Provision of Tourism Facilities During the Covid-19 Pandemic (Case Study in Bali Zoo, Singapadu Village, Gianyar Regency)

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ABSTRACT

The Covid-19 pandemic that has hit the world has made the tourism sector one of the affected, after a presidential decree was issued for the community to face the new normal era, which means we can return to our activities as usual while still complying with health protocols. The purpose of this study is to look at the facilities at the Bali Zoo amid the pandemic. The results of this study show that the tourist facilities at the Bali Zoo are appropriate in the new normal era of the covid-19 pandemic, after this pandemic the tourist facilities were equipped and adapted to health protocol standards. One of them is by facilitating hand washing and hand sanitizers at several tourist area points. In addition, several facilities for purchasing entrance tickets have also been added, tourists can buy entrance tickets online or come directly to the ticket booth. All staff at Bali Zoo have carried out full-dose vaccinations.

Keywords: Bali Zoo, Facilities, Pandemic, Travel Destination.

I. INTRODUCTION

The World Health Organization (WHO) has announced a global pandemic status for Coronavirus disease 2019 or also called coronavirus disease 2019 (Covid-19) on March 11, 2020. This action was taken as a form of global concern over the spread of the virus and its worrying impact and reminded all countries to activate and improve emergency response mechanisms. Its massive spread and resulting in high mortality rates have made some parts of the world paralyzed from all activities. Several countries have locked down their territory and disabled all community activities by prohibiting leaving the house. At the same time, all citizens of the world have the potential to be infected with the Covid-19 disease (Cheer et al., 2021). For Indonesia, at the beginning of the pandemic, taking into account that Large-Scale Social Restrictions were made by limiting the movement of people and/or goods and services to control the spread of the virus, as previously regulated in Law Number 6 of 2018 concerning Health Quarantine (Rozijin et al., 2021). The consideration is that the spread of Covid-19 is increasing and expanding in the number of cases and/or deaths, covering across communities and across countries and having an impact on political, economic, social, cultural, defense, and security aspects, as well as the welfare of the people in Indonesia. Based on the implementation of these restrictions, tourism activities have also decreased globally (Allaberganov et al., 2021). The Ministry of Tourism and Creative Economy estimates that throughout 2020 the number of foreign tourists entering Indonesia will only be around 4.052 million people. This figure is very concerning, because of the total, only about 25% of the number of tourists who entered Indonesia in 2019. Based on the results of a survey conducted by the Ministry of Tourism and Creative Economy, nationally the Covid-19 pandemic has resulted in tourism sector workers feeling the loss of their jobs and the types of businesses that are most affected are accommodation, restaurants, and other types of businesses that have suffered losses due to the Covid-19 pandemic, such as souvenir shops and other tourism services (Rembulan & Kusumowidagdo, 2021).

The island of Bali is no exception, which is a source of income for the state in the field of tourism and the majority of the people who work there are workers in the tourism industry, in almost two months in July 2020 73,613 people were laid off and at the end of August 2020, there were 76,940 employees in the field. The tourism industry has been shut down due to the Corona Virus pandemic. At the end of July, 2,663 people were laid off and then increased to 3,024 people at the end of September due to the Covid-19 outbreak (Arsana, 2019).

After WHO provided guidelines for the transition to the new normal or a new life, on May 29, 2020, Indonesia officially announced the implementation of the New Normal period which was marked by easing social activities in the regions and still emphasizing the application of physical distancing (Choy et al., 2021). Then the government finally attempted to reopen the tourism industry sector with various implementations of health protocols in the life order of this new era including CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) which is also following WHO standards (Illiyiina, 2021). Before the plan for the tourism industry to be opened internationally, tourism actors are...
required to prepare certification for destinations and tourism supporting facilities such as hotels, restaurants, and other tourist attractions regarding the implementation of the CHSE or the New Normal era (Ningsi et al., 2022).

