

Batu City Government Decision Making Regarding the Opening of Tourism Objects During the Pandemic

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ABSTRACT

Batu City is one of the cities in East Java that has earned the nickname a tourist city because it has natural beauty and various tourist destinations. The tourism sector is the largest contributor to local revenue (PAD) in Batu City. However, the Covid 19 pandemic has an impact on the tourism industry, from hotels, restaurants, tourist attractions, culinary to souvenir places. The number of visitors and tourists in Batu City has decreased so that it affects the Regional Original Income. The government was forced to temporarily close several tourist attractions to prevent the spread of covid 19. Many investors and people involved in the private sector suffered losses. The government has issued several appropriate policies to save the people's economy. This study uses the literature study method by looking for sources that can support this research. The research objective is to see the government's steps in making decisions during a pandemic and can also be input to the government. Then with this writing it is hoped that it can provide advice to the government so that it can take the right steps so that the economy and public health can also be maintained.

Keywords: *Decision Making, Tourism, Pandemic, Economy.*

1. INTRODUCTION

Tourism potential is anything that is unique so that it can be developed into a tourist attraction. Tourism is an important economic sector in Indonesia. Herdiana said there are two main elements of tourism, namely tourists and tourist attractions [1]. Law No.10 of 2009 states, tourists are individuals or groups who travel, while tourist attraction is all the potential possessed by an area that can attract tourist arrivals, both natural, socio-cultural, and uniqueness potential, as well as the beauty of the place.

Batu City is one of the areas in East Java that has tourism potential which is famous for its natural beauty. Its location in a mountainous area, Batu has a beautiful natural panorama and the air is cool. So it's no wonder that Batu City has its own charm. Every tourist destination located in Batu City is always crowded with visitors, both local and foreign tourists.

The tourism sector is the largest contributor to Regional Original Revenue (PAD) in Batu City.

However, in 2020, tourist arrivals in Batu City have decreased by up to 70%. The number of tourist arrivals in 2020 is only 2.5 million visits. In contrast to 2019, the number of tourist visits reached 7.2 million visits, which was able to exceed the target of 6.6 million tourist visits so that it had an impact on Regional Original Income (Batuhits, 2021). This is due to the covid-19 pandemic that has entered Indonesia.

Corona Virus Disease 2019 or Covid-19 originated from the Chinese city of Wuhan at the end of 2019 [2]. World Health Organization(WHO) has announced the global pandemic status for the 2019 Coronavirus disease on March 11, 2020. This action was taken as a form of global concern over the spread of the virus and its alarming impact, and reminded all countries to activate and improve emergency response mechanisms.

For Indonesia, at the beginning of a pandemic, taking into account Large-Scale Social Restrictions was a provision that was carried out by limiting the movement of people and / or service goods to control the spread of the virus, as previously regulated in Law

Number 6 of 2018 concerning Health Quarantine. This has an impact on political, economic, social, cultural, defense and security aspects, as well as the welfare of society in Indonesia.

To anticipate the spread of the covid-19 virus, several industrial sectors were forced to close. One of them is the industrial sector in the tourism sector. The tourism sector is the sector worst affected by the Covid-19 pandemic [3] In contrast to the health industry which has the potential to win during the Covid-19 pandemic. This has an impact on decreasing Regional Original Revenue. Then millions of workers are threatened with losing their jobs and tourism business actors suffer losses. The decline in the tourism sector also has an impact on MSME businesses and employment because the tourism sector is an industrial sector that absorbs a lot of workforce [4]. The tourism sector involves a large number of workers and its role is economically driven by the Government.

The implementation of the New Normal era is one of the solutions to save the Indonesian economy. The decision making aims to strengthen health and economy. One of the policies taken by the Government in the New Normal era in the tourism sector was to reopen tourist attractions. The tourism sector is the largest industrial sector in financing and will be the main driver in the Indonesian economic sector [5]. The tourism sector has been predicted to be the second largest source of foreign exchange contribution for Indonesia.

2. METHOD

Table 1.The Batu City Government APBD Realization Report [8].

