Study on The Implementation of New Normal Tourism Accommodation in Bali

Ida Bagus Gde Indra Wedhana Purba[*], I Wayan Gde Yogiswara Darma Putra
{wedhanaunwar@gmail.com}

Universitas Warmadewa, Denpasar, Bali, Indonesia

Abstract. Bali represent become the biggest Accommodation facilities were paralyzed due to the plague that hit Bali. In the Tourism Sector many workers have been laid off, but not a few accommodations have survived because some are owned by housing companies. in order to increase the number of local tourist accommodation try to provide discounted rates. In handling this matter, a policy was formed from the central government in assisting tourism accommodation on the island of Bali, the management of accommodation service providers also needs to rearrange the strategy according to post-pandemic conditions. This study is Determining is the main goal in this study how accommodation marketing use to strategy in Bali Province during the implementation of the New Normal policy. This research uses a qualitative method. The result is restaurants, bars and hotel now become different in these years. Accommodation provides space between tables to make sure protocol. And then specifications depend on the accomodation. Challenges are an important role when starting again in the present. The use of masks in tourist areas has decreased but it does not rule out the possibility that tourists must continue to maintain health protocols adaptation. This may make consumer not feel comfortable with regulation and always wearing mask. Depending on local guidelines in Bali, tourist or people who visiting hotel make sure know the rules for wearing mask, to make sure everything enjoy holiday in bali.

Keywords: marketing, intention to revisit, tourism

1. Introduction

This virus outbreak does not only attack economic sectors such as stocks industries in Indonesia and even the world, including the tourism industry. almost all sectors experienced a decline until closing. This obstacle is experienced in almost all regions in Indonesia, it is more severe in Bali. Bali is one of the provinces worst affected, because Bali is known for its tourism, and Bali tourism has become quiet due to this pandemic. Any Bali accommodations have laid off employees, but not a few hotels have survived.

According to data from the Bali Province BPS (2020) based on the classification of star hotels, the ROR for 2-star hotels was recorded at 6.49 percent, which is the highest ROR in September 2020 among other star hotel classes. The lowest ROR was recorded at 1-star hotels, namely 0.00 percent. When compared with the achievement in August 2020 (m-o-m), the ROR for

1-star hotels decreased by -0.10 points, while the ROR for 2-star hotels increased by 2.04 points, which was the highest increase among hotels. starred. When compared to the ROR for September 2019 (y-o-y), the ROR for September 2020 had decreased by -57.94 points. The decline in ROR (y-o-y) was recorded in all star hotel classes, with the deepest decline recorded for 5-star hotels as deep as -63.82 points and the lowest recorded for 2-star hotels as deep as -47.32 points.

Service quality or service quality is an effort to fulfill customer desires by controlling the level of excellence expected (Tjiptono, 2004). The quality of good service to tourists needs to be considered by all tourism object managers, so that tourists get a positive experience of the tourist objects they visit, to achieve this it needs to be supported by good tourism management management (Dewa, 2019) with a maintained tourism image and existence. It is hoped that improvement in the quality of services provided by accommodation provider services will increase return visits of tourists, even though tourism currently tends to rely on domestic tourists. The image of Bali tourism which is well known throughout the world will encourage accommodation service providers to improve their accommodation services, especially during a pandemic, so that this will encourage tourists to revisit existing accommodations in Bali. This research is important to do because considering the condition of Bali which has worsened due to the Covid-19 pandemic and the income of the Balinese people, most of whom come from the tourism sector, it is important to immediately implement it in order to provide strategies that can be used for accommodation service providers so that they do not die. surrender. The novelty of this research is that this research is new because it was carried out during the Covid-19 pandemic which made the challenges in formulating strategies in developing the tourism sector more complex. This research was also conducted in Bali, which is the most affected tourism area due to Covid-19. The data used are primary data distributed during the Covid-19 pandemic.

