



## ANALYSIS OF THE IMPACT OF COVID-19 ON THE TOURISM SECTOR

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**Abstract:** In the last decade, all countries have been shocked by the emergence of the COVID-19 pandemic which has had a crucial impact in all aspects so that various policies have been implemented, one of which is the social restriction system. Since the outbreak of covid-19, the Tourism Industry has also experienced paralysis, where all tourist destinations must be temporarily closed for an unpredictable time, to anticipate the transmission of the coronavirus or covid-19, especially since the enactment of the PSBB, various tourist attractions in Indonesia have been closed. The purpose of this study was to analyze the impact of the Covid-19 pandemic on the special tourism sector in Farmhouse tourism objects. This research method uses descriptive analysis, where primary data is obtained directly based on the results of interviews and observations at tourist objects. Meanwhile, secondary data is obtained through notes and publications as well as literature studies. The results showed that Covid-19 had an impact on the tourism sector, especially on Farmhouse tourism objects, this was indicated by a decrease in the number of tourist visits which decreased 80% during weekdays and 60% during weekends compared to the previous year.

**keywords:** Covid-19; Tourism Sector

### INTRODUCTION

At the end of 2019, the world was shocked by the emergence of the coronavirus outbreak (Covid-19) which originated in Wuhan China. The transmission of this virus is so fast that in a relatively short time it has spread to 223 countries including Indonesia (Covid19.go.id, 2021). An epidemic with this deadly force causes many socio-economic problems such as serious economic stagnation, social and political chaos, poverty, food insecurity as well as the direct impact of the loss of life. As of Monday 8 March 2021 morning, based on Worldometers data, the total cases of coronavirus infection worldwide have reached 117,426,512. Of that number, 2,604,629 people died (Rizal, 2021). In Indonesia, this virus was first confirmed on Monday, March 2, 2020. At that time, President Joko Widodo (Jokowi) announced that two Indonesians had tested positive for the Coronavirus, a 31-year-old woman and a 64-year-old mother (Detik.com, 2020)

To decrease the spread of this deadly virus, the Indonesian government issued one of the instructions, namely the Large-Scale Social Restriction System (PSBB). This step was taken to help the community not to be infected with the Covid-19 virus. The system implemented by the government, of course, has an impact on various sectors, be it economic, social, political, and business, especially the tourism sector. The tourism sector is one of the fast-growing industrial sectors. The tourism sector itself is a contributor to foreign exchange for the Indonesian State. Indonesian tourism is very advanced and superior because Indonesia itself has many places and customs, and culture as well as traditions that can be used as tourist attractions (Walakula, 2020).

Since the outbreak of the Covid-19, the Tourism Industry has also paralyzed, in which all tourist destinations have to be closed temporarily for an unpredictable time, to anticipate the transmission of the coronavirus or covid-19, especially since the enactment of the PSBB, various tourist attractions in Indonesia were closed. the number of tourist visits, both foreign and domestic, has fallen sharply compared to before the virus outbreak. In addition, tourism supporting sectors such as restaurants, hotels, and



retailers will also be affected by the decline in the number of tourist arrivals. This study aims to determine the impact of Covid19 on the tourism sector.

One of the tourist objects affected by this pandemic is the Farm House. The farmhouse is a tourist attraction that was first opened in 2015 located in the Lembang area, West Bandung District, West Java Province. The location of the Farm House is very strategic because it is right on the edge of Jalan Raya Lembang Number 108. With a European design, the Farm House offers many unique places for visitors to take selfies/selfies. In addition, as the name implies, which means there are many cute animals that you can interact with, including sheep, various birds, hedgehogs, cows, rabbits, and so on. As long as the government imposes large-scale social restrictions, this tourist attraction is closed, but since the enactment of the "New Normal" in West Java, the Farm House can of course be reopened by following the health protocol rules required by the government. Based on the description above, the authors are interested in researching with the title " Analysis of the Impact of Covid-19 on the Tourism Sector".