Type of Tax	April 2020		April 2021	
	Realization	Target	Realization	Target
Entertainment	IDR 11 Billion	Rp. 39.9 B	IDR 3,3 Billion	IDR 30.7 Billion
Hotel	IDR 12 Billion	IDR 39.5 Billion	IDR 5,9 Billion	IDR 27,5 Billion
Restaurant	IDR 6.4 Billion	IDR 20.3 B	Rp4,2 B	IDR 15.1 Billion

The data above shows that there has been a decline in the three supporting sectors for PAD Kota Batu. To restore the economy to its original state, the government took several policy steps. One of them is reopening tourist spots that were closed due to the Covid-19 pandemic. The government through the Ministry of Tourism and Creative Economy reopened Indonesian tourism in the new normal era with the CHS (Cleanliness, Health and Safety) program. CHS is a hygiene, health and safety program that involves all stakeholders in the tourism industry and the creative economy and other institutions. The program was later developed into CHSE (cleanliness, health, safety and environmental sustainability) in the tourism sector and the creative economy. CHSE is the process of granting

The method used is the library method. The literature approach is data collection carried out by tracing data and information through available documents, both written documents such as photos and images, as well as electronic documents that are related and support support in the research writing process [6]. The literature approach was chosen to see the problems of the Indonesian tourism industry in the midst of the Covid-19 pandemic by referring to existing references and / or literature. With this method, data is collected from various existing data sources. Both from books, journals and articles and / or news related to the Analysis of the Existence of Indonesian Tourism in the Middle of the Corona Virus Disease (Covid19) Pandemic Situation.

This study uses a descriptive content analysis study method. This method is a content analysis which is intended to describe the content of certain information or text [7]. The analysis was carried out on various scientific articles on tourism objects, tourism, and decision-making on tourism during the COVID-19 pandemic. Scientific articles are obtained from international, national journals and various other similar sources.

3. DISCUSSION

Based on the literature data obtained, it shows that the Covid-19 pandemic has a profound impact on Regional Original Income (PAD), especially the Regional Tax Revenue in the Batu City Regional Budget in 2021. The following is the data on the realization of the Batu City Government Regional Revenue and Expenditure Budget as of April 15, 2021

certificates to tourism businesses, tourism destinations and other tourism products to provide guarantees to tourism businesses, tourism destinations and other tourist products to provide guarantees to tourists on the implementation of cleanliness, health, safety and environmental sustainability [9].

Starting in July 2020, tourist attractions in Batu City have begun to open and can be visited by applying the health protocols stipulated in the Decree of the Minister of Health Number HK.01.07 / MENKES / 382/2020 concerning Health Protocols for Communities in Public Places and Facilities in the Context of Prevention and Control of Covid-19 9 [10]. The protocol is based on four issues, namely cleanliness, health and

environmental sustainability. The health protocol consists of a prevention phase, a detection phase and a response phase [11]. In this case, the role of the community is needed to prevent and reduce the risk of the spread of the Covid-19 virus

According to [12] decision making is the process of making a choice from a number of alternatives to achieve the desired result. This definition has three key elements. First, decision making involves making a choice from a number of options. Second, decision making is a process that involves more than just a final choice from among alternatives. Third, the "desired outcome" mentioned in the definition involves the goal or target resulting from the mental activity that the decision maker is involved in reaching the final decision [12].

In addition, according to [13] decision making is the selection of certain behavioral alternatives from two or more existing alternatives. Meanwhile, [14] argue that decision making is a process of choosing a preferred option or an action from among alternatives on the basis of given criteria or strategies. Based on some of the opinions above, it can be concluded that decision making is a process of selecting from among alternatives to achieve a result.

Several procedures need to be implemented in reopening tourist attractions. The first is to create a barrier between employees and visitors to avoid physical contact between individuals. Then the number of visitors should not be more than 50%. Furthermore, every vehicle must be cleaned as often as possible. Next, reduce the number of employees in one room and give a sign on the floor for social distancing. In addition, every tourist spot must be provided with hand sanitizers and masks for visitors who do not wear masks. Before entering the tourist area, visitors must do a thermo check where the body temperature should not be more than 37 degrees Celsius. Visitors are also required to wash their hands before entering the tourist area.

