

The Impact of the COVID-19 Pandemic on the Tourism Sector in Jawa Tengah Province

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ABSTRACT

The COVID-19 pandemic has resulted in economic paralysis in various countries around the world. One of the provinces in Indonesia, namely Jawa Tengah Province which is a mainstay of world tourist destinations, cannot be separated from the impact of COVID-19. The tourism sector in Jawa Tengah Province contributes less than 10% of the Gross Regional Domestic Product. The COVID-19 pandemic has resulted in a decrease in the contribution of the tourism sector to Jawa Tengah's Gross Regional Domestic Product by more than 50%. The number of tourists who fell during the pandemic resulted in decreased tourism sector income. Although the average length of stay did not decrease, hotel occupancy rates continued to decline during the pandemic. The social impacts caused by COVID-19 include people preferring to stay at home instead of talking to their neighbors, people don't like crowds, community groups are more protective of their environment (by making environmental entrance gates). The Jawa Tengah Provincial Government with the permission of the Central Government took a policy of regeneration of the tourism sector without neglecting the protection of public health.

Keywords:

Tourism, lodging facilities, room occupancy, length of stay, COVID-19

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1. Introduction

The Covid-19 pandemic has hit the world since 2020. Apart from the health sector, the sector affected is the tourism sector (Boto-García & Mayor, 2022; Mariolis et al., 2021). The impact of the Covid-19 pandemic on tourism around the world is very wide (Huang et al., 2021). Before covid-19, the tourism sector contributed to alleviating poverty in many developing countries (Zhao & Xia, 2020). Tourism is the most vulnerable sector to the impact of pandemic deterrence measures, such as restrictions on social mobility (Gössling et al., 2020; Li et al., 2020). Sectors such as hotels, restaurants and aviation received the most impact (Fan et al., 2022; Uğur & Akbıyık, 2020). Although the weights are different, the world's tourism sector is paralyzed. Similarly, tourist destinations in Indonesia are experiencing total paralysis. Bali, which is a world tourist destination, has experienced the same thing. The impact of covid-19 on Bali tourism contributes to reducing Bali's achievements in poverty alleviation (Bhaskara & Filimonau, 2021; Okafor et al., 2022; Pham & Nugroho, 2022).

Tourism is an economic sector that is being actively built by the Indonesian government since 2014, including tourism sector in Jawa Tengah Province (Rhama, 2022). During the Covid-19 pandemic, tourist destinations in Jawa Tengah Province were closed to the public, because public area is the most high-risk place (Das et al., 2022; Goffman, 2020; Lei et al., 2021). In fact,

all residential entrances are also closed to the public (Chen et al., 2022). This is done to break the chain of transmission of Covid-19.

Tourism is one of the sectors of the economy that has been most affected by the Covid-19 pandemic but has been slow to recover (Rafidola Mareta Riesa & Haries, 2022). According to UNWTO (2021), international tourist arrivals fell by 80%. When the Covid-19 pandemic emerged, no one was able to predict the end of the pandemic. The increasing death rate due to the Covid-19 pandemic has made all state policies directed at the public health sector. The Covid-19 pandemic has changed the pattern of people's lives in various fields. Social distancing is a term that is familiar to the general public. The residential area becomes an exclusive area and is closed to other communities. Masks covering the mouth and nose are mandatory items for everyone. Hand sanitizer is a liquid that is always carried by everyone wherever they go. There is no handshake between individuals in society. In the business sector, all transaction services are carried out online. The closure of all tourist destinations in Indonesia during the Covid-19 pandemic has not only had an impact on the economic downturn. The increase in environmental damage in the natural tourist areas of national parks occurred due to decreased supervision and conservation measures during the lockdown (Andréfouët et al., 2021; Cahyadi & Newsome, 2021). This research explores the various impacts of the Covid-19 pandemic on the tourism sector in the Jawa Tengah Province, Indonesia. Some of the discussions presented included the impact on the number of tourists, the contribution of tourism to Regional Income, the impact on the tourism sector workforce.

2. Methods

The method used in this study is a quantitative method. The data was obtained from secondary data sources, namely the Central Statistics Agency (BPS, 2022), Bank Indonesia (Bank Indonesia, 2022), and several other data sources. The sample data analyzed were data before the pandemic (in 2018 and 2019) and data during the pandemic (in 2020 and 2021). The analytical tools used in this study are descriptive analysis and analysis of the mean difference test (Chang & Wu, 2021). Descriptive analysis is used to explain the various data that have been collected. Analysis of the mean difference test was used to see the difference between conditions before and during the Covid-19 pandemic. The hypothesis in this study states that the Covid-19 pandemic has a negative impact on the tourism sector in Jawa Tengah Province.

