Local government income revenue: A brief study of the policy impact of pandemic covid-19 on tourism recovery

by Andries Lionardo

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A Brief Study of the Policy Impact of Pandemic Covid-19 on Tourism Recovery

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Abstract

This study explains alternative tourism policies that are considered to be able to overcome the problem of local revenue in the city of Palembang. Some of these policies include increasing the fostering and attention of the government to aspects of tourism based on social media and virtual. It is also essential to increase professional human resources in the field of tourism, the intensity of tourism promotion, and alternative policies to improve supporting facilities and ensure the safety of tourists in the current pandemic Covid-19 in the new era. In-depth analysis with several public policy methods from various information from data sources becomes a policy research method that can overcome tourism problems. This study uses a qualitative approach that will look at the extent of the impact of Covid-19 on the receipt of regional own-source revenues. Data analysis uses an interactive approach model that analyzes the low income of the tourism sector. The research findings gave birth to a strategy of increasing foreign and local tourists through existing media technology. The conclusions of the study provide information that the new healthy life today will have a more positive impact on the tourism sector in contributing to local revenue in the city of Palembang at this time.

Keywords
Public Policy, Tourism, Local Revenue, Covid-19.

Introduction

Tourism policy is an attempt to introduce the types of goods and services that will be served when visiting the place offered. The general objective of this policy is for people to know and feel interested in attending the tourist attractions that are promoted. Before people think interested, the tour manager should have packed tourism goods and services as well as possible, so that people who see them feel interested and want to visit. So far, many promotional activities rely on the government. However, if you can take advantage of all the information channels and cooperate with all parties, the government's heavy burden can be reduced. The tourism event in the city of Palembang will be more visible because all parties are active and dynamic. Through the print media, electronic channels, and directly by sending ambassadors of arts and culture to the region or abroad, and conducting tourism exhibitions in various places of the activity. Which one is most effective certainly depends significantly on the form of presentation and the number of potential tourists who can access or view the show, so visiting the place promoted.

In the Covid-19 pandemic era, the development of Palembang's original local revenue was declining, although promotional technology through the internet was still being carried out, due to the social restriction policy. In addition to the promotion route, it is also carried out by tourism activists who are deliberately trained to provide stimulus and help provide information about tourism. The presence of this group, which is to providing information to tourists, is also quite helpful in providing input to tourism managers to develop their business

according to tourist tastes. For this reason, this group needs to be continuously improved and trained to stimulate tourism in the city of Palembang, even in the current pandemic Covid-19.

Various facilities and infrastructures are relatively excellent and easy to get and supported by the strategic capital location and have a complete facility and is the entrance gate of foreigners. For this reason, there is no reason for the city of Palembang to develop the tourism industry as an alternative tourist destination for foreigner and domestic tourists, whatever the situation. The number of attractions in the city of Palembang includes natural attractions, river tourism, historical tourism in the kingdom of Sriwijaya, religious tourism.
However, the current situation has not shown a significant improvement, so that the tourism situation in Palembang City has not been able to do much to accelerate the lives and welfare of the people amid the current pandemic Covid-19, even the percentage of tourism results has not shown a significant contribution to the regional budget. The cause of this situation is acknowledged by the Palembang city tourism office, not only that there are not many professionals handling tourism, but also the management of such a large number of attractions has only been dealt with severely and has been marketed.

Literature Review

There are so many definitions that explain what policy means that can help understand in highlighting issues related to tourism policy. According to Jamal and Camargo (2018) states that good governance should be in the context of good tourism. The government plays an important role in not only taking specific actions to do something or establishing policies to implement programs in addressing problems, but the government alone stands by. It does not carry out any activities, and even then, it can be said that such a form of government policy. Further, the policy is defined as an action that leads to the goals proposed by a person, group, or government in a particular environment in connection with certain obstacles while looking for opportunities to achieve goals or realize desired goals (Jeyacheya and Hampton, 2020; Latunreng and Nasirin, 2019). This definition means that the government must have a reliable ability, whatever its form, to respond to and overcome the problems faced, by taking into account the resources that are owned and receiving input or proposals from the group, so that there is the best solution, produced through a fair process.

