

Tourist Visit in the Era of Covid 19: Does it Impact on the Economy of Local Communities in Bena Tourism Village?

Maria Endang Jamu

Management Study Program
Universitas Flores

Jln Sam RatulangiEndeNusa Tenggara Timur
endangjamu2@gmail.com

Santy Permata Sari

Management Study Program
Universitas Flores

Jln Sam RatulangiEndeNusa Tenggara Timur
santypermatasari66@gmail.com

Abstract: The purpose of this study is to analyze the impact of tourist visits in the Covid-19 era on the economy of local communities in the traditional village of Bena. The approach used in this research is descriptive qualitative, with the data collection method is in-depth interviews. The informants in this study were local people around the tourist area. The results of this study indicated that the quantity of entry ticket sales, the number of woven cloth sales, and the decreasing number of tour guide work due to the decrease in the number of tourist visits in the Covid 19 era are the impacts of the decline in the economy of local communities in the traditional village of Bena.

Keywords: Covid-19, Economic Impact, Tourist Visit, Local Communities

I. INTRODUCTION

Coronavirus or known as Covid 19 is a non-natural disaster originating from Wuhan, China. Based on data from [1] cases of covid-19 in Indonesia, there were 33,076 data as of June 8, 2020. This increasing number of cases has made the basis for the Government to take action to restrict travel both from abroad and within the country, one of which is travel. Covid-19 has become a world concern because there are many aspects affected by this virus, one of which is the tourism sector. According to [2] [3], tourism is the sector most affected by COVID-19. It's because to cut the chain of the spread of this virus, traveller restrictions are imposed of which is travel. China is a country that was detected early on by the virus, and if seen from world tourism data, so far China is the country that has a large contribution in ASEAN countries in travelling.

The traditional village of Bena is one of the tourist villages located in Ngada Regency, East Nusa Tenggara Province which still maintains authenticity and preserves local culture. This traditional village is still in the first position compared to other traditional villages as a tourist attraction which is visited by many tourists, both foreign and domestic tourists. The uniqueness of this traditional village of Bena is the main attraction for tourists to come to visit these attractions.

The attractiveness of the traditional village of Bena and the preservation of local houses and nature that are

preserved are strategies that can be used to increase access to tourists. With tourist visits, it will increase product development. In this case, the creativity of the local communities and improve the quality of service to tourists. According to [4] the growth strategy that can be applying in the traditional village of Bena is by increasing access to the wider market, developing new products, and increase the services offered. Understanding the word "bena" which means "increasing," then tourism management and development of the village of Bena in the future must give birth to a more prosperous indigenous community, able to increase the dignity and inheritance of its ancestor [5]

Based on data from Ngada in Figures [6], it can be seen that there is a significant increase in the number of tourist visits in Ngada Regency from 2015 to 2018. This data shows that the interest of tourists to visit the traditional village of Bena is very high compared to traditional villages which are also in the sub-district. The same one. In previous research, that was said that the presence of large and continuous tourist visits to a tourist spot would have an impact on the economic life of the community either directly or indirectly [7] [8] [9] [10] [11]

The cancellation of travel plans was first on the agenda of travelers, from the keywords; cancellation of trips was mentioned in 40.81% of the cases. It is evident that tourism will be one of the most affected in-dustries by the COVID-19 pandemic [12]. The number of tourists visiting the traditional village of Bena in 2020 has decreased quite significantly, it due to restrictions and closure of access to these tourist areas due to Covid-19 that has hit the whole world.

II. RESEARCH METHOD

The research method used is descriptive qualitative, with the methods of collecting data using in-depth interviews. The research method used is descriptive qualitative, with the methods of collecting data using in-depth interviews. Interviews was conducted with twenty local community informants in the traditional village of Bena who were also weavers, ticket officers and also as managers in the tourist village of the traditional village of Bena. The data analysis

technique uses data triangulation technique, which starts from the first stage, namely data collection, the second stage is data reduction, the third stage is data display and the last stage is the conclusion or data verification.

III. RESULTS AND DISCUSSION

Based on the results of interviews and data processing related to the impact of covid -19 on the local community's economy, it was found that the existence of Covid 19 had a significant impact on the economy of the local community in the traditional village of Bena, which included a decrease in ticket sales, sales of local people's woven products and loss a side job in the tourism sector, for example as a tour guide, and a side job as a weaver. Covid -19 has had a significant impact on the economy of local communities. The economy of the local community is disrupted by the covid - 19. Community income derived from the sale of woven products has decreased significantly because the number of tourists visiting the traditional village of Bena has decreased significantly.

In a previous study, it was explained by the weaver mothers that their highest income was obtained from selling weavings that were displayed in front of people's houses. Tourists will immediately interact with the weavers if there is a weave that catches their attention. The woven products are sold at prices that vary from IDR 800,000 to IDR 1,000,000.

However, since the spread of Covid-19, the number of tourist visits has decreased which results in a decrease in the number of woven fabrics being sold. As a result, the local community's economy that is already dependent on the sale of woven fabrics has had a significant impact.