2. Methods

This study is a qualitative type in the field of financial management science based on probability theory. The concept of truth which is the calculation of the paradigm can be seen from the perspective on how to do it philosophy of science is used to determine the method of studying literature. Data collection uses the method of understanding documents and notes on financial reports, banking report news, government regulations and updated research journals. This study uses a brief qualitative descriptive analysis technique and a review of the literature (Yin, 2011).

3. Result And Discussion

How Attitudes and actions of customers towards a company will be determined by the company's image which displays its best condition. In determining the company's have value in public, indicators measurement (formation) of corporate image are used. Measurement of corporate image is carried out so that companies can evaluate themselves against the programs that are carried out and the services offered. One of the indicators of measuring the image that is done is by looking at the impressions, beliefs and attitudes of customers towards the company. Pendit (2002: 171) Proposes that brand image is the idea of attitude towards different groups. Soemirat

and Ardianto (2007: 114) Explaining brand image as a reference and not necessarily in accordance with reality, brand image is formed from the world from the perspective.

Businessman of accommodation in Bali has greatly decreased. The C19 Pandemic event had an impact on the hospitality industry in Bali. When activity restrictions eased and business owners started to reopen accommodation, it happened that old business models didn't work with the new habbits. when social distancing in indoors, and accommodation needs to consumer confidence in 2022. unfortunate, accommodation organizers around a world are joining forces to provide guidance on opening for new decisions. from do not expect about accomodation behaviorstudying developments and expectations future in surviving after post-pandemic.

Villa, bars or hotel Has a New look. accommodation must reduce table capacity, as well as prepare free space. However, the program and implementation must be appropriate depending on the location of the accommodation. there are challenges in opening a business in the post-pandemic period. Even though the call to wear masks is commonplace, some consumers have followed suit. For example, guests are uncomfortable with temperature checks and feel stuffy or always wearing mask. Depending on local guidelines in Bali, tourist or people who visiting hotel need to enforce the law to wear masks for employees and guests, the importance of collecting guest personal information upon arrival to find out track records.

According to Deputy Governor of Bali Cok Ace his speech in a webinar session entitled "Planet Tourism Indonesia 2020", Wednesday (29/7/2020) said "... The Provincial Government of Bali has reopened its tourism specifically for local people and tourists. Nusantara on 9 and 31 July 2020, there are around 6,500 foreigners still living in Bali. It used to be hidden (when Bali tourism was still closed), now it's starting to come out. There is a family from Europe living in the Ubud area. Staying to escape because they believe they will stay healthier in Bali than in their country…." said Cok Ace.

As a result of this pandemic, accommodation service providers must of course be able to adjust to the situation. This can be seen from the many promos or discounts offered by various accommodation service providers, many of whom promote the quality provided by the hotel as they have implemented health protocols such as those recommended by the government. The Indonesian government has stipulated health protocol requirements for accommodation service providers, this is done to maintain the image of tourism destinations well so as to encourage the intention of tourists to visit again. Understanding Tourist Intentions in visiting destination akomodation also influenced by image akomodation (Hidayah, 2019). Lopes (2011) Examines the brand image of the destination as an expression of all objective imaginations, prejudices, imaginations and understandings that are formed rationally and emotionally by potential tourists regarding tourist destinations. Ariyanto in Utama (2017: 144) explains that there are five factors that influence tourists in visiting destinations, including location, facilities, image, price or tariff, and service. Prasiasa (2013: 24) explains that an image or image is something that can stimulate a person's mind so that it can move tourists to visit. The concept of image defined, image a accomodation disclosure of all understanding is factual, delusion, wishful thinking and ideas that are created rationally and emotionally from tourists about natural tourism destinations. but which explains that the brand image destination can be said to be good and strong in the preferences of tourists responding to destinations and intentions in determining where to go. In addition, imitatingto Phau et al., (2010) center of destination image is reason for choosing tourist attractions.

Destination image is formed with 3 things, namely cerebral, unconscious and behavioral images (Agapito et al., 2013).