The existence of such a need requires a planning provider of needs in providing all the needs to support tourism, such as tourists needing a unique and attractive tourist destination, the manager of a tourist destination in a certain area must be able to provide something that is in accordance with what is needed. tourists need. Tourism development must be supported by all aspects and other tourism supporting facilities such as lodging (accommodation facilities: for example, hotels, villas, etc.), restaurants, travel agents, money changers, transportation equipment, infrastructure, facilities other supports and tourism destinations offered to tourists. In a tourist destination area, it must provide all tourism needs, starting from the uniqueness of the place itself and the availability of transportation, hotels, public facilities, and other services to support the ongoing tourism activities (Ozbay et al., 2021).

With these conditions, Bali Zoo needs innovation of new facilities in the new normal era for milleniall tourists with facilities that can attract many tourists to come back and can improve the regional economy, as well as build several supporting facilities around it to make it easier for tourists to travel in that place.

A tourism destination must have 4A (Attraction, Accessibility, Amenity, and Ancillary Service). 4A is very important in determining the quality of a destination (Ningtiyas & Alivanna, 2021). Quality has a close relationship with customer satisfaction. Quality places more emphasis on aspects of customer satisfaction and revenue. The main focus is customer utility (Alivanna et al., 2020). The influence of service quality on customers can be said to be very important because the good or bad quality of the services offered will affect customer satisfaction, trust, and loyalty (Wang et al., 2017). Satisfaction is determined from the expectations or expectations that are in the minds of tourists regarding the service or service they get. However, if a tourist is satisfied with the services provided in a destination, he will automatically recommend the destination to his colleagues or family who can indirectly promote the destination through Word of Mouth (WOM) (Abror et al., 2021). Most tourists trust WOM that is said by friends or family and is used as a reference because service customers usually find it difficult to evaluate services that have not been purchased or visited (Pourfakhimi et al., 2020).

With the re-opening of tourism places, the tourist attraction of Bali Zoo must also be accompanied by counseling and the provision of supporting facilities for a new life or New Normal from the manager for future visitors or tourists. This needs to be done because if there are no strict sanctions, visitors or tourists will be more careless and become less alert and consider this New Normal-like life when there is no Covid-19 pandemic. The implementation of this health protocol is carried out thoroughly throughout the Bali Zoo area which is applied to tourists and employees, to provide a sense of security and create comfort for tourists when visiting the Bali Zoo, the Covid-19 prevention health protocol is carried out starting from the arrival parking area, purchase location tickets, entrance gates to the Bali Zoo area, restaurants to public facilities such as toilets and prayer rooms. Later, all tourists who come to visit are required to undergo a body temperature check and will be given a special sticker as a sign. In addition, visitors or tourists must wear face masks and must follow directions from officers in the field.

II. METHODOLOGY

The research was conducted at the Bali Zoo. The scope of research is a way for researchers to limit the scope of this research. The scope of this research will emphasize aspects of the data collected so that the direction of this research will be clearer. The scope of this research refers to the problems studied in this study. There are several aspects of the data that limit the scope of the research, namely the provision of tourist facilities during the Covid-19 pandemic at the Bali Zoo.

The method used in this research is qualitative. In this study, qualitative data are in the form of an overview of the profile of the Bali Zoo's tourist attraction, then an overview of the supporting facilities in the new normal era, and also interviews from the management regarding the supporting facilities in the new normal era. Qualitative methods are used to analyze the company's environment which consists of internal factors through theories that influence the Bali Zoo. Primary data in this study are data obtained, observed, and recorded directly at the research site. The secondary data in this study is the Bali Zoo profile data, the number of hand sanitizer supplies in the Bali Zoo area, and the announcement of the health protocol board in the Bali Zoo area. Data collection techniques used are Observation, Interview, Literature Study and Documentation.

Research informants in qualitative research related to how the steps will be taken by researchers so that data or information can be obtained. In this study, the researcher will use a purposive procedure. Sorting criteria for informants, namely the informants know very well about the location and the informants explore the problem data. The informants selected in this study were the Head of the Bali Zoo.

