

## **Collaboration Of Actors In Tourism Recovery Post Covid-19 Outbreak In Bandung City**

**By**

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### **Abstract**

At this time, many people in the city of Bandung depend on the tourism sector in their lives. The purpose of making the Perwal policy Number 103 of 2021, especially in the tourism sector, is to protect the public and managers and business actors to minimize the occurrence of COVID-19, mainly so that new clusters of tourists' objects do not appear. The purpose of the study was to analyze the collaboration of actors in tourism recovery after the Covid-19 outbreak in Bandung city. The research methodology is descriptive qualitative research, and data collection techniques are three methods: interview, observation, and Documentation. The results of the study found that the difficulties of tourism recovery after the coronavirus disease (covid-19) outbreak in the city of Bandung included (a) the available budget was unable to meet the needs in implementing policies (b) compliance from tourism object managers in implementing the regulations contained in the regulation number 103 the year 2021 (c) Lack of knowledge of tourism resources. However, post-covid-19 tourism recovery in Bandung has been helped by digitalization or advances in information technology.

**Keywords:** collaboration of actors,; recovery; tourism; Covid – 19; Bandung City

### **1. Background**

The cross-sector collaboration seeks partnerships that involve actors from various sectors to come together to create synergies to more effectively address shared challenges (McCartney, Ung, & Pinto, 2022). The rapid spread of COVID-19 has prompted the government to take various measures to contain the spread of COVID-19. One of these efforts is the stipulation of COVID-19 as a non-natural national disaster through Presidential Decree 12 of 2020 concerning the Determination of Non-Natural Disasters Spreading COVID-19 as a National Disaster (Herdiana, 2020). Covid-19 has been declared a global pandemic by the World Health Organization (WHO). “The World Health Organization (WHO) declared the coronavirus disease (COVID-19) a pandemic in March 2020” (Kimura, Thangavelu, Narjoko, & Findlay, 2020).

The United Nations World Tourism Organization (UNWTO) announced in March 2020 that the impact of the Covid-19 pandemic would be felt throughout the tourism chain. Around 80 percent of small and medium enterprises (MSMEs) from the tourism sector with millions

of livelihoods worldwide are affected by Covid-19 (Sugihamretha, 2020). The Covid-19 pandemic has impacted the world of tourism world and Indonesia. Indonesia is one of the countries with a tourism sector experiencing rapid growth and has become an independent industry (Adyahrjanti & Hartono, 2020).

Indonesian tourism experienced a significant impact with a decrease in tourists. BPS (Central Bureau of Statistics) data (2021) shows a reduction in local and foreign tourists. In 2019 the number of foreign tourists was 16,106,954 tourists spread from various countries. In 2020 it fell to 8,105,846 foreign tourists visiting Indonesia due to the spread of COVID-19. In 2021 there will be a drastic decrease in foreign tourist arrivals, with only 1,647,530 tourists coming to visit Indonesia.

**Table 1.1** *Number of Foreign Tourists to Indonesia*

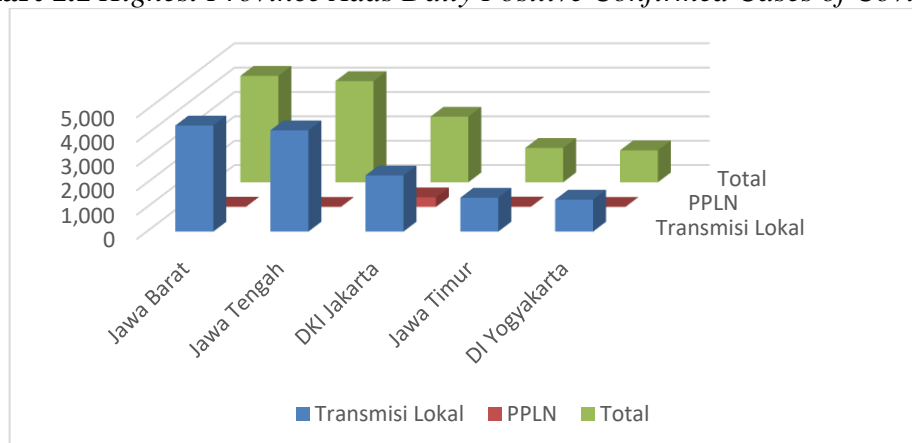
No.	Year	Tourist Number
1.	2019	16.106.954
2.	2020	8.105.846
3.	2021	1.647.530

**Source:** BPS (Central Bureau of Statistics), 2022

In the table above, it can be seen that the decrease in the number of tourists was quite significant for foreign tourists. The total number of foreign tourist visits to Indonesia in 2020 is 8.105 million visits. Compared to 2019, the number of foreign tourists reached 16.106 million. Meanwhile, in 2021 it will drop drastically to reach 1.647 million. Five countries visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia, and China.

