

Tourism Management with the Concept of Green Economy to Increase People's Economic Income During the Covid-19 Pandemic

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ABSTRACT

The tourism sector was the hardest hit during the Covid-19 outbreak following the decrease in people's income, generally 50-75%. Enhancing tourism management is needed, especially for local destinations managed by surrounding communities, such as the island of Bawean. The latest report shows a significant downturn in international tourist visits, which is the primary visitor in Bawean, to 70% in 2020. This article aims to give a clear vision for reformulating regional tourism management by strengthening existing potential through a sustainable view within the green economy. Although the green economy is a relatively new concept, it has a big prospective impact as an equal way to implement economics for people and the planet. This research is included in the type of research that uses a qualitative-exploratory approach, which uses a continuous and intertwined literature review research design. From Bawean island, we explore the management of tourism villages through community-based leadership. We could see that Bawean can carry out a comprehensive green economy in the future. That's why we suggested an enlargement of attractions, amenities, access, and ancillary services in the tourism village management based on empowering local communities and following the flow of nature.

Keywords: Tourism Management, Concept of Green Economy, Economic Income during the Covid-19 Pandemic

1. Introduction

The green economy paradigm will bring a new upheaval to the tourism industry (Hall, 2013; Scott et al., 2009). Tourism sustainability has been intensively studied recently (Lane, 2009), and research is increasingly focused on tourism and climate change (Becken and Hay, 2012). Few studies have examined the new idea of a green economy from a tourism standpoint. This study aims to create a strategy development framework for transitioning to a green economy at the level of tourism destinations (Law et al., 2012; Lipman et al., 2012; UNEP, 2011).

As a result, phrases like sustainable development, green growth, low-carbon development, and sustainable economy are being employed subjectively and interchangeably in the policy debate, which has gotten mired with related but disparate language (United Nations Department of Economic and Social Affairs UN-DESA, 2012). This has consequences for strategic planning procedures and implementing change in a setting where numerous parties have a stake and diverse interests (Law, Alexandra, et al., 2015). The term "green economy" can also refer to a long-term, internationally changing strategy framework with the goal of "holistically transforming the economy to become low-carbon, resource-efficient, and socially inclusive." However, it is crucial to consider the growth of sustainable tourism development to comprehend its link with the former (UNEP, 2011).

According to Clarke (1997), who surveyed the literature to identify earlier academic and commercial contributions, four chronological positions show how sustainable tourism has changed over time: (1) "polar of the opposites," in which mass tourism and sustainable tourism were stereotyped as two distinct entities and the "good" and the "bad," (2) "continuum," in which it was acknowledged that sustainable tourism could become mass tourism and mass tourism can become more sustainable, (3) "movement," which concentrated on operationalizing

the goal of sustainability for mass tourism, and (4) "convergence," in which sustainable tourism was accepted as the goal for all types of tourism. The green economy benefits global momentum by creating a sustainable transformation model for the tourism industry, which lends credibility outside the tourism industry and streamlines stakeholder engagement procedures. The strategy has, nonetheless, come under academic critique (UNEP, 2011).

Sustainable, attractive, and politically suitable tourism should be established to be recognized globally. Activities that promote sustainable tourism primarily address the economic, social, cultural, and environmental elements of development (Shu Yuan et al., 2018). The idea behind these four components of tourist sustainability, tourism operations occasionally negatively affect the environment, ecosystems, economy, society, and culture since natural resources may be intensively exploited in the tourism industry. Potential environmental effects can range from regional disturbance in endangered plant and animal species to worldwide ocean pollution in protected regions (Buckley, 2011). To ensure the short and long-term development of sustainability for the tourism sector in the face of climate change, a balanced balance among these four elements should be taken into account.



Fig.1. Four Conceptual aspects required for achieving sustainable tourism

Sources: Buckley, 2011

Indonesia is an archipelagic country that has abundant natural resources. This makes Indonesia have a lot of tourism potential that can be developed so that it can help the development of the country (Bagit et al., 2017); with so many islands, there are more potential natural resources such as the sea, beaches, and mountains that can be used as tourist attractions. The more tourist attractions, the more potential income for a country. The government sees this as a good opportunity, so currently, the government continues to improve the tourism sector and make tourism a leading sector in national development.