For local people in the traditional village of Bena, the presence of tourists has had a positive impact on their economic life, so that the existence of Covid-19 has made people lose their income from selling woven fabrics.

In addition to the decrease in the sales quantity of woven fabrics which affects people's income, the existence of Covid-19 also has an impact on the decrease in ticket sales. Ticket sales are a source of income for the traditional village of Bena. This is because based on interviews with informants, most of them said that one of the impacts of tourist visits was an increase in ticket sales. Then most of the funds from the entrance tickets would be allocated for cultural festival activities known as "Reba".

Reba is a ceremony of gratitude and respect for the ancestors of the Ngada community which is mandatory to be carried out by all Ngada district people and carried out once a year. This cultural festival requires a large amount of money, the local community feels grateful that part of the cost for this festival is taken from the revenue from selling entrance tickets. However, since the existence of Covid-19 has also had an impact on the tourism sector so that tourist visits have also decreased significantly.

The existence of tourist visits also has an impact on side jobs that are felt by the local community, for example being a tour guide, as a ticket officer, and as a weaver. The existence of tourist visits provides an opportunity for local people to have side jobs as tour guides, or as weavers. This is because on average local people have the main job as farmers. With the increasing number of tourist visits from year to year, local people, especially women, choose side jobs as weavers and also young people as tour guides.

However, with the existence of Covid-19 which had an impact on decreasing tourist visits, it also had an impact on the local community in the traditional village of Bena. They lost second jobs and returned to work in the gardens, as well as the women who weave. Because the number of tourists who come is limited, they choose to return to work helping their husbands in the garden and temporarily leave their side jobs as weavers. The results of the study [5] also stated that the presence of Covid-19 had resulted in a decrease in the number of tourist visits. Covid-19 has had a significant impact on the number of tourist visits. According to UNWTO data [13], it can be seen that during the Covid-19 pandemic there was a 22% decline in international tourist arrivals during the first quarter of 2020 and will decline by 60% -80% throughout 2020.

The results of this study are similar to the results of research from [2] which stated that the covid-19 that occurred had resulted in a decrease in tourism activities in Indonesia and China. Covid-19 has had a significant impact on the hospitality industry in Indonesia and China. Many hotels are closed indefinitely. The existence of travel restrictions from China to Indonesia, causing many hotels to not operate, due to the closed access of tourists to visit Indonesia and to China, resulting in job losses for hotel employees. In Indonesia and China, since the existence of Covid-19, several hotels have been used as open spaces to become hospitals for Covid-19 patients.

Similar research results were also presented [14] [15] saying that the Covid-19 pandemic fluctuates in a negative direction so that it has an impact on the Indonesian economy. The existence of covid -19 has resulted in slow export activities from Indonesia to China which have an impact on the Indonesian economy. The existence of restrictions on economic activity caused by the existence of Covid-19 has an impact on various aspects. Several Asian, European and North American states are also affected by the presence of Covid-19. All activities that have an impact on the economy are disrupted by the presence of Covid-19.

In research [16] [17] said that the Covid-19 pandemic that occurred caused a global crisis which resulted in various aspects of life ranging from economic, social and tourism. This is due to restrictions on the space for movement in various fields so that it has an impact on various aspects. Tourism activities must be temporarily suspended due to the Covid-19 pandemic.

Research [18] reveals that Covid-19 is an epidemic that has a devastating impact on the tourism and hospitality industry. This is due to restrictions on travel by each

country to break the chain of the deadly virus. This data is also confirmed by UNWTO [19] where there was a decrease in the number of tourists who came by 20% and 30% or experienced a loss of US \$ 300-450, this loss was even worse than the impact of SARS in 2003.

Tourism is one of the sectors most easily affected by the global crisis. [20] With the covid-19 tourists decided to cancel their trip to a tourist attraction. This is due to strict regulations from the local government to restrict tourist travel. Restrictions on tourist travel have an impact on decreasing the number of tourists which impacts on the foreign exchange of a country.

IV. CONCLUSION

Tourism is an important sector and is very easily affected by the global crisis. During this pandemic, the tourism sector will feel the most direct impact, this is due to restrictions on tourists who will visit a tourist attraction. This restriction is intended to cut the chain of the spread of covid-19 which could endanger many people.

This travel restriction has an impact on reducing the number of tourist visits to certain tourist objects. The traditional village of Bena is one of the tourist objects that has felt the most impact of the covid-19. This is because the traditional village of Bena is one of the most visited tourist objects and has had a positive impact on the local economy. However, with this pandemic or covid-19, the number of tourist visits to this tourist attraction has decreased dramatically so that it has an impact on the economy of the local community.

Some of the impacts most felt by local people in the traditional village of Bena with the presence of Covid-19 include the quantity of entry ticket sales, the number of woven cloth sales and the number of side jobs as tour guides or as weavers which decreased due to the decrease in the number of tourist visits.

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