According to Bedwell et al (2012), collaboration is a developing process in which two or more social entities are actively and reciprocally involved in joint activities to achieve at least one common goal. There are 5 (five) provinces with the highest number of additional daily positive confirmed cases of COVID-19. West Java Province added 4,368 points consisting of 4,354 local transmissions and 14 PPLN with a cumulative 1,045,880 cases, followed by Central Java adding 4,154 local transmission cases with a cumulative 597,505 cases, DKI Jakarta adding 2,693 cases consisting of 2,303 local transmissions and 390 PPLN with a cumulative 1,200,486 cases, East Java added 1,410 cases consisting of 1,391 local transmissions and 19 PPLN with a cumulative 554,939 cases. DI Yogyakarta added 1,310 cases of local transmission with a cumulative 205,940 cases <https://covid19.go>, accessed 8-03-2022.

**Chart 1.1** *Highest Province Adds Daily Positive Confirmed Cases of Covid-19*



**Source:** [www.covid19.go.id](http://www.covid19.go.id) (7<sup>th</sup> March 2022)

The most Covid-19 infections in West Java Province are in the city of Bandung. Regional governments implement various policies to contain the spread of COVID-19 so that it does not spread and infect many people. One of the policies that have a direct impact on the tourism sector is the existence of a circular letter from the Mayor of Bandung, dated March 31, 2020, concerning the Call for Temporarily Not Carrying Out Operational Activities for Tourism Business Services in an Effort of Vigilance Against the Transmission of COVID-19. In the circular, 13 (thirteen) tourism services cannot carry out their operational activities, such as cinemas, massage parlors to children's play areas. Even the termination of tourism business services also applies to business services in the hotel environment (Herdiana, 2020).

The spread of Covid-19 in the city of Bandung has increased and decreased, which has affected the tourism sector. There are at least 5 (five) aspects that are affected by COVID-19 for the tourism sector, namely: First, the economic aspect in which the cessation of tourism activities in the city of Bandung automatically stops income from tourism services course provides economic losses for tourism business actors, who have been earning income from the tourism sector (Herdiana, 2020).

**Picture 1.1** Data on Covid-19 in Bandung City on March 13, 2022



Source: <https://covid19.bandung.go.id>, 2022

The termination of the operational activities of tourism services directly impacts the head of the Bandung City tourism industry, considering that Bandung City is one of the tourism destinations in Indonesia. This condition continued when the Bandung city government established an area for implementing Large-Scale Social Restrictions (PSBB) in which all types of tourism activities were expressly prohibited as stipulated in the Decree of the Minister of Health Number HK.01.07/MENKES/259/2020. Cullen & Cushman (2000) state that participation and strong networks are the foundation for achieving collaboration goals, namely to implement and manage public policy programs or assets to more efficiently address complex problems. This study aims to analyze the collaboration of actors in tourism recovery after the Covid-19 outbreak in the city of Bandung.

## 2. Theory

The concept of governance that puts forward the principle of cooperation and explains the phenomenon of collaboration in the administration of government affairs and services was developed by several experts using the term collaboration (collaborative governance) (Ansell & Gash, 2008).

Denman (2010) stated that the key needed in managing tourism destinations is effective collaboration between stakeholders. Soekadijo (2000) defines tourism as an activity in a society related to tourists. Yoeti (2008) suggests that tourism must meet 4 (four) conditions (1) carried out from one place to another and (2) the purpose of having fun. (3) the existence of money spent, (4) travel time of at least 24 (twenty-four) hours.

Flynn (2007) says that collaboration between stakeholders can provide adequate solutions to complex issues such as social inequality. The concept of collaboration can be classified into three forms, namely (1) in the form of formal and legal contacts between organizations, (2) informal networks in individual relationships based on trust and reciprocity (3) partnerships associated with long-term formal and joint consensus decision making and implementation (Sullivan & Skelcher (2002).