3. Results

3.1. Development of the Tourism Sector in Jawa Tengah

Indonesia is a country that has various forms of tourism destinations. Visitors can choose the desired tourist destinations, including nature tourism, religious tourism, business tourism, beach tourism, mountain tourism, underwater tourism, and so on. Likewise, tourism destinations in Jawa Tengah Province, religious destinations (Borobudur Temple, Cetho Temple, Demak Mosque, Sunan Muria Tomb, Sam Po Kong, Maria Keteb Cave, etc.), cultural destinations (Surakarta Palace, Semarang Old Town, Batik Pekalongan, Wayang, etc.) (Matteucci et al., 2022), mountain destinations (Merapi, Merbabu, Sindoro, Sumbing, etc.), beach destinations (Tegal Beach, Pekalongan Beach, Semarang Beach, Wonogiri Beach, etc.), and other forms of tourism destinations.

In 2018, the number of foreign tourists was 677,168 foreign tourists. Meanwhile, in 2019 the number of foreign tourists increased by 2.15% to 691,699 foreign tourists. In 2020 there was a decline in foreign tourist arrivals of 88.9% from 2019. In 2021 there was a decrease of 97.7% compared to 2020. (Figure 1).

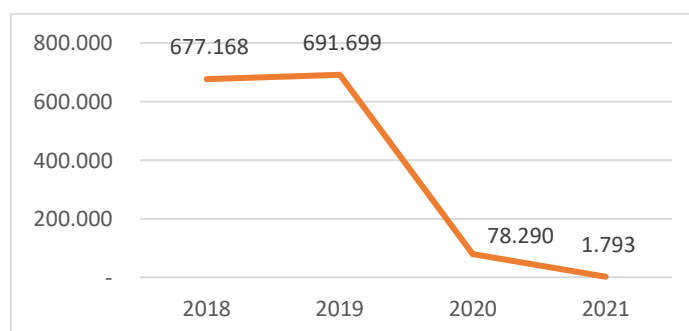


Figure 1: Number of Foreign Tourists in Jawa Tengah in 2018-2021

The number of domestic tourists still dominates visitors in Jawa Tengah Province. In 2018 the number of domestic tourists was 48.9 million tourists. In 2019 it increased by 18.3% to 57.9 million tourists. Meanwhile, in 2020 the number of tourists decreased by 60.92% to 22.63 million tourists. In 2021 the number of tourists decreased by 5.7% to 21.3 million tourists (Figure 2).

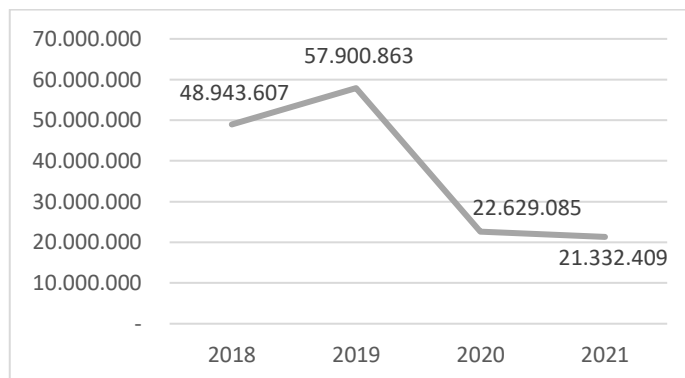


Figure 2: Number of Domestic Tourists in Jawa Tengah in 2018-2021

One of the supporters of tourism development is lodging facilities. In 2019 there was an increase in the hotel room occupancy rate in the Jawa Tengah Province by 0.63% compared to 2018. In 2020 the hotel room occupancy rate decreased by 37.45%. In 2021 the hotel room occupancy rate will increase again by 10.51% (Figure 3).

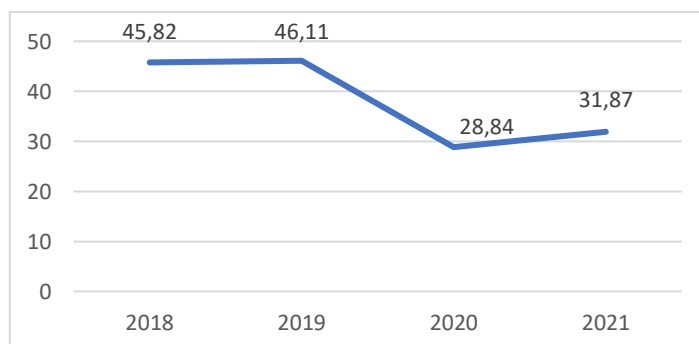


Figure 3: hotel room occupancy rate in Jawa Tengah Province 2018-2021

Judging from the length of stay of foreign tourists (Figure 4), in 2018 the average stay of foreign tourists in Jawa Tengah was 2.22 days. Length of stay decreased in 2019, in star hotels decreased by 19.4% and in non-star hotels decreased by 14.4%. However, in 2021 it will increase by 25.14% for star hotels and 91% for non-star hotels.

