

# Tourists Perceptions and Preferences of Sustainable Rural Tourism Management: A Case Study on the Bakas Tourism Area, Banjarangkan Sub District Klungkung Regency, Bali.

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**Abstract** - The COVID-19 pandemic has had a tremendous impact on the development of the tourism sector in Bali. The pressure on the tourism industry is most evident in the massive decline in foreign tourist arrivals with massive cancellations and a drop in bookings. UNWTO recommendations, in order to speed up recovery time, it is very important for stakeholders to understand possible changes in tourist preferences and behaviour. Tourist village managers need to understand the changing needs and desires of tourists in order to be able to provide security and comfort guarantees in visiting tourist village destinations. The purpose of this study is to map the important factors that are considered in the management of tourist villages in order to maintain the operational sustainability of the development of their destinations. The research was conducted in tourist villages, namely Bakas Village in Klungkung Regency using a descriptive approach. Analysis in mapping the important factors of management using Importance Performance Analysis (IPA). Attributes in the management of tourist villages

are translated into seven research variables, namely: (1) accommodation and restaurants; (2) accessibility; (3) quality of life (quality of life); (4) tourism services (tourism services); (5) entertainment facilities; (6) heritage and culture; (7) ecology (environment). Measurement of variables using a Likert scale.  
**Keywords:** *Tourism village, perceptions, preferences, destination management, Covid 19*

## I. INTRODUCTION

The contribution of the tourism sector to the economic development of the Bali Region has continued to increase in the last five years. After three decades ago Bali's economic growth was supported by the primary sector (such as agriculture, trade and others), but in recent years the role of this primary sector has been shifted by the tourism sector. Based on data obtained from the Bali Province Central Statistics Agency, the contribution of this sector in

2019 reached 50.02 percent of the total value of Bali's GRDP. The contribution of the tourism sector to employment is also very significant, where this sector absorbs 31.7 percent of the total working population pride in the nation's cultural wealth. Tourism is a very effective medium for preserving the natural environment and traditional arts and culture.

The emergence of the corona virus outbreak towards the end of 2019, put tremendous pressure on tourism development in Bali, including tourism globally. This tremendous pressure occurred when the World Health Organization gave a warning to the world about the increasing spread of the corona virus and became a special concern for the global community [2]. As a result, there are restrictions on the community in their activities, termination of community activities (lockdown) and social restrictions (social distancing). Meanwhile, Indonesia confirmed the first case of corona virus infection (COVID-19) in early March 2020. Indonesia itself has made policy restrictions on traveling to and from countries that are included in the red zone of transmission during the COVID-19 pandemic with the aim of breaking the chain of transmission. transmission of COVID-19, this step follows the policies that have been implemented by several countries.

COVID-19 has an impact on almost all sectors, not only health, including the economic sector, which is also seriously affected by the corona virus pandemic [3]. According to a report from the Central Statistics Agency (BPS) stated that Indonesia's economic growth in the second quarter of 2020 contracted minus 5.32 percent. The tourism sector is also not immune from the threat of the COVID-19 pandemic. Data compiled from the Central Statistics Agency explains that in 2019 foreign tourists from China who came to Indonesia touched 2.07 million travelers or 12.8% of the total number of foreign tourists throughout 2019. The COVID-19 pandemic resulted in a decline in tourists coming to Indonesia. Based on the analysis, it was noted that the tourism sector only contributed one percent of Indonesia's gross domestic product [4].

Thus, the impact caused by the outbreak of the corona virus outbreak clearly has a significant negative impact on business growth in the tourism sector. The pressure on the tourism industry is most evident in the massive decline in foreign tourist arrivals with massive cancellations and a drop in bookings. The decline also occurred due to a slowdown in domestic travel, mainly due to the reluctance of Indonesians to travel, worried about the impact of COVID-19. The decline in the tourism and travel business has an impact on MSME businesses, and disrupts employment opportunities. Whereas so far tourism is a labor-intensive sector that absorbs

in Bali [1]. In addition, tourism also plays a role in efforts to improve national identity and encourage public awareness and

more than 13 million workers. This figure does not include the derivative impact or the multiplier effect that follows, including the derivative industry formed under it [5].

Although the tourism sector is under a lot of pressure, local and domestic tourist visits to tourist villages can still run even though the number of visits is less than before the covid pandemic. This indicates that the tourist village still has hope to continue to develop. This opportunity certainly should not be wasted by the activists of the Tourism Village to remain able to maintain its sustainability. In fact, many of the many tourist villages in Bali have a sense of concern about the emergence of new clusters in the spread of COVID-19. However, excessive and irrational worry does not benefit anyone.