Collaborative cooperation is a process in which organizations that are interested in a particular problem try to find solutions that are determined jointly to achieve goals that they cannot achieve individually (Sink, 1998). Furthermore, Fosler (2002) explains that collaboration involves intensive collaboration between parties, including elements of conscious alignment in goals, strategies, agendas, resources, and activities. Two or more institutions with different goals build a shared vision and try to make it happen together. The prerequisite for collaborative governance can be realized by having a shared vision that stakeholders believe to be a picture of the future. With a shared vision, every actor or component involved participates in mutually agreed-upon affairs.

According to Lasker et al. (2001), the benefits of collaboration are that collaboration can create comprehensive, practical, and transformative thinking. In particular, transformative thinking is critical because it can make people change how they think when interacting with other stakeholders who have different goals and cultures.

### **3. Research Methodology**

In this research, the method used is descriptive qualitative research that intends to provide a systematic, actual, and accurate description of the facts in the field. According to Sugiyono (2018:213), qualitative research methods are research methods based on philosophy used to examine scientific conditions (experiments) where researchers as instruments, data collection techniques, and qualitative analysis emphasize more on meaning.

In this study, the researcher uses two data sources, namely primary data sources and secondary data sources, as defined by Sugiyono (2009). (1) Primary data sources are data sources that directly provide data to data collectors (2) Secondary data sources do not directly provide data to data collectors, for example, through other people or documents. Data collection techniques carried out in this study consisted of three methods, namely Interview, Observation, and Documentation.

### **4. Results and Discussion**

The key needed in managing tourism destinations is effective collaboration between stakeholders (Denman, 2010). The cessation of tourism due to Covid-19 in the city of Bandung has an impact on many aspects. The weakening of the tourism sector will automatically impact the economic sector. It is in line with the concept of governance that prioritizes the principle

of cooperation and explains the phenomenon of collaboration in the administration of government affairs and services developed by several experts with the term collaboration (collaborative governance) (Ansell & Gash, 2008).

The tourism sector is one of the leading sectors, meaning that the tourism sector makes a significant contribution to the economy and its growth is very fast. It makes tourism a strength and competitive for regions in Indonesia, including the city of Bandung. The policy issued regarding COVID-19 for tourism is Bandung Mayor Regulation Number 103 of 2021 concerning restrictions on the application of level 2 community activities as an effort to control Covid-19 and as an effort to restore tourism in the City of Bandung.

The purpose of making the Perwal policy Number 103 of 2021, especially in the tourism sector, is to protect the public and managers and business actors to minimize the occurrence of COVID-19, mainly so that new clusters of tourists' objects do not appear. According to Lasker, Weiss, & Miller (2001), the benefits of collaboration are that collaboration can create comprehensive, practical, and transformative thinking. In particular, transformative thinking is critical because it can make people change how they think when interacting with other stakeholders who have different goals and cultures. Through creating new ways of thinking, collaboration can influence how problems are recognized and handled. However, there are some catalysts and barriers to collaboration, especially how actors and organizations collaborate on cross-cutting issues.

The city of Bandung is currently a major tourist destination in the West Java region, often used as a tourist center for the West Java region. The city of Bandung has various types of tourism that are unique and have their uniqueness. Soekadijo (2000) defines tourism as an activity in a society related to tourists. Furthermore, Fosler (2002) explains that collaboration involves intensive collaboration between parties, including elements of conscious alignment in goals, strategies, agendas, resources, and activities. Two or more institutions with different goals build a shared vision and try to make it happen together. The prerequisite for collaborative governance can be realized by having a shared vision that stakeholders believe to be a picture of the future. With a shared vision, every actor or component involved participates in mutually agreed-upon affairs. Areas in the city of Bandung have various functions as a tourist attraction, which can be seen in the following table:

**Tabel 1.1** *Tourist areas in Bandung City*

No.	Category	Location	Sum
1	North Dago Natural Tourism areas	Ir. Juanda Forest Park, Dago Waterfall	1
2	Educational and historical tourism areas	Universitas Pendidikan Indonesia, Universitas Padjajaran, Ganesa ITB, Gedung Sate, Braga Area, Gedung Sate Museum, Bandung Planning Gallery, Geologi Bandung Museum, Sri Baduga Museum, Mandala Wangsit Museum, Perjuangan Monument, Museum of the Asian-African Conference, Merdeka Building, Indonesia Menggugat Building, Banceuy Prison	8