The BPS survey data provider for the Province of Bali (2020) found the average stay tourists at grade star rated accomodation in September 2020 of 1.87 days, an increase of 0.21 points different to previous data where the average stay of foreign guests and domestic in star hotels. lived in August 2020 (m to m) 1.66 days. It can be seen from the collection of tourists staying, the average stay for domestic tourists choosing star-rated hotels in September 2020 was at 1.82 days, lower than the average stay for foreign guests which was recorded at 2.49 days. in contrast to the previous year (y on y), the average length of stay of total guests (foreign and domestic) decreased by -1.10 points, from 2.97 days in September 2019 to 1.87 days in September 2020.

in an effort to return Bali to its original state, the role of Government in issuing policies restore accommodation. Where is role, Government provides soothe assistance Rp. 297 billion in contributive airlines and travel to help invite tourists to Indonesia. then, domestic tourists get Rp. 444 billion contributive form of a 31 percent up to for 26 percent of seats to the desired place.

finally, 10 tourist across Indonesia, namely 33 regions, accomodation tax 11% for 7 months. but ten tourist destinations are: Bali, Mandalika, Labuan Bajo, and Bangka Belitung. In exchange, the Central Government will provide a grant of Rp. 3.3 trillion to ten tourism destinations. Fourth, the APBN also provides a Special Allocation Fund (DAK) for Physical Tourism of IDR 147 billion which will be converted into grants to regions to spur tourism (https://radarbali.jawapos.com/)

Bali as a best tourist destination has stuck in the hearts of tourists. This is justified by Bali being named the world's visit tourist accomodation out of the 25 place destinations in 2020. according to the Tripadvisor travel site. Not only is the porpuse destination being maintained, but the quality of service is also improved by the existence of a health protocol that must be implemented by every accommodation service provider, especially in Bali which has always been a tourist destination. Revisit intention which is a derivative of the theory of repurchase intention which goes into post-purchase behavior (Som et al, 2012). Revisit intention will be considered important in increasing tourist visits to an accommodation and can provide control over tourist visits, happy tourists tend to make return visits and recommend through positive word of mouth about accommodations that have been felt. (Som et al, 2012). Destination image can be studied as the experience felt by tourists towards an experience at a tourist destination (Fakeye & Crompton, 1991), namely the amount of trust, recognition, and experience that visitors have towards a tourist place that has certain assets. the subject of much attention in the related academic literature regarding the Evaluation analysis at destination image, contributing significantly to a larger experience of tourist behavior in the future. (Beerli & Martín, 2004). the existence of a comparison regarding the good quality of service to tourists, has a greater impact on the intention of tourists to visit again in the future (Noviana et al, 2016). Previous research obtained significant results regarding the service quality variable on the intention to return variable, including research conducted by I Gede Noviana et al (2016), from finishing at study it was concluded that partially the quality controll variable had a positive effect. and significant on intention. tourist visits to the Alas Pala Sangeh Tourism Object. The Importance of Service Quality, Making it a general concept for the science of marketing and consumer behavior, describes the diversity in achieving their research goals for example, service quality is portrayed as a generator of customer desires related to service and service performance after use (Parasuraman, Zeithaml, & Berry, 1985).

4. Conclusion

There are results from the research and discussion that has been carried out, obtaining results and providing conclusions regarding the destination image main driver that refers to the general perception of tourists, and can influence behavior in the future, also bars and hotel different atmosphere. accommodation must limit capacity, which provides free space . However, the exact program and implementation depends on where the property operates. There are challenges in reopening businesses in the post-pandemic period. the importance of wearing masks is a normal thing, adjustments to consumer behavior may be difficult to keep up with changes. For example, guests may feel uncomfortable wearing masks and frequent temperature checks. Adjusting to local regulations in Bali, tourists need to follow the rules for wearing masks for employees and tourists, collecting personal information for tourists upon arrival will make it easier to trace visits,suggestions for accommodation service providers pay more attention to local culture and apply to services in hotels manage it, because the image of Bali as a tourism area which is known for its culture and hospitality greatly influences the perception of tourists on the quality of hotel services they will visit. If tourists feel that hotel services reflect Balinese culture, it will encourage returning to hotels in Bali.

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