As a step to reduce the impact of tourism businesses during and after the pandemic, UNWTO released recommendations that can be applied by tourism stakeholders, one of which is the effort to provide certainty for consumer protection and trust [6]. UNWTO recommendations can be a guide for the government, the wider community, and especially tourism stakeholders to be able to survive this pandemic condition. In order to speed up recovery times, it is critical that stakeholders understand possible changes in tourist preferences and behaviour. According to Pitana, there are at least five factors that make tourism take time to rise, including: travel rules that are now more complicated, tourists' confidence in the security of tourist destinations related to the corona virus, weakening economic conditions, and government policies [7].

The fact shows that the tourist village behind the declining performance of tourism in general still has the opportunity to be able to develop during this pandemic. This opportunity must be able to be utilized optimally in maintaining the sustainability of tourism village development. Therefore, it is necessary to have an understanding of the important factors in managing a tourist village in the scenario of the new normal which limits the distance of interaction between humans. and the threat of epidemic transmission in crowds. The new normal prevailing in society is likely to be a strong enough deterrent factor for tourists to visit en masse. The dilemma experienced by the tourism industry during the COVID-19 pandemic is how to increase productivity, but must be able to avoid the potential for contagion that might occur if tourists return in large numbers.

Although the tourism sector in general is under a lot of pressure during the COVID-19

pandemic, tourist visits to tourist villages are still there even though they have decreased. The new normal prevailing in society is likely to be a strong enough deterrent factor for tourists to visit en masse. Thus, tourism village managers need to understand the changing needs and desires of tourists in order to be able to guarantee security and comfort in visiting tourist village destinations. It is necessary to map the important factors that are considered in the management of tourist villages so that they can continue to maintain the operational sustainability of their destination development. Based on the description that has been conveyed in the formulation of this problem, there are two problems raised in this study, namely:

- a. What are the tourist preferences in visiting tourist village destinations during the COVID-19 pandemic?
- b. What are the priority factors in maintaining the operational sustainability of tourism village development during the Covid 19 pandemic?

Referring to the description that has been conveyed in the formulation of the research problem, the objectives of this research are:

- a. Identifying tourist preferences in visiting tourist villages as tourist destinations during the Covid-19 pandemic.
- b. Mapping the important factors that are considered for tourism village managers in maintaining the operational sustainability of tourism village development during the Covid 19 pandemic

## II. LITERATURE REVIEW

### 2.1 Tourism Village Development Concept

A tourist village is a rural area that offers authenticity both in terms of socio-culture, customs, daily life, traditional architecture, village spatial structures which are presented in an integrated form of tourism components such as attractions, accommodation and supporting facilities [8]. According to Inskip, Tourism Village is where a small group of tourists live in or near a traditional setting, usually in remote villages and learn about rural life and the local environment. Tourism Village is a place that has certain characteristics and values that can be a special attraction for tourists with special interests in rural life [9].

Furthermore, according to Fandeli (2012:171) more comprehensively describes a tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the village, both in terms of socio-cultural life, customs, daily activities, building architecture, and village spatial structures, as well as Based on this understanding, a tourist village is a village that lives independently with its potential

and can sell various attractions as a tourist attraction. tourist attraction without involving investors [10]. Components of a tourism village include: (a) tourist attractions or attractions in the form of all the daily lives of local residents along with the physical condition of the village that allows tourists to actively participate; (b) tourism facilities that utilize village resources, or create something new but do not leave the characteristics and uniqueness of the village [11].

Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, has a distinctive architecture of buildings and village spatial structures, or unique and interesting economic activities and has the potential to the development of various components of tourism, such as attractions, accommodation, food and drinks, souvenirs, and other tourist needs [12]. Hadiwijoyo further stated that: Tourism village development is all activities and efforts undertaken to attract tourists, where in these activities and efforts an effort is also made to provide tourism supporting facilities that aim to meet the needs of visiting tourists.

### 2.2 Impact of Tourism Village Development

The development of tourist villages has a positive impact on the economic development of local communities, including: increasing community income, increasing job opportunities and doing business for local communities in the tourism sector, creating pride for local communities to work and do business in their own villages, as well as increasing village government income through tourist levies. . On the other hand, tourism development can have a negative impact on the local economy in the form of an increase in the price of goods. Tourism village development is able to provide benefits in the form of raising public awareness to protect the environment and encouraging the community to be directly involved in tourism activities. The socio-cultural impact can be seen with the emergence of art studios that foster children to learn to dance, the changes in the residential environment of residents who are starting to pay more attention to the health of their homes and people's living standards are better, keeping the village clean so that it is free of waste.