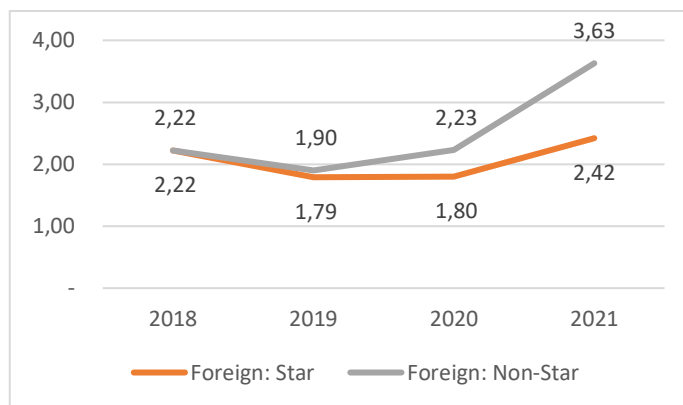


Figure 4: Length of Stay of Foreign Tourists in Jawa Tengah 2018-2021 (Days)

The average stay for domestic tourists (Figure 5), in 2018 was 1.35 days. In 2019 it decreased by 4.4% for star hotels and 20% for non-star hotels. However, until 2021 the average stay of domestic tourists has increased by 4.7% for star hotels. Meanwhile, the average stay for non-star hotels until 2021 has decreased by 1.9%).

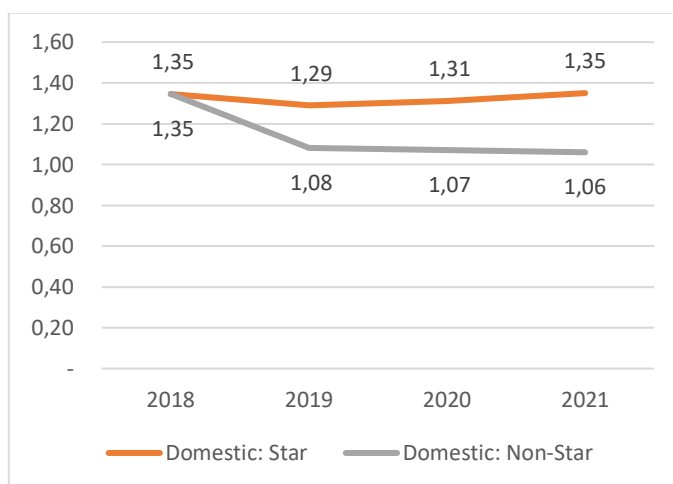


Figure 5: Length of Stay of Domestic Travelers in Jawa Tengah 2018-2021 (Days)

3.2. Contribution of the Tourism Sector to GRDP

The gross domestic regional product (GRDP) of Jawa Tengah Province has increased from year to year, except in 2020 (Figure 6). In 2019, the GRDP of Jawa Tengah Province increased by 7.3% compared to 2018. However, in 2020 it decreased by 0.96%. In 2021 GRDP will increase by 5.4% compared to 2020.

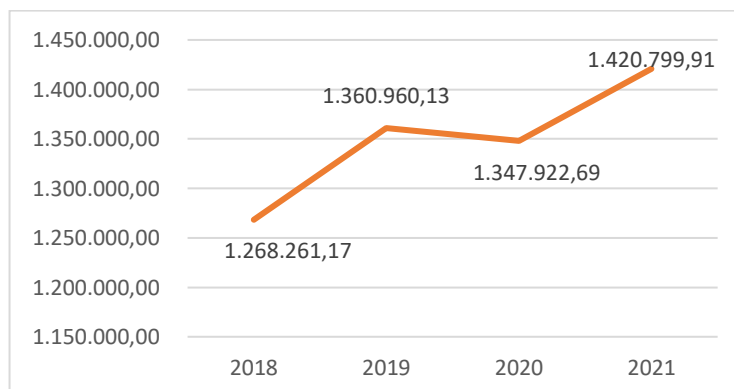


Figure 6 : Jawa Tengah GRDP 2018-2021 (Billion IDR)

Jawa Tengah Province's income from the tourism sector increased by 4.3% in 2019 compared to 2018. In 2020 there was a decline in revenue from the tourism sector by 50.5% compared to 2019. In 2021 it decreased by 6.9% compared to year 2020 (Figure 7).