3	Shopping tourist areas	Dago and Riau Factory Outlet area, clothing shopping area (distro) Jalan Sultan Agung, shopping area Cihampelas, Trans Studio Mall, Paris Van Java, 23 Pascal, Cihampelas Walk, Teras Cihampelas, Bandung Indah Plaza, Miko Mall, Festival Citilink, Click Square, Braga City Walk, Bandung Electronic Center, Pasar Baru Trade Mall, Setiabudhi Fashion House	19
4	Culinary tourism areas	Sudirman Street, China Town, Burangrang street culinary area, Cibadak street culinary area, Riau Street culinary area, Progo street culinary area, Dago culinary area, Dipatiukur street culinary area, Cihampelas street culinary area, Cisangkuy street culinary area, Paskal Food Market	7
5	Cultural and creative tourism areas	Saung angklung udjo, Dago tea house, Rumentang Siang, Padepokan seni mayang sunda, Cibiru culture house, Pasir Kunci tourist area, Tourism area of Pasanggrahan, Sumur Bandung, Bandung Institute of Cultural Arts, Bandung City Hall, Rosid Cultural House, C59, Batik Komar, Batik Hasan, Minen leather, Gallery yuliansyah akbar, Eco bamboo Gor Padjajaran, Sport jabar arcamanik, Sasana Budaya Ganesha, Gelora bandung Lautan Api, Ciujung sports area, Saparua park, Gasibu, Persib Sulanjana Museum, Persib Siliwangi Stadium, Pullman hotel, Trans studio hotel, Pusdai, Graha Manggala Siliwangi, Landmark Bandung, Bandung convention center, Ballrom el royale hotel	15
6	MICE and Sports tourism areas	Daarut tauhid, Masjid Raya Alun-alun, Center for Islamic Da'wah (Pusdai), Lautze Mosque, Al-ukhuwah Mosque, Trans Studio Bandung Mosque, Cathedral Church, Vihara	12
7	Spiritual tourism areas	Trans Bandung city hall, Bandung creative hub, Sethiabudhi 3D art museum, Rabbit town, Cibunut creative village, Dago Corner creative village, Cijawura creative node, Bandung planning gallery, Panama Park 825, Asia Africa Park, Bandung champion city, this is me, Centrum	8
8	Recreational tourism areas	Bandung city hall park, Vanda Park, pet park, Peta Park, dewi sartika park, Badak park, dago cikapayang park, film park, pasopati jomblo park, lansia park, music park, cibeunying park, superhero park, panatayuda park, fitness park, park Bandung square, Cikapundung riverspot, Cikapundung terrace, Forest walk siliwangi, Regol square, Ujungberung square, Tegalega square	11
9	City Park tourist areas		25
Total			114

**Source:** *Department of Tourism and Culture of Bandung (2021)*

Based on the table above, we could analyze that the city of Bandung has many tourist objects that can be used as tourist attractions from abroad and within the country. The tourist area of Bandung City is not limited to tourism that uses natural resources but also varies according to the type of tourism. According to Yoeti (2005) that, tourism must meet 4 (four) conditions (1) travel is carried out from one place to another (2) the purpose of having fun. (3) the existence of money spent, (4) travel time of at least 24 (twenty-four) hours.

Policy communication related to Bandung Mayor Regulation Number 103 of 2021 concerning restrictions on the application of level 2 community activities involves many actors. Submission of policy information from policymakers to policy implementers, namely the community, tourism entrepreneurs, and others. Flynn (2007) says that collaboration between stakeholders can provide adequate solutions to complex issues such as social inequality. Collaborative governance is the basic principle, namely equal relations between stakeholders in the public, private, and community sectors based on consensus through deliberation (Sullivan & Skelcher, 2002; Innes & Booher, 2003; Ansell & Gash, 2008).

The concept of collaboration is classified into three forms, namely (1) in the form of formal and legal contacts between organizations, (2) informal networks in individual relationships based on trust and reciprocity (3) partnerships associated with long-term formal and joint consensus decision making and implementation (Sullivan & Skelcher, 2002). This communication section is in the form of a tourism recovery policy decision after the COVID-19 outbreak through the socialization of the Perwal policy Number 103 of 2021.