The main reason tourist attractions are reopening is to restore the economy of Batu City, which had decreased due to the Covid-19 pandemic. With the reopening of tourist attractions in Batu City, it is hoped that it will be able to increase regional income and encourage the community's economy, especially tourism business actors who had stopped and suffered losses. However, it seems that after the policy has been running for six months, from July to December, the tourism sector in Batu City is still in a slump. Tourist visits have indeed increased compared to the beginning of the pandemic, but tourism managers and business actors in the private sector have still not benefited due to the relatively slow money circulation. Then tourist visits to various tourist destinations are still relatively low, ranging from only 10% -20% of the total visitor

capacity. The chairman of the Indonesian Hotel and Restaurant Association (PHRI) said that the reopening of tourist attractions in Batu City has made many tourists come, but tourist visitors are still reluctant to pay a lot of money. Tourists prefer to visit tourist attractions that are free of charge, such as the Batu City square. In addition, even though tourist attractions have met health protocols, many people are still afraid to visit public places, so they prefer to stay at home to go on trips. The chairman of the Indonesian Hotel and Restaurant Association (PHRI) said that the reopening of tourist attractions in Batu City has made many tourists come, but tourist visitors are still reluctant to spend a lot. Tourists prefer to visit tourist attractions that are free of charge, such as the Batu City square. In addition, even though tourist attractions have met health protocols, many people are still afraid to visit public places, so they prefer to stay at home to go on trips. The chairman of the Indonesian Hotel and Restaurant Association (PHRI) said that the reopening of tourist attractions in Batu City has made many tourists come, but tourist visitors are still reluctant to spend a lot. Tourists prefer to visit tourist attractions that are free of charge, such as the Batu City square. In addition, even though tourist attractions have met health protocols, many people are still afraid to visit public places, so they prefer to stay at home instead of traveling.

On the other hand, although it has not reached the target, the reopening of tourism in Batu City is able to cover losses. The results of tourist visits can be used to cover operational costs. In addition, employees return to full salary without deductions. As it is known, at the beginning of the pandemic, tourism sector companies were forced to cut employee salaries due to decreased turnover or profits during the pandemic.

During the pandemic, health protocols in every tourist spot are continuously implemented and improved. The Batu City Government routinely evaluates tourist attractions during the pandemic. This effort is a form of monitoring and controlling the spread of Covid-19. In addition, evaluation is carried out to find out the weaknesses and problems faced at each tourist spot. Thus, actors in the tourism sector can make improvements and problems related to the obstacles or problems they are facing.

Another step taken by the Batu City Government to stretch the economy in the tourism sector is to provide grant assistance from the Ministry of Tourism and Creative Economy for the tourism sector in Batu City amounting to IDR 15.2 billion. The assistance will be divided into two stages. The first will be distributed as much as 70% for hotels and restaurants. A total of 76 hotel and restaurant business actors in the city of Batu will receive the grant assistance [15].

4. ANALYSIS AND CONCLUSIONS

The Indonesian tourism sector has been temporarily shaken by the outbreak of the corona virus or covid19, which has resulted in various tourist destinations having to take steps to temporarily close tourist attractions and reopen them after the virus outbreak completely disappears. But behind all that, the Indonesian tourism sector has taken a strategy for how they can restore the condition of tourism to come back to compete, after the Covid-19 pandemic is over.

One of the policies taken by the Government to restore the economy in the tourism sector is to reopen tourist spots by paying attention to health protocols and several procedures to reduce the risk of spreading the Covid-19 virus. However, the role of the community is also needed in this case, namely by complying with government regulations and implementing health protocols.

Making government policy decisions by reopening tourist attractions is appropriate. Although the tourism sector has not received as much profit as normal days or before the pandemic, government policy decision making can make tourism sector actors able to support their employees and cover ongoing operational costs.

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