Covid-19 is a disease called Coronavirus 2019 which is taking place around the world. This disease was first detected on March 2, 2020. As of April 9, 2020, the pandemic has spread to 34 provinces with the most affected cases in DKI Jakarta, West Java, and Central Java. Indonesian tourism was also affected, such as Bali, which experienced a 33% decrease compared to January 2020. Hotels experienced a decrease in the number of guests due to travel from the country and virus alertness. According to Ocheni et al. (2020), the tourism industry sector is one of the supports that can generate a country's economy, both services, and tourism products. The tourism sector can be classified as follows: (1) Direct Actors, namely businesses that offer services directly to tourists or services needed by tourists, such as hotels, restaurants, travel agencies, tourist information centers, and attractions; (2) Indirect actors, namely business actors who are independent in products that do not directly support tourism, such as handicraft businesses, travel guide sheets, and others; (3) Supporting tourism services, namely businesses that do not specifically offer products and services but often you depend on tourists who use these services and products, such as providers of photography services, beauty services, sports, and others; (4) Government, namely the actor who is no less important is the government. The government has the authority in the regulation, provision, and designation of various infrastructure related to tourism needs as well as policies that become policies for other stakeholders in playing their respective roles.

Tourism is a trip taken by a person within a certain period from one place to another by making prior planning, the goal is for recreation or interest so that his wishes are fulfilled. Tourism is one of the first sectors to be severely affected by the COVID-19 control policy, and with travel restrictions and the threat of a global recession, tourism is also at risk of becoming one of the last sectors to experience recovery.

West Bandung Regency is a district in West Java Province, as an extension of Bandung Regency. This regency is bordered by Purwakarta Regency and Subang Regency in the west and north, Bandung Regency, Sumedang Regency, and Cimahi City in the east, Bandung City in the south, and Cianjur Regency in the west. The government center of West Bandung Regency is located in Ngamprah District, which is located on the Bandung-Jakarta route. West Bandung Regency has 16 sub-districts and 165 villages.

Tourist attractions in West Bandung Regency are divided into 4 types, namely nature tourism, historical tourism, family tourism, and religious tourism. The West Bandung Regency area has an area that is a tourist center that is never empty of visitors, namely the Lembang area and the most famous tourist spot in West Bandung, one of which is the Farm House. Family tourism, Farm House is a contemporary tour that



provides European-style selfie spots and there are European-style mini-farms. The Lembang Farm House tourist attraction is located at Jalan Raya Lembang No. 108, Lembang, West Bandung, West Java. The location is in a mountainous area with beautiful views and a comfortable and fresh atmosphere.

## METHODS

The author tries to describe what the research subjects understand and describe. Data collection techniques are carried out by taking data and information about the impact during the Covid-19 outbreak from the Farm House tourism place and also additional observations during the outbreak in 2020.

After getting some information, the data were analyzed to get a conclusion and analyzed the data using descriptive analysis. The author conducts a place mapping of the data that has been searched. Then the data that has been collected is analyzed, especially those related to the impact of the Covid-19 pandemic on the Farm House tourist spot in West Bandung Regency, West Java Province.

## RESULTS AND DISCUSSION

The Covid-19 pandemic is an outbreak of non-natural disease viruses that arise from food consumed by humans, namely bats or Marsego. This virus outbreak first appeared in one of the major countries, China, to be precise in the city of Wuhan which is still widespread throughout the world, including Indonesia (Walakula, 2020).

The virus is spread from person to person directly or indirectly, through tiny droplets when a person with COVID-19 coughs, sneezes, or exhales. Directly, when someone coughs or exhales and the droplets are inhaled by others, and indirectly when the droplets settle on objects or surfaces, which can infect other people who touch objects or surfaces with their hands and then touch their eyes, nose or mouth them (Jones & Comfort, 2020).

COVID-19 cases worldwide have reached 119 million cases. The United States (US) is at the top with 29.3 million cases (Kurnia, 2021). While in Indonesia, according to data from Covid19.go.id as of March 13, 2021, there were approximately 1.4 million people who were confirmed positive.

Since the first time, it was discovered that Indonesians were infected with the Covid-19 case, the Indonesian government has issued policies to minimize the spread of this pandemic case. Starting from the formation of the National Covid-19 Task Force Team to the smallest regional level, the Large-Scale Social Restriction policy, the Micro-Scale Social Restriction policy, then developing a coronavirus vaccine in collaboration with several countries.