III. RESULTS AND DISCUSSION

The Covid-19 pandemic has made tourism activities in Bali decline. However, as flight access began to open, tourist attractions began to operate again. One of the tourism businesses that can be visited is the Bali Zoo. On weekdays other than holidays and weekends, the zoo, which is located in Singapadu Village, Gianyar, is regularly visited by around 850 people per day, most of whom are foreign and domestic tourists. The Bali Zoo, which began to reopen on July 11, 2020, ensures the implementation of health protocols that will be provided to tourists. Visitors are required to apply health protocols starting from the entrance of tourist objects. starting from keeping a distance, must wash hands and check body temperature and record the names and addresses of visitors. so that they can carry out contact tracing if visitors are found to be exposed to Covid-19.

In terms of cleanliness, in general, the manager must ensure cleanliness in his place of business, such as the availability of hand soap or hand sanitizer for visitors.
Ensuring that the Tourist Destination Area is always clean, both from germs, bacteria, and viruses by spraying disinfectants is also a requirement in fulfilling this aspect. Before operating, Bali Zoo had prepared various preparations for implementing the new normal health protocol following government directives. The Bali Zoo management facilitates hand washing areas or sinks with running water that has been provided at 15 strategic points, including at entrances and places that allow tourists to come into direct contact with animals. Hand sanitizer is provided at every outlet in the Bali Zoo area such as restaurants, lifts, buses, and ticket purchases.

Before operating, Bali Zoo had prepared various preparations for implementing the new normal health protocol following government directives. The health protocols carried out by Bali Zoo include extra cleaning and spraying of disinfectants in all areas before operating hours. In maintaining health in the business area, business actors need to maintain the health of both workers and visitors. Starting from checking body temperature, wearing masks, to implementing social restrictions by setting distance and minimizing crowds.

Before entering tourist attractions, visitors are required to wash their hands using a hand sanitizer, followed by checking body temperature. At the entrance, there is also a queue distance setting between one visitor and another visitor. After confirming that the body temperature is below 37 degrees Celsius, tourists can enter the Bali Zoo tourist area. The manager ensures that all visitors who enter the Bali Zoo area have checked the temperature at the entrance and checked through officers who have been prepared at the door entrance.

To provide and maintain a sense of security and comfort for visitors, Bali Zoo also implements the implementation of Health Protocols according to the standards set by the government. One of the health protocols is the application of 3M, wearing masks, washing hands, and maintaining distance. The implementation of the procedures carried out, such as requiring visitors to wash their hands before entering the Bali Zoo area, wear masks and keep their distance from other tourists. Officers will ensure that tourists are required to wear masks while in the Bali Zoo area, the manager also puts up a banner that reads "Masks Mandatory Area". If there are tourists who do not bring masks, tourists can buy masks and face shields at the Bali Zoo ticket booth. Tourists are required to wash their hands before entering the Bali Zoo area. Visitors are also required to comply with social distancing signs.

Safety is an activity to maintain security and safety. Business actors need to prepare rescue procedures in the event of an unexpected disaster or emergency. This is to ensure the safety of people in the area. Before operating, Bali Zoo officers had prepared various preparations for implementing the new normal health protocol following government directives. The health protocols implemented by the Bali Zoo include notification boards for implementing health protocols and notification boards for gathering points.

Notification boards for implementing health protocols are installed in various corners, to remind visitors to always apply health protocols. In addition to notice boards, Bali Zoo also alerts officers to warn visitors who do not comply with health protocols.

The gathering point can also be called a Temporary Evacuation Place, where the location of the gathering point in the Bali Zoo area is located in the parking area in front of the entrance. During the Covid-19 pandemic, the gathering point was used as a temporary evacuation location for visitors suffering from Covid before being taken to the hospital.