### 2.3 Context of Service in the New Normal Era

According to the Head of the Expert Team for the Task Force for the Acceleration of Handling Covid-19, Wiku Adisasmita, New Normal is a change in behavior to continue carrying out normal activities but with the addition of implementing health protocols to prevent the transmission of Covid-19. According to Wiku, the main principle of the new normal itself is being able to adapt to your lifestyle

(Kompas.com, May 16, 2020). Therefore, behavioral change will be the key to optimism in dealing with Covid-19 by implementing health protocols according to government recommendations or known as the New Normal. This step is carried out by the government to restore community productivity so that the economy can revive.

According to the Language Agency, giving the Indonesian term, namely the New Normal. The word Normal actually in English has been used as a noun so it becomes New Normal. The language body then makes its equivalent into Normality. Because normal is an adjective adjective, so it's the New Normal. That is, the form of adaptation remains active by reducing physical contact and avoiding crowds. The application of the new normal also has a purpose. One of them, as previously mentioned, is to revive the economy while at the same time fighting the corona virus covid-19. A new life order by implementing health protocols does not mean returning to life in a state before the pandemic occurred. The habit of washing hands with soap, wearing masks, maintaining physical distance including maintaining body resistance is mandatory.

**III. RESEARCH METHODS**

**3.1 Research Approach**

This study uses a descriptive approach that describes the references and important factors needed in tourism village governance to maintain the sustainability of its development operations.

**3.2 Population and research sample**

The population in this study is the number of tourist villages in the province of Bali based on data from the Tourism Office in 2019 totalling 162 tourist villages. In this study, the number of tourist villages that were used as research objects was 2 developing tourist villages based on data from the Ministry of Tourism of the Republic of Indonesia in 2020 which was prepared to become an advanced tourist village. The two tourist villages in question are Bakas Village in Klungkung Regency, and Undisan Village in Bangli Regency. Research respondents were local tourists and domestic tourists who visited the two locations during the Covid 19 pandemic from April to May 2021 with a total of 70 respondents (10 x research variables).

**3.3 Data Sources**

The data needed in this study is in the form of primary data collected directly by researchers from research respondents. Data collection techniques used questionnaires and interviews to elaborate on respondents' answers in depth.

**3.4 Research Variables and Variable Measurement**

Attributes in the management of tourist villages are translated into seven research variables, namely: (1) accommodation and restaurants; (2) accessibility; (3) quality of life (quality of life); (4) tourism services (tourism services); (5) entertainment facilities; (6) heritage and culture; (7) ecology (environment). Measurement of variables using a Likert scale. For the level of importance with a score of 1 (very unimportant) to a score of 5 (very important). Meanwhile, to assess service performance, it starts from a score of 1 (very bad) to a score of 5 (very good).

**3.5 Data Analysis**

Variable Frequency Distribution Analysis Important factors in maintaining operational sustainability of Bakas Tourism Village Development, Banjarangkan District, Klungkung Regency.

The purpose of this analysis is to obtain a description of the respondents' answers to the questions asked by the researcher. For this purpose, it is very necessary to understand the technique of calculating the total score of the mean (mean) and the following information:

- The total score is calculated by adding up the answer scores: 5 (strongly agree), 4 (S), 3 (CS), 2 (TS), and 1 (STS)
- The average score (Mean) is obtained by dividing the total score by n (the number of respondents)
- The average score of all factors can be found by adding up the average score of each question item divided by the number of question items
- The conclusion of the respondent's answer can be determined by using the formula:

$$RS = \frac{m(n - 1)}{m \times n}$$

Where :

RS = Conclusion / statement of respondent's answer

m = number of samples

n = Alternative answer

$$RS = \frac{70(5 - 1)}{70 \times 5} = \frac{70(4)}{350} = \frac{280}{350} = 0,80$$

Table.1 Respondents' characteristic based on age

No.	Age classification (Tahun)	Total number (People)	Percentage (%)
01	< 20	23	30,0
02	21 - 25	9	12,9
03	26 - 30	7	10,0
04	31 - 35	15	21,4

05	36 - 40	7	10,0
06	41 - 45	4	5,7
07	46 - 50	4	5,7
08	50 >	3	4,3
	Total	70	100,0

**Table.2**  
Respondents' characteristic based on gender

No	Gender	Total number (People)	Percentage (%)
01	Men	36	51,4
02	Women	34	48,5
	Total	79	100,0

**Table.3**  
Respondents' characteristic based on education

No	Education level	Total number (People)	Percentage (%)
1	SMA	17	24,3
2	Mahasiswa	14	20,0
3	S1	36	51,4
4	S2	3	4,3
	Jumlah	70	100,0

Variable Frequency Distribution Analysis  
Important factors in maintaining operational sustainability of Bakas Tourism Village Development, Banjarnagkan District, Klungkung Regency.