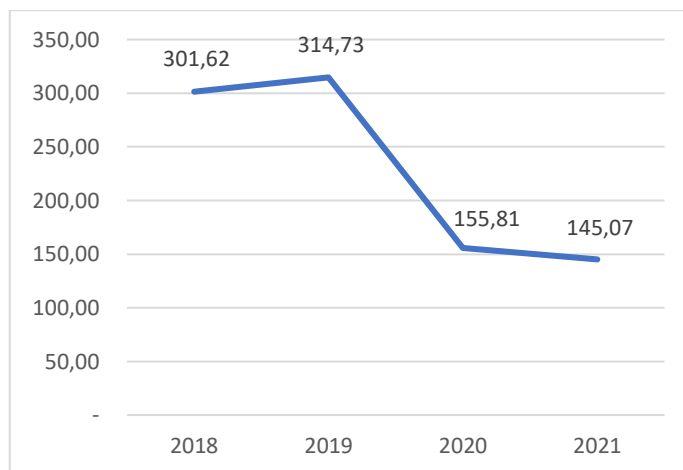


Figure 7: Jawa Tengah Tourism Sector Revenue 2018-2021

The distribution of tourism sector income to GRDP can be seen in Figure 8. In 2018 and 2019, the distribution of tourism sector income to the GRDP of Jawa Tengah Province was 0.02%. In 2020, it decreased by 50% to 0.01%.

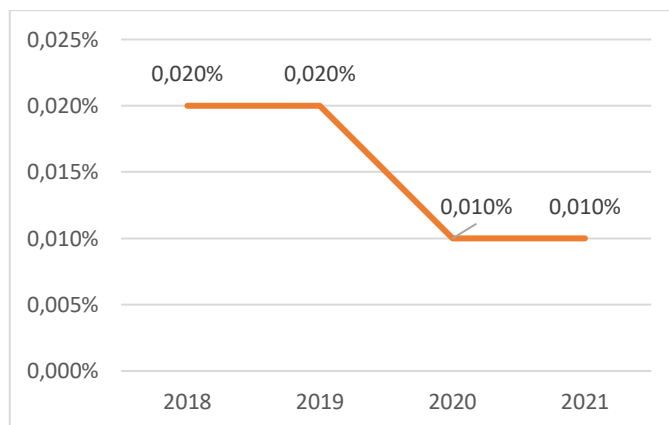


Figure 8: Distribution of the Tourism Sector to the GRDP of Jawa Tengah 2018-2021

3.3. Conditions Before and During the Covid-19 Pandemic

The Covid-19 pandemic has changed the way people live around the world. Under normal conditions, every time you meet other people you always give greetings by shaking hands or hugging, but during a pandemic this is a prohibition. During the pandemic everyone is required to wear a mask that covers the mouth and nose. Movement outside the home of every human being is very limited. Changes in the pattern of life greatly affect the condition of the world economy. Similarly, economic conditions in Jawa Tengah, several economic indicators have changed significantly.

Table 1 shows some of the tourism economic indicators that have been affected by the Covid-19 pandemic. The number of foreign tourist visits to Jawa Tengah Province during the pandemic decreased significantly. The mean foreign tourist visit before the pandemic was 684,433.50 people, while during the pandemic it was only 40,041.50 people per year. The number of domestic tourists also experienced a significant decline during the pandemic. Before the pandemic, the mean number of domestic tourists was 53,422,235 people, while during the pandemic it was 21,980,747 people per year.

Table 1. Results for Compare Means Before and During Covid-19 Pandemic

Variables	Condition	Mean	Sig.
Foreign Visitors	Before the pandemic	684.433,50	,004
	During the pandemic	40.041,50	
Domestic Visitors	Before the pandemic	53.422.235,00	,020
	During the pandemic	21.980.747,00	
Hotel room occupancy rate	Before the pandemic	45,97	,009
	During the pandemic	30,36	
Foreigners at Star Hotel	Before the pandemic	2,0068	,811
	During the pandemic	2,1100	
Foreigners at Non-Star Hotel	Before the pandemic	2,0618	,350
	During the pandemic	2,9300	
Indonesian at Star Hotel	Before the pandemic	1,3181	,762
	During the pandemic	1,3300	
Indonesian at Non-Star Hotel	Before the pandemic	1,2131	,382
	During the pandemic	1,0650	
Tourism Income (Billion)	Before the pandemic	308,1741	,003
	During the pandemic	150,4397	
PDRB (Billion IDR)	Before the pandemic	1.314.610,65	,358
	During the pandemic	1.384.361,30	
Contribution (%)	Before the pandemic	,023454	,004
	During the pandemic	,010885	

The hotel room occupancy rate in conditions before the Covid-19 pandemic was 45.97%. During the Covid-19 pandemic, the hotel room occupancy rate decreased by 34% when compared to conditions before the pandemic. The hotel room occupancy rate during the pandemic was 30.36%.