The state of the tourism sector in Indonesia is due to the Covid-19 pandemic, where many activities or tourist attractions are greatly affected by many sectors of people's lives, such as health, social, education, economy, and tourism. The tourism sector is a sector that has been hit hard; the tourism sector, which initially experienced positive growth, is now weakening along with the pandemic that does not want to end. In general, the tourism sector in various parts of Indonesia has suffered huge losses due to the decline in the number of tourists due to different government policies regarding social restrictions. In addition, it also impacts the sustainability of tourism, especially in tourism villages. One of the affected areas is on the island of Bawean, where the condition of the community in tourism village actors revealed that the impact Covid-19 outbreak pandemic was that tourist actors had to close their tourism business activities.

However, one of the most significant impacts experienced by the tourist village is the loss of the main jobs of the community. A tourist village is a rural area that can provide uniqueness and

uniqueness as a place for tourist activities ranging from nature, culture, customs, and daily life of the community. The strength of the tourist village can be proved as follows: (1) Tourism villages where 85% of the people still do their primary jobs outside the tourism industry, such as farmers, fishermen, private jobs, handicrafts, and others; (2) Among the remaining communities, around 20% are affected by the Covid-19 pandemic because there are no other jobs besides tourism. The strength of tourist villages shows that the people in tourist villages before the Covid-19 pandemic were independent. Looking at this data, it can be concluded that managing tourist villages during the Covid-19 pandemic is essential because many tourist destinations are closed due to the continued decline in visitors. The Ministry of Tourism and Creative Economy stated that tourism activities would continue to be run by strict health protocols so that people can get income during the ongoing Covid-19 pandemic. So that all tourist villages in various regions in Indonesia can quickly recover, including on the island of Bawean. Where it has a lot of tourism potential that can be developed because of natural wealth, some are being developed into tourist destinations, including Noko island, Mombhul beach, Tanjhung Gaang, and Lake Kastoba. The variety of tourist attractions on the island of Bawean has tremendous economic potential and investment in the future.

2. Methods

2.1 Problem identified of tourism on the island of Bawean

We conducted qualitative research through an exploratory approach to discovering tourism management within the green economy on the island of Bawean. It is necessary to define exploration in social science study as following much exploratory research depending on the standpoint taken. An initial study identifies a devaluation of international tourists and travel services during the second and third quarters of 2020 (Purba & Fathiah, 2021) with a significant reduction of East Java international tourist visits, which is only 0,86% of the national amount. In 2021, the Central Bureau of Statistics presented a substantial drop in visits from the previous year, with only 689 or 0,04% of the total number of international tourists visiting East Java.

Macro calculations in a catastrophe of the tourism sector during Covid-19 above often reveal its impact on famous sites. At the same time, small or remote tourist destinations are commonly out of sight when the burden in there might be more substantial, as we found in Bawean. The island of Bawean is located inside the autonomy of the Gresik regency, which consists of only two sub-districts called Sangkapura and Tambak, with its resident's livelihood primarily fishermen and farmers. The geographical advantage of Bawean island, which stands in the middle of the Java Sea, makes it several picturesque spots and attractions in both natural and social-economy sources such as beaches, waterfalls, lakes, thematic villages, culinary, etc. The island of Bawean was a popular destination for foreigners rather than domestic travelers. Unfortunately, the total number of international tourist visits to Bawean island decreased dramatically to 70% during the Covid-19 outbreak.