The PeduliLindung application can provide notifications when visitors enter certain zones whose categories have been determined by the government through the Covid-19 Handling Committee and National Economic Recovery. The zone can be a red, orange, yellow, or green zone depending on the location visited. Visitors will get a notification if they make contact with other visitors at the Bali Zoo who have been diagnosed as positive for Covid-19 within the last 14 days. For this reason, visitors to the Bali Zoo are asked to implement health protocols following local government regulations. If a user is diagnosed as positive for Covid-19, PeduliLindung will ask for the user's approval to access contact tracing data within the last 14 days stored on the PeduliLindung server (Herdiaina, 2021).

Waste and liquid waste processing are carried out in a complete, healthy, and environmentally friendly manner. This waste consists of organic, non-organic, and medical. The waste is then accommodated using separate trash bins where non-organic waste is taken to a temporary disposal site using a garbage transport vehicle and re-sorted. Organic waste is processed into compost which is used for gardens at the Bali Zoo and the rest of the restaurant waste is given to residents as animal feed.

Based on the management process, it is known that the source of the waste contained in the Bali Zoo comes from the activities of visitors. Solid waste that cannot be reused will be disposed of in a final disposal site and medical waste produced by the Bali Zoo clinic is only temporarily stored in a trash can which is then handed over directly to a third party for further processing.

IV. CONCLUSION

It is known that the existing facilities at Bali Zoo already exist and are facilities used by tourists to enjoy tourist visits. Tourist attractions in the form of supporting facilities, public facilities, and there are also good tourism facilities are the reasons tourists want to visit the Bali Zoo Tourism park. Supporting facilities are also complete, such as a large parking area, toilets, lodging, lockers/goods storage, ATM Center, counter/information center, and first-aid post. Then Public Facilities in the form of equipment or tools provided by the manager that can be used for the common interest in carrying out daily activities for examples such as public transportation and trash cans, in addition to public facilities there is also public infrastructure, namely supporting and generally immovable facilities, for example, buildings and rooms, such as inns, restaurants, and hospitals. For tourism facilities provided by the manager for the needs of tourists such as tour packages offered by the manager to tourists, namely visiting the zoo at night than enjoying lunch while seeing orangutans and finally tourists are also given tourism facilities in the form of riding an elephant. while walking around the Bali Zoo. The issue of the Covid-19 pandemic is a severe challenge for all countries in the world. It is
necessary to adopt new habits in the entire arrangement of the state sector to maintain resilience in the tourism sector so that tourist attractions must implement the health protocols provided by the government. Facilities for implementing health protocols offered by the government, for example, are the implementation of the CHSE program, then the government also requires the management of tourist attractions to prepare hand washing facilities and hand sanitizers in every tourist area that will be visited by potential tourists.

The management has prepared adequate tourist facilities, so that tourists can make visits to the Bali Zoo zoo tourism, to prevent the spread of Covid-19, the Bali Zoo management has also added several facilities that are available in the new normal era or are recommended by the government so that tourists can visit Bali Zoo. tourists are not afraid to go on excursions in the New normal era.

After being equipped with supporting facilities following the government's New Normal rules, interviews were conducted with tourists who had traveled to the Bali Zoo Tourism Park in the pandemic era, in general, tourists were quite comfortable traveling at Bali Zoo during this new normal era, they did not worry because the facilities at the Bali Zoo have followed government procedures and implemented health protocols, the manager should further improve the facilities provided to visitors so that the number of visitors increases, such as adding a sink location for washing hands, ensuring that Bali Zoo employees have received vaccines. In the second dose, the payment method at the Bali Zoo outlet is more concerned, it is necessary to pay using an online payment system, thereby reducing contact between employees and visitors using cash, as well as the Souvenir sales area, the payment system can be replaced by the method online payment (cashless).

To be able to increase the number of visitors/tourists in this Pandemic era, it's a good idea to have a team of employees from Bali Zoo makes a review of the atmosphere that tourists will get when visiting Bali Zoo through online media such as social media which is widely used by the public. With a review on Social Media about the condition of the Bali Zoo when it was new normal, there are complete supporting facilities needed in this new normal era, the public will know that if you intend to visit the Bali Zoo there is no need to worry, because the supporting facilities for the new normal era are capable.

REFERENCES