Of course, the COVID-19 pandemic has affected various sectors in the world and the tourism sector is one of the sectors that has been severely affected. Especially with the restrictions on various activities and community mobility to cut the transmission of COVID-19 transmission. This can be seen from the data on tourist visits, both foreign and domestic, which decreased sharply compared to the year before the outbreak. Based on the records of the Ministry of Tourism and Creative Economy Kemenparekraf (2020) foreign tourists visiting Indonesia through all entrances in March 2020 were only 470,898 foreign tourists. This number has decreased by minus 64.11 percent when compared to the total number of visits in the same period the previous year (March 2019) of 1,311,911 foreign tourists (Fadilah, 2020).

One year the pandemic has been running, tourism in Indonesia has gradually risen with various adaptations. With the COVID-19 vaccination, the revival of Indonesia's tourism sector can accelerate. Tourism is one of the priority sectors because it



contributes to employment for 34 million people throughout Indonesia (covid19.go.id, 2021). Likewise, what happened to the tourist attraction "Farm House".

The "Farm House" tourist attraction which is located on Jalan Raya Lembang, West Bandung Regency, West Java Province, has the main attraction, namely the European atmospheric design. Some of them that are quite favorite is Hobbit Houses, European Style Settlements, Love Padlocks, Flower Gardens to Interacting with Farm Animals. The Hobbit house is one of the favorite objects at the Farmhouse because it is made similar to the original like the Hobbit house in New Zealand. In addition, a row of houses in traditional or classic European style is a very interesting part. Not only the house buildings, the surrounding areas such as roads and parks are also arranged as closely as possible to the original place so that the atmosphere feels like it is in Europe. It is even more interesting because visitors can also rent European clothes such as Dutch costumes to complement their appearance when taking pictures. Like a bridge of love in Europe, this has inspired the managers of Farm House Lembang to make something similar. Visitors can buy a padlock that has been specially designed so that it looks beautiful and can be written. After that, visitors can lock the padlock to the side of the bridge. You can also take pictures with beautiful colorful flowers as backgrounds. This beautiful flower garden is filled with various flower plants and even some are characterized by typical European flowers. This tourist spot also provides a mini-farm. This is usually a target for children who want to see animals up close, the various animals available are iguanas, rabbits, birds, goats, geese, and others. Here we can interact such as feeding with the feed provided and also taking pictures with animals.

Like other tourist objects, after the Covid-19 Pandemic, this tourist attraction also experienced its impact, namely having to follow government policies by closing its services to minimize the spread of the Covid-19 virus. With the closure of these attractions, of course, there is a drastic decrease in tourist visitors and resulting in reduced revenue from these attractions, the lack of tourists also has an impact on the partners of these attractions such as selling souvenirs, souvenirs, indoor and outdoor cafes to bars, which are UMKM fostered from Farmhouse. In addition, it also has an impact on the income of the surrounding community where before Covid-19, the community benefited from the condition that a large number of visitors was not balanced with the available parking lots so that the surrounding community used their homeland for the parking lot for Farmhouse visitors.

Based on the results of interviews with the Farmhouse Marketing Manager, before the Covid-19 pandemic, the number of tourist visits to Farmhouse, namely in 2019 was almost 1 million people, since it reopened in August 2020 the number of visitors decreased drastically, which was only 30% of visits in 2019, this is of course alone causes losses for the farm manager because as long as it is closed, the manager must still pay quite high maintenance costs.



## Conditions Before the Covid-19 Pandemic



**Figure 1. The atmosphere at the entrance to the Farm House before the Pandemic**  
Source: Mondasiregar.com (2021)



**Figure 2. The Atmosphere Inside the Farmhouse before the Pandemic**  
Source: Mondasiregar.com (2021)



**Figure 3. First Illustration and Second Illustration of the Atmosphere Inside the Farmhouse before the Pandemic**

Source: Mondasiregar.com (2021)

### **The condition of the Covid-19 pandemic**

Since the Government announced the re-opening of conservation and non-conservation types of natural tourism sites. Head of the Task Force for the Acceleration of Covid-19 Handling (GTPPC-19) Doni Monardo revealed that the main requirement for the opening was to implement 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 Places and Facilities General in the Context of Prevention and Control of Covid-19 (Safutra, 2020).