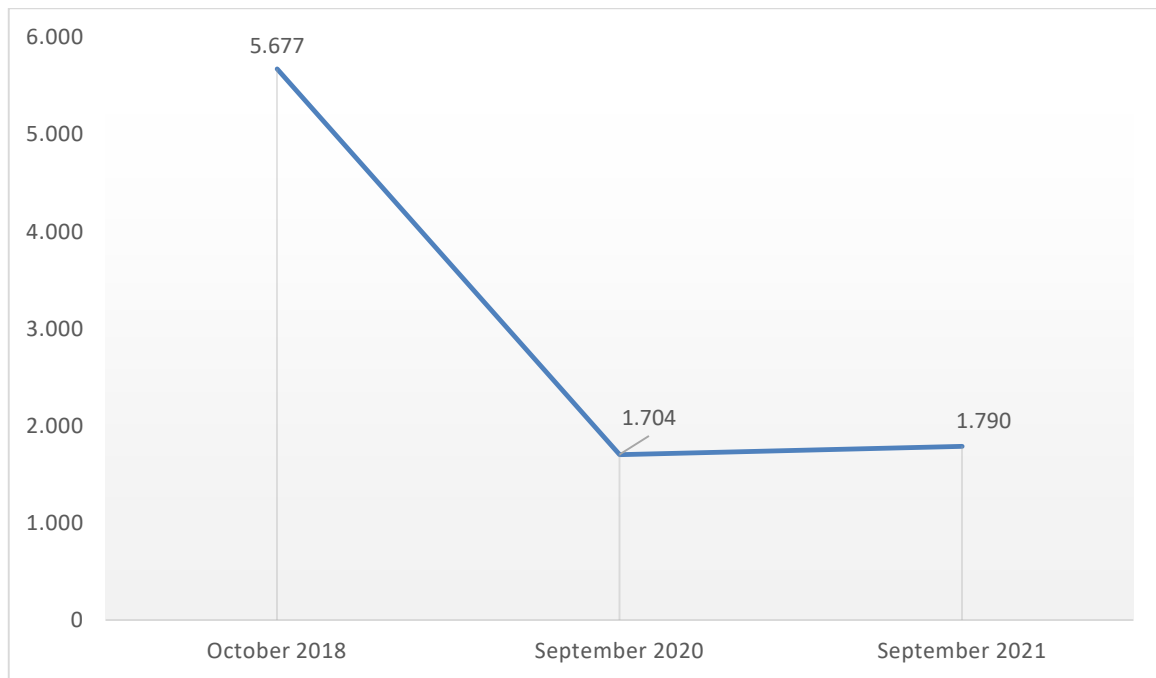


Fig. 2. Total amount of international tourist visits to Bawean island
Source: Authors, 2022

2.2 Data Collection and Analysis

The methodology used is a literature study accomplished through recently written material such as scientific publications, reports, news, and documents regarding the improvement of tourism management to develop people's economic income amid Covid-19. The data collection and analysis guided by Schwade & Schubert (2021) research design of literature review in continuous and intertwined processes. First, we define the review scope based on the research objectives as a beneficial phase to specify the focus. The second step is conceptualizing the preferred topic to associate prior findings with the research framework. Then, as the third step, it is necessary to identify actual databases to gain relevant information sources. Moreover, literature analysis was directed as the final step. It should be noted that identifying and analyzing literature was an iterative activity regarding the necessity of coherent data and information.

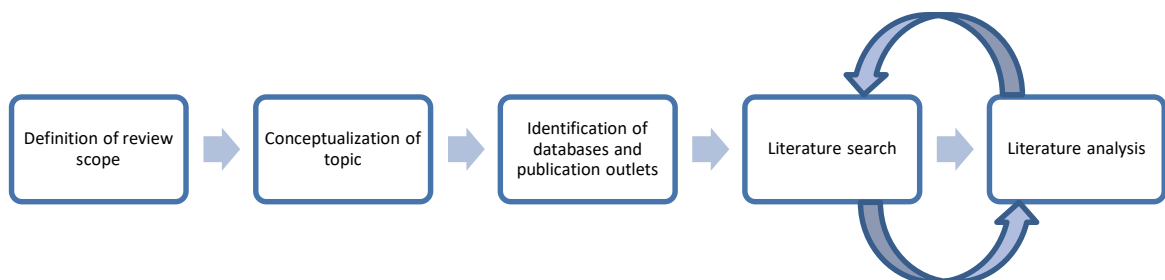


Fig. 3. Literature review analysis processes
Source: Schwade & Schubert, (2021)

3. Results and Discussion

3.1 Tourism Village Management in the Concept of Green Economy-Based Tourism

Tourism development, especially the development of tourism destinations, is part of a plan to advance and improve the condition of the local area so that it is beneficial for the local

community around tourism, tourists, and the region. According to Cooper (2016), there are four components (usually known as 4A's) to assess tourist destinations: *attractions*, *amenities*, *access*, and *ancillary services*. *Attraction* is the act of attracting visitors to enjoy specific tourist destinations. These actions can be natural attractions or man-made (including *events*) so that tourists are willing to come to them. *Amenities* include accommodation, restaurants or food and beverages, entertainment, and so on as a complement to tourist destinations. *Access* is a transportation facility that makes it easier for tourists to visit tourist destinations. This component includes roads, public vehicles, land, and air transportation terminals, ports, and railway stations. *Ancillary services* are a local community organization that supports the management of tourist destinations. These organizations may stand alone or be connected to a broader range of institutions, such as governments or international organizations. This organization can also support the management of tourist destinations in terms of planning, operating, coordinating various activities, and so on.

1) Attraction

Attraction is a significant component in tourism development because it contains uniqueness. The action of tourist attractions must support the determination of tourist areas. The result of these tourist attractions will be a source of tourism in the local area if it has a uniqueness that is different from other tourist areas.