The means length of stay of foreign tourists in star and non-star hotels has increased but the increase is not significant, which is between 2 to 2.9 days per visit. Likewise with domestic tourists, the stay at star hotels has not increased significantly, which is between 1.31 to 1.33 days per visit. However, the means stay of domestic tourists in non-star hotels has decreased, although not significantly, between 1.21 to 1.06 days per visit.

The average income of Jawa Tengah Province from the tourism sector before the pandemic was IDR 308.17 billion, while during the pandemic it was IDR 150.44 billion. Revenue from the tourism sector has decreased significantly during the Covid-19 pandemic. The average regional income of Jawa Tengah Province (GRDP) has increased during the pandemic, although not significantly. The average GRDP before the pandemic was IDR 1,314,610.65 billion, while during the pandemic it increased to IDR 1,384,361.30 billion. In terms of the contribution of tourism sector income to GRDP, during the pandemic there was a significant decline.

4. Discussion

The Covid-19 Pandemic period began in 2020 until 2021, even now (in 2021) it is still in the process of recovery. The Covid-19 pandemic has had a huge impact on human civilization worldwide. The impact is felt by the Province of Jawa Tengah. Foreign tourist visits to tourism destinations in Jawa Tengah during the Covid-19 pandemic (2020-2021) experienced a very drastic decline compared to before the pandemic, which was more than 90%. This is due to various Indonesian government rules and policies which were handed down to Jawa Tengah Provincial regulations related to securing public health due to the Covid-19 Pandemic. Social movement of the community is very limited. All trips abroad and from abroad are closed gradually according to the health conditions of the world community. The number of domestic tourists has decreased by around 56.4% from 2018 to 2021.

The decline in the number of tourists was followed by a decrease in hotel room occupancy rates throughout Jawa Tengah. From 2018 to 2021 the hotel room occupancy rate decreased by

37%. The decline in the hotel room occupancy rate is smaller than the decrease in the number of tourists. This is because during the Covid-19 pandemic, some hotels offer services for self-quarantine (Dogru et al., 2023; Leroi-Werelds et al., 2021).

One of the critical things that supports tourism development is lodging facilities (Liu et al., 2022). Management strategy plays an important role in responding to fluctuating hotel demand during the pandemic transition to recovery (Salem et al., 2021; Wang et al., 2020). In 2019 there was an increase in the hotel room occupancy rate in the Jawa Tengah Province by 0.63% compared to 2018. In 2020 the hotel room occupancy rate decreased by 37.45%. In 2021 the hotel room occupancy rate will increase again by 10.51%. However, there is a difference in demand patterns between hotels with economic rates and hotels with luxury facilities (Ozdemir et al., 2021). Hotel demand is likely to fluctuate while surging throughout recovery, operators must continually adjust their capacity management strategies to address evolving demand. Including strategies in providing transportation services in tourist destinations (Domènech et al., 2022). The decline in the number of tourists was not directly proportional to the means length of stay of tourists in hotels, both star and non-star hotels. Although not significant, the length of stay of tourists in hotels has increased. This shows that the average length of stay of tourists to Jawa Tengah Province is not affected by pandemic conditions.

The GRDP of Jawa Tengah Province increased by more than 12% from 2018 to 2021. When compared between conditions before and during the Covid-19 pandemic, the increase that occurred was still not a significant increase. This is supported by the value of the contribution of income from the tourism sector which has not been significant to the value of GRDP. Revenue from the tourism sector has decreased significantly but this has no effect on the GRDP of Jawa Tengah Province.

5. Conclusion

Before the Covid-19 pandemic hit the world, tourism conditions in Jawa Tengah Province experienced an increase, both in terms of the number of visitors, contribution to GDP, hotel occupancy rates, and so on. However, during the Covid-19 pandemic, the situation changed significantly. The number of foreign and domestic tourists decreased. Hotel room occupancy rates have decreased. However, the average length of stay of tourists remains relatively unchanged. Revenue from the tourism sector has decreased significantly. On the other hand, the GRDP of Jawa Tengah Province has increased during the Covid-19 pandemic. Likewise, the contribution of tourism sector income to GRDP has decreased by more than 50%. This means that the Covid-19 pandemic has significantly affected the tourism sector in the Jawa Tengah Province.

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