Covid -19 has had a real impact on tourism in the city of Bandung. The most obvious thing is that the number of tourists visiting the city of Bandung continues to decline. The table below shows the number of tourism visits to the city of Bandung.

**Table 1.2** *Data on tourist visits to Bandung City 2016-2020*

<b>Year</b>	<b>Domestic tourists</b>	<b>Foreign tourists</b>	<b>Number of tourists</b>
2016	6.712.574	186.948	6.899.522
2017	6.770.610	189.902	6.960.512
2018	7.357.785	227.560	7.585.345
2019	8.175.221	252.842	8.428.063
2020	3.229.090	30.210	3.259.300

**Source:** *Department of Tourism and Culture of Bandung (2021)*

The table above showed a drastic decrease in domestic tourist arrivals in 2019, with as many as 8,175,221 to 3,229,090 visits in 2020. Meanwhile, foreign tourist arrivals in 2019 were 252,842 people to 30,210 people in 2020. Of course, a decrease in this visit affects the wheels of the economy, and collaboration with actors is needed to overcome it. Collaborative cooperation is a process in which organizations that are interested in a particular problem try to find solutions that are determined jointly to achieve goals that they cannot achieve individually (Sink in Dwiyanto, 2015)

Communication is carried out with internal and external communication techniques. Internal communication occurs between officials of the Department of Culture and Tourism, structural officials of the Department of Culture and Tourism, and the regional work unit (SKPD) of the City of Bandung. The policies issued are communicated to internal parties first to understand the guidelines. Furthermore, the information is conveyed to the public and managers of tourism objects in the city of Bandung.

According to (Sullivan & Skelcher, 2002), the critical factors in building collaboration capacity are skilled communicators who play an essential role in building relationships; second, facilitating and coordinating cooperation; third, creating strong links between stakeholders on individual and organizational capacity. It shows the importance of systems and processes to encourage collaboration between stakeholders

At this time, many people in the city of Bandung depend on the tourism sector in their lives. Millions of tourists to the City of Bandung provide economic benefits for the City of Bandung, especially providing benefits for the Creative Economy, directly supporting tourism. Types of Creative Economy in Bandung can be seen in the following table:

**Table 1.3** *Creative Economy in Bandung*

<b>Creative Economy</b>	<b>Sum</b>
Architecture	3
Design	24
Fashion	205
Craft	488
Culinary	153
Computer and Software Services	7
Music	3
Markets and Art Goods	21
Publishing and Printing	9
Advertising	93
Interactive Games	1
Research and Development	1
Performing Arts	2
TV and Radio	61
Video, Film and Photography	7
<b>Sum</b>	<b>1078</b>

**Source:** *Department of Tourism and Culture of Bandung (2021)*

Based on the table above, the most significant number of creative industries are crafts, fashion, and culinary. These three areas have long been the mainstay of tourism in Bandung, so it is not surprising that Bandung is known for its diverse tourism, where various kinds of handicrafts produced are sold in the city of Bandung also exported to foreign countries. On the other hand, there are barriers to collaboration, namely (a) Different formal rules, (b) Informal norms (c) Different resources from various stakeholders. The three factors that hinder collaboration can undermine the capacity for collaboration because it causes an imbalance of power, and conflict can occur (Sullivan & Skelcher, 2002).

The difficulties in recovering tourism after the coronavirus disease (covid-19) outbreak in the city of Bandung include (a) The available budget cannot meet the needs in implementing policies (b) Compliance from tourism object managers in implementing the regulations contained in Perwal number 103 of 2021 (c) Lack of knowledge of tourism resources. However, post-covid-19 tourism recovery in Bandung has been helped by digitalization or advances in information technology.



## 5. Closing

At this time, many people in the city of Bandung depend on the tourism sector in their lives. The difficulties in recovering tourism after the coronavirus disease (covid-19) outbreak in the town of Bandung include (a) The available budget cannot meet the needs in implementing policies (b) Compliance from tourism object managers in implementing the regulations contained in Perwal number 103 of 2021 (c) Lack of knowledge of tourism resources. However, post-covid-19 tourism recovery in Bandung has been helped by digitalization or advances in information technology.

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