With the reopening of tourist attractions, then on August 22, 2020, the Farmhouse was reopened to the public, by implementing the health standards required by the government. Various health protocols are implemented by the Farmhouse manager, including before entering the Farmhouse area there is a body temperature check, every visitor is required to use a mask, provide a place to wash hands and sanitizers at every point of the entrance to the arena in the Farmhouse, and put up posters related to an appeal to always maintain health protocol.





**Figure 4. Check body temperature**  
Source: Author documentation (2021)



(a)



(b)



(c)

**Figure 5. (a) First Illustration; (b) Second Illustration; (c) Third Illustration Place to Wash Hands in Several Places**

Source: Author documentation (2021)

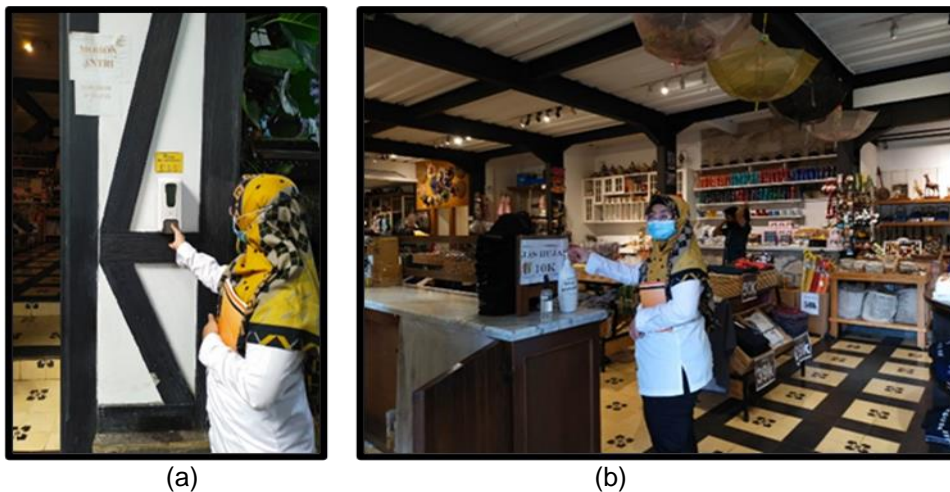


Figure 6. (a) First illustration; (b) Second illustration Provision of Sanitizers in several places

Source: Author documentation (2021)



Figure 7. Posters Appeal to Maintain Health Protocols

Source: Author documentation (2021)

The efforts made by the Farmhouse management are of course so that visitors feel safe and comfortable when traveling to the Farmhouse, besides that it is an attraction to increase the number of tourist visits.

Since its reopening in August 2020, visitors to the Farmhouse have started arriving, but not as many as before the Covid-19 pandemic, where before the pandemic the number of visitors ranged from 1,000-3,000 people (weekdays) and 3,000-5,000 people (weekends), while after the pandemic the number of visitors only 300-500 people (weekdays) and 1,000-1,200 people (weekends) or a decrease of 80% for weekdays and 60% for weekends, which has an impact on other facilities available at Farmhouse, such as parking absorption, souvenir shop sales, a cake factory, a souvenir shop, a croissant shop, a candy shop, and a restaurant.





## CONCLUSION

Based on the above discussion, it can be concluded that the Covid-19 pandemic has an impact on the tourism sector, especially on Farmhouse tourist attractions on Jalan Raya Lembang, West Bandung Regency, West Java Province, this can be seen from the number of visits that decreased by 80% on weekdays and 60% on weekends compared to the previous year.

As a result of this decrease in the number of visits, it also has an impact on MSMEs that collaborate with these tourist objects, because some of the facilities at the Farmhouse are in collaboration with MSMEs around the Lembang area.

The policy taken by the government to allow the tourism sector to reopen is a breath of fresh air for this sector, by implementing the health protocol recommended by the government can provide a sense of security and comfort during the Covid19 pandemic so that it has a positive impact on increasing the number of visits to the Farmhouse.

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