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Based on the results of calculations on the conclusions / statements of respondents' answers, table.4 can be made as follows:

**Table.4**  
Description of Answers Based on Interval Class

No	Interval	Predicate
01	1,00 – 1,80	Totally disagree
02	1,81 - 2,6 _	Disagree
	2,61- 3,40	Neutral
	3,41- 4,20	Agree
	4,21- 5,00	Totally agree

The distribution of respondents' answers to important factors in maintaining the operational sustainability of tourism village development are as follows;

1. Tourist Preference Factors in Visiting Tourist Villages during the Pandemic can be seen in table.5 below:

**Table.5**  
Distribution of Respondents' Answers to Tourist Preferences

No	Question items	Alternative answer					Total Score	a	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Health protocol rules are available	15	55	-	-	-	295	4.21	SS
2	The process has been carried out properly and correctly	70	-	-	-	-	350	5.00	SS
3	Have a Covid-19 virus control SOP	-	16	54	-	-	226	3.23	CS
4	SOP Control has been implemented correctly	70	-	-	-	-	350	5.00	SS
	Average						4.36	SS	

Based on table.5, it can be explained that the preference of tourists in visiting Bakas Tourism Village during the pandemic is very good, this is indicated by the average score of 4.36

2. The flexibility of booking tickets to Bakas Tourism Village can be seen in Table.6 below:

**Table.6**  
Distribution of respondents' answers to ordering flexibility

No	Question items	Alternative Answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Can be ordered directly	61	9	0	-	-	341	4.87	SS
2	Can be ordered online	0	7	63	-	-	217	3.10	CS
3	Refund with a certain discount	0	70	0	-	-	280	4.00	S
4	Orders can be reschedule d	0	70	0	-	-	280	4.00	S
5	Cancellati on of orders subject to deduction of DP	0	70	0	-	-	280	4.00	S
	Average						3.99	S	

From table.6 it can be explained that the flexibility factors for booking Tourism Villages in general get an average answer of agreeing, this can be seen from the average score of 3.99 Respondents' answers to direct questions on the spot got the highest average score of 4.87 strongly agree.

**3. Faktor Staycation**

The description of respondents' answers regarding the Staycation problem can be explained in table.7

**Table.7**

Description of respondents' answers to the Staycation Factor

No	Question Items	Alternative Answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	The distance to the Tourism Village is not far	-	11	1	58	-	163	2.33	TS
2	Limiting crowd capacity as the implementation of physical distancing	-	70	-	-	-	280	4.00	S
Average							3.17	TS	

Based on Table.7, it can be seen that the answer description is on average quite agree with an average value of 3.17

**4. Factors for the availability of hotel and restaurant facilities**

The description of respondents' answers to this can be seen in Table.8 below;

**Table.8**

Description of respondents' answers to the factors of the availability of hotel and restaurant facilities

No	Question Items	Alternative Answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Accommodation is located in Tourism Village	2	21	47	-	-	235	3.36	CS
2	Availability of accommodation in residents' homes	9	58	3	-	-	286	4.09	S
3	Completeness of the facilities owned	15	55	-	-	-	295	4.21	SS
4	Friendly staff service	23	42	5	-	-	298	4.26	SS
5	Service Officers are fast and responsive	50	20	-	-	-	330	4.71	SS
6	Availability of special menus in restaurants	15	55	-	-	-	295	4.21	SS
7	Ways of presentation that are still local traditional	38	32	-	-	-	318	4.54	SS
Average							4.20	S	

Description of respondents' answers based on the availability of hotel and restaurant facilities, in general they get a good appreciation / agree with an average score of 4.20

**5. Accessibility Factor**

Description of respondents' answers seen from the accessibility factor can be explained in Table.9

