate and communicate the development of tourist villages	Efforts to manage the tourism crisis mitigation due to Covid-19 in facing the recovery stage or new normal in Ngalenggaran Tourist village come from community support and mobilization of key actors' role. It is because they are the driving factors of tourist village innovation, such as the figure of Sugeng Handoko who is a key actor in developing virtual tourism in Nglanggeran Tourist village. Innovations and collaborations are also carried out between the Nglanggeran Tourist village Tourism Awareness Group and External Travel Agents such as Atourin and Pirtual Project from Padjajaran University (Ferdiansyah et al., 2020) which is a service platform and travel plan during the pandemic to conduct virtual tourism innovations in Nglanggeran Tourist village.
Human resources' ability to utilize technology to be able to produce innovations	Nglanggeran Tourist village serves as a host or Tour Guide to tourist attractions in Nglanggeran, such as Ancient Volcano, Dewg Nglanggeran, Kedung Kandang Waterfall, Griya Cokelat Nglanggeran, Homestay, and Kampung Pitu
of visitors and tourism businesses in tourism activities during the pandemic	At the emergency response stage, community resilience is important, by forming village volunteers, as well as village-level crisis teams in order to accelerate Covid-19 data information. Communication between tourist businesses and tourists in order to convey existing conditions to tourists who have made reservations before the travel ban is also important in the application of mitigation of the spread of Covid-19 in Nglanggeran Tourist village and has now been implemented.

Based on the results of the analysis that has been done, from the six aspects of the resilience of tourist villages adapted by various sources, it is known that Ngalenggaran Tourist village has now implemented the concept of resilience of Tourist village. Starting from the mitigation phase, every human resources and also institutions related to tourism already understand about how the Covid-19 virus can spread, thus making regulations, one of which is Standard Operational Procedures in carrying out tourist activities. Then also in the emergency response phase or response, it has been very good, by improving communication with visitors who have already reservation, providing infrastructure according to health protocol procedures, and also making tourism activities that are virtually guided so that tourist activities can still run.

3.2. Analysis of Nglanggeran Tourist Village Development After the Covid-19 Pandemic as a Form of Village Resilience

The development of Ngalenggaran Tourist village after the Covid-19 Pandemic focuses on restoring the tourism sector in The Tourist village, so that it is expected to be a stimulant of tourist movements while paying attention to hygiene, health and security protocols in the New Normal phase. In order to implement this, the Ministry of Tourism and Creative Economy through the Directorate of Destination Governance and Sustainable Tourism has provided support to

Strengthen Attraction Management and Visitor Management in the form of facilitation of The Digital Information System of Tourists in Nglanggeran Tourist village, Gunungkidul Regency. Tourist Digital information system built with Interactive Smart TV technology will be an information channel that contains education on the implementation of Cleanliness, Health, Safety and Environment protocols, Tourist village profile videos, and tourist products offered by tourist villages. In addition, the facility also serves as a dashboard monitoring tourist visit data and carrying capacity to maintain physical distancing between visitors. Testimonial features and satisfaction surveys in this system can also be the basis for measuring tourist satisfaction with the services provided by tourist villages. The development of tourism activities with wellness tourism innovations that prioritize the health and safety of visitors, such as Griya Spa for ecospa has been planned to attract tourists. In addition, to continue to explore tourism human resources in Nglanggeran Tourist village, in the development of village economy was carried out the development of Griya Batik Nglanggeran and processed cocoa from upstream to downstream that will be able to be used as a by-product and sold online.

Based on the development carried out as an effort for recovery, there are two aspects that need to be considered in the recovery phase of the tourist village. The first is the preparation of digital infrastructure for the promotion of tourist attractions. Second is the development of creative and innovative human resources in seeing opportunities and potentials in tourist villages.

CONCLUSION

The development of tourist villages after the Covid-19 pandemic may differ from previous developments, as there are several factors that influence visitors to travel and get a new travel experience. Tourist villages have the opportunity to be organized and developed during the Covid-19 pandemic because it will be predicted to be a trend for travel after the pandemic, especially by domestic tourists. The development of tourist villages that have the principle of village resilience is strongly related to the socio-ecological system in the village, such as the resilience of the tourist village community and the institutional ability of tourist villages in organizing and developing their villages during pandemics like this.

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