Gresik Regency has tourist attractions, one of which is on the island of Bawean. Where this island is an archipelago 80 miles from the mainland of Gresik Regency, which has tourism potential that is not only found in the mainland area but also its water area, and also on the island of Bawean in it, there are lakes, beaches, and mountain clusters with nature reserve forests and wildlife reserves as well as various kinds of tourist attractions and cultural arts. Bawean Island has a lot of tourism potential that can be developed because there is natural wealth on the island of Bawean; some of the natural wealth on the island of Bawean is being developed into tourist destinations, including Noko island, Mombhul beach, Tanjhung Gaang, Lake Kastoba.

Noko Island is one of the Bawean island clusters located 1 km east of Bawean Island. Noko Island has a spread area of 1000 square meters. The picture is one of the beaches with tourism potential, where there is a beach with white sand on the island. Noko Island also has potential underwater tourism, with various ornamental fish and coral reefs.

Mombhul Beach is a tourist attraction located in the northern part of Bawean island. This beach has an area of 45 hectares, Mombhul beach has a location close to transportation infrastructure, namely Harun Tohir airport and Pamona Pier, so it has a positive impact on the development of Mombhul beach tourism. Some plans to develop Mombhul beach tourism include turtle breeding conservation tourism, mini deer breeding, Waterboom recreational rides, and seawater ponds.

Tanjhung Gaang is a tourist destination located 8 Km from Sangkapura district. Tanjhung Gaang does not yet have access roads that make it easier for tourists to visit. The tourists rent fishing boats to get to Tanjhung Gaang. In addition, Tanjhung Gaang does not yet have supporting facilities for tourists, such as shops, hotels, and communication networks.

Lake Kastoba is one of the natural objects developed into a tourist location. Lake Kastoba is located in the middle of the island of Bawean, precisely on the border of the Sangkapura and Tambak districts. This location is still tricky for tourists because it is located on a hill with an altitude of 400m and does not have adequate road access.

2) Amenities

Amenities that include supporting facilities and tourism support, including accommodation, restaurants (*food and beverage*), souvenir shops, travel agencies, retail,

tourist information centers, money changer facilities, and other comfort facilities, to support tourism on the island of Bawean, there are accommodation or lodging facilities that are spread out both guest houses, non-star hotels, tourist huts and campgrounds scattered in various tourist villages. In addition, tourist products that are part of tourism are food and beverage provider facilities in restaurants, restaurants, and cafes. Bawean island has fulfilled all efforts to develop tourism destinations, especially *amenities*. The availability of suitable facilities in tourist destinations can increase tourists' interest in visiting and make tourists feel satisfied. So, it is likely to encourage tourists to revisit the place.

3) Accessibilities

Tourist activities can run if there is supported access that tourists can utilize—supportive admission in tourist activities in the form of all kinds of public transportation and infrastructure. Accessibility is an essential principle in attracting tourists to visit the attractions that are being developed. If the attractions are not supported by accessibility, it will affect the interest of tourists to travel because the difficulty of access affects the level of tourist comfort. Here are the accessibility conditions on the island of Bawean. (1) The condition of the airport is to have one airport with a runway of 930 meters; (2) The condition of the air transportation mode, namely Airfast and Susi air with the one operating the pioneer aircraft; (3) The number of ports, namely one port in the south of Sangkapura, where there are Ferry ships and express ships; (4) The condition of the sea transportation fleet, namely there are four fleets, namely Express Bahari, Natuna, Blue Sea and GiliIyang. There are so few horrible weather conditions that few fleets can serve; (5) Road conditions, where road conditions on the island of Bawean are diverse; some have been well built, but some tourist sites have road conditions that need to be improved. (6) The promotion model, namely several government agencies (Disparbud Gresik, UPT tourism Bawean, East Java Tourism Office) has its promotion strategy, but there is no cooperation between institutions; (7) Tourism development planning is not a tourism development program, but only limited to the short term, and there is no cooperation between various parties; (8) Land transportation was part of the tourist location had not been reached by public transportation.

Bawean Island continues to carry out infrastructure development to support tourism development. Infrastructure development is carried out as a fulfillment of accessibility principles to develop tourism. In the development process, Bawean island involves various parties, so coordination between regional officials in the field of tourism is needed. Accessibility in tourism development is inseparable from the role of multiple actors who synergize in tourism development efforts.

4) Ancillary Service

Establishing a group of tourism managers and supporting facilities aims to provide convenience to tourists who first visit tourist destinations on the island of Bawean. *Ancillary services* have a complementary role between amenities and accessibility. This is because, in essence, the needs of tourists for tourist activities are almost the same when we want to live in an area. So basic needs must be available so we can carry out tourist activities comfortably and safely.