**Table.9**

Description of respondents' answers based on Accessibility Factors

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Good road infrastructure	61	9	-	-	-	341	4.87	SS
2	Availability of public transportation to the destination	4	17	49	-	-	235	3.36	S
3	Relatively short travel time	10	23	37	-	-	253	3.61	S
Average							3.95	S	

Based on Table.9, respondents' answers to the average accessibility are good/agree with an average score of 3.95

**6. Quality of Life Factor**

The description of respondents' answers based on quality of life (Quality of Life) is shown in table. 10

**Table.10**

Description of Respondents' Answers based on Quality of Life Factors

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Community hospitality	70	-	-	-	-	350	5.00	SS
2	Travel comfort	61	9	-	-	-	341	4.87	SS
3	Health attractions	-	7	63	-	-	217	3.70	CS
Average							4.32	SS	

Description of respondents' answers about Quality of Life, in general the respondents' answers are strongly agree with an average score of 4.32

**7. Tourism Service Factors**

The description of respondents' answers based on Tourism Service Factors is shown in Table.11

**Table.11**

Tourism Service Factors

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Availability of adequate information	15	55	-	-	-	295	4.21	SS
2	Presence of online information	23	42	5	-	-	298	4.26	SS
Average							4.24	SS	

Based on Table.11 Tourism Service Factors get a very good rating, with an average score of 4.24

**8. Entertainment Facility Factor**

Respondents' perceptions of the Entertainment Facility Factor can be seen in Table.12

**Table.12**

Description of Respondents' Answers Based on Entertainment Facilities

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Existence of stage for performance	-	16	54	-	-	226	2.31	CS
2	Art displayed for tourists	42	21	7	-	-	315	4.50	SS
3	The existence of traditional markets	53	17	-	-	-	339	4.76	SS
4	Availability of creative industries	-	7	63	-	-	217	3.10	CS
Average							3.67	S	

From Table.12, the description of respondents' answers based on entertainment factors is generally good. With an average score of 3.67

**9. Heritage and Cultural Factors**

Description of respondents' answers about Heritage and Culture can be seen in table.13

**Table.13**

Description of Respondents' Answers Based on Heritage and Cultural Factors

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Historical heritage sites	-	7	63	-	-	217	3.10	CS
2	Local tradition	15	55	-	-	-	295	4.21	SS
3	Local arts and culture	23	42	5	-	-	298	4.26	SS
4	Local architecture	-	16	54	-	-	226	3.23	CS
Average							3.70	S	

Based on Table.13, respondents' answers to Heritage and Culture in general are good/agree, with an average score of 3.70

10. Ecological Factors  
 Respondents' perceptions based on ecological factors can be seen in Table.14

Table.14  
 Description of Respondents' Answers Based on Ecological Factors

No	Question Items	Alternative answer					Total Score	Average	Ket
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	Nature awakes its authenticity	15	55	-	-	-	295	4.21	SS
2	cleanliness	23	42	5	-	-	298	4.26	SS
Average								4.24	SS

From Table.14 it can be seen that the description of the respondents' answers is very good with an average score of 4.24

Based on the description of the description of the answers to 10 important factors in maintaining the operational sustainability of Bakas Tourism Village development, it can be seen in Table.15

Table.15  
 Recapitulation of Description of Respondents' Answers to Important Factors in Maintaining the Sustainability of Tourism Village Operations

No.	Important Factors in Maintaining Tourism Village Operations	Average	Descriptions
1	Traveler preferences	4.36	SS
2	Order flexibility	3.99	S
3	Staycation factor	3.17	CS
4	Availability of hotels and restaurants	4.20	S
5	Accessibility factor	3.95	S
6	Factors of quality of life (quality of life)	4.32	SS
7	Tourism services	4.24	SS
8	Entertainment Facilities	3.67	S
9	Heritage and Cultural Factors	3.70	S
10	Ecological (Environmental) Factors	4.24	SS
Average		3.98	S

Based on the recapitulation of the description of respondents' answers from ten important factors in maintaining the sustainability of the development of Bakas Tourism Village as shown in Table. 15, it can be concluded that the ten important factors received a good appreciation with an average score of 3.98. The research sample size was determined as many as 70 respondents from tourists visiting the Tourism Village

IV. CONCLUSIONS

This study maps the important factors in the management of tourist villages to maintain the operational sustainability of a destination. The result shows that important attributes are seven research variables, namely: (1) accommodation and restaurants; (2) accessibility; (3) quality of life (quality of life); (4) tourism services (tourism

services); (5) entertainment facilities; (6) heritage and culture; (7) ecology (environment). Measurement of variables using a Likert scale.

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