Several stakeholders are involved in developing tourism on the island of Bawean. Because tourism development cannot be achieved without good *stakeholders*, *stakeholders* must be involved in the entire process and cooperate to achieve common goals. The collaboration between the three turned out to have a very positive impact on the development of tourism destinations. Therefore, the roles and functions of each actor must be adequately maximized. Collaboration between stakeholders is essential in developing

tourism on the island of Bawean. Some parties that must be present in building this tourism include the government, the private sector, and the community.

Each party has a different role and function from the others: (1) The government controls it by issuing regulatory policies to provide facilities and infrastructure, make plans, supervise economic, social, and environmental aspects of tourism development, and provide assistance to tourism actors affected by disasters; (2) The community, namely opening a business in the field of tourism, local tourists, consumers of tourist attractions managing tourist attractions; (3) the private sector by facilitating the support of programs that the government has made.

3.2 Management of Tourism Villages with the Concept of a Green Economy to Increase Community Economic Income during the Covid-19 Pandemic on the Bawean Island

Developing a tourist village in an area will undoubtedly have economic, socio-cultural, and environmental implications for local communities. Talking about the impacts of developing tourist villages on improving the economy of local communities is inseparable from the presence of tourists who visit the tourist village. When tourists come, of course, there will be an economic turnaround in the village. The size of the financial turnover in the tourist village area depends on how the village government and its community manage its tourist attractions, including how to promote tourism in the village so that it is known to the broader community.

Development of tourist products by empowering local communities. Orientation of attractions on the values of environmental preservation and culture of the community. This is done so that the tourism village remains sustainable even with little funding, and the manager still benefits from the establishment of the tourism village. Maintain the environmental, social, and economic integrity and well-being of existing natural and cultural resources for an extended time.

Following the flow of nature. Existing tours must have a concept of offering attractions that blend with nature. Compatibility with the surrounding nature is the primary key to success in building green economy-based tourism. In addition, booming tourism following the flow of nature will run the existing ecosystem and ecology.

Good management will certainly maintain tourism villages even though they are experiencing the Covid-19 Pandemic, which has damaged all existing order systems, which are constrained, especially in tourism, including in tourist villages. Many tourist villages have experienced a decrease in turnover due to the prohibition of people from doing their usual activities. In addition, the impact also affects tourism management.

One of the most influential things is people's income which affects livelihoods. Changes in people's income in tourist villages that have been rewarded due to Covid-19 will hamper the income earned by the community. Based on the results, all tourist villages have experienced an impact on the amount of income due to the Covid-19 pandemic. Under normal conditions, people get a certain amount of revenue from establishing tourist villages. However, during the Covid-19 pandemic, it has affected people's income from tourism villages where managers or communities do not benefit from the establishment of tourist villages.

Managers usually get income from tourist villages that can help the community's economy. However, the decline in visitors and the existence of rules regarding restrictions on the tourism sector are the leading causes of the cessation of economic turnover in tourist villages. Income received by the community has decreased by an average of 50%-75% during the Covid-19 pandemic. It became 90% at the beginning of implementing community activity restrictions (PSBB/PPKM), making visitors only come from local tourists.

The existence of a tourist village can provide freedom for the local community to manage their village by the existing potential. Tourism development will directly *touch and involve the community*, thus bringing various impacts to the local community. The manager must consider this carefully to maintain the tourist village properly even though the number of visitors is

experiencing a decrease. The economic turnaround that stopped also impacted the productivity of people who quit. People will experience difficulties because their production or handicrafts can not rotate.

The Bawean island government must continue to provide a real boost to help the tourism sector to survive. It is not only a matter of maintenance capital but also easy access or permits for people who want to visit tourist villages. This is solely to save managers from the impact of the Covid-19 pandemic. So far, real support has been present from local governments. The government provides policies requiring tourism village managers to implement health protocols if they want to reopen tourist villages, such as providing hand washing facilities, always wearing masks, and actively reminding visitors to maintain distance. This is expected to provide breath for tourist actors to keep their management.

4. Conclusion

The tourism sector in various parts of Indonesia has suffered huge losses due to the decline in the number of tourists due to various government policies regarding social restrictions. In addition, it also impacts the sustainability of tourism, especially in tourism villages. One of the affected areas is on the island of Bawean, where the condition of the community in tourism village actors revealed that the impact of the outbreak of the Covid-19 pandemic was that tourist actors had to close their tourism business activities. Of course, the decline in the number of visitors significantly impacts the income received by tour managers. The most noticeable impact is the decrease in the amount of income received by managers has decreased by 50%-75% due to the Covid-19 pandemic. Managers of productive age carry out tourism village management. Of course, it will positively impact the development of tourist villages that will be more productive and creative.

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