The stage of the policy-making process is a structured activity, according to Dogaru (2014) and William Dunn (2000), consisting of several steps. First, the agenda-setting stage is used to formulate the problem, define the problem, and start the policy-making process through agenda-setting. Second, the step of policy formulation is the stage undertaken by officials of Government agencies to formulate alternative policies in overcoming problems. In this stage, forecasting techniques can be used to present knowledge about the emergence of possible problems or obstacles that will occur in the achievement of the future due to the adoption of an alternative policy. Third, the stage of policy adoption is the stage in implementing a system. In this stage, a recommendation is needed as an effort to understand the cost benefits of various policy alternatives and all the possible consequences in the future. Fourth, the stage of policy implementation is the stage in realizing the alternative policies that have been selected.

The notion of public policy is a series of more or less interconnected choices (including decisions not to act) made by government agencies and officials, formulated in those fields from the defense, energy, and health to education, welfare, and failure (de Mesquita and Landa, 2015; Lionardo et al., 2019; Williams, 2017). Public policy is an intricate dependency pattern of interdependent collective choices, including decisions not to act, made by a Government agency or office. Public policy is an effort to solve problems faced by the public that cannot be addressed to the society itself. If it can be explained the basic needs of the market, then there is no public policy. Actions from the government (can only be done by the government that can force the plan to be carried out) and carry out the duties and functions of the government (Gonzalez et al., 2019; Nikčević, 2019).
On this basis, it means that policies regarding tourism include public systems which are guidelines for the implementation of the duties and functions of the tourism sector government, and the government has the authority to force those tourism policies to be obeyed by the public or other parties engaged in tourism activities (Pyke et al., 2019). In the realization of public policy needs to be analyzed carefully to know how far it provides harm to general tourism.

Furthermore, most people doing traveling always visit places that are considered pleasing themselves and their families. The types of tourist attractions that are visited generally see the scenery of nature, mountains, lakes, or entertainment venues. The bottom line is that the place is considered to be making an atmosphere to add excitement to life. According to (Pyke et al., 2019) that tourism is any temporary transition of places from a person or persons to obtain services intended for tourism by the institutions used for that purpose. Tourism is

everything related to tourism, including the management of tourist objects and tourist attractions as well as related businesses in the field.

In the view of other experts, tourism is a trip from one place to another, temporary, carried out individually or in groups, to find a balance or harmony and happiness with the environment in the socio-cultural, natural, and scientific dimensions. For this reason, tourism is a dynamic activity, much-requiring infrastructure, and facilities for convenience. Because it is temporary, then every time it is likely often to change different visitors by personal or group to enjoy the tourist atmosphere, feel satisfaction after visiting the tourist attraction and have experienced as health medication (Lin et al., 2019; Nasirin and Asrina, 2020). A right image of a tourist attraction is to make someone else's satisfaction so that the person feels they want to come back to that attraction on another occasion. Sometimes I even like to invite friends or relatives to the place of the tour so that they can enjoy the same fun in that place. Such an atmosphere that can foster the image of tourism in the area has an impact on the progress and development of the environment around the tour. In the process of tourism, dynamics arise the term Tourism Industry, with a broader scope of scope to enrich the output of tourism.

Tourism Development needs to be continuously improved and developed so that it has many benefits, especially increasing foreign exchange earnings. Regional Heads are required to work harder in achieving independence. In many ways, the efforts made must lead to the administration of government and the improvement of health services to the community (Dawson-Townsend, 2019; Hatef et al., 2019; Nasirin, 2020). Supporting these activities requires adequate funds obtained from their results by utilizing and managing the potential of the region, especially the tourism sector.

Methods

This research is a case study of tourism policy during the Covid-19 pandemic in Palembang that uses a qualitative descriptive method, and the authors try to describe clearly with qualitative assessment indicators of the problems faced so that the core of the problem can be identified, including how the value of the effort to overcome these problems, whether good, bad or moderate. This research method is used as a research procedure that produces descriptive data in the form of written and verbal words from people and behaviors that can be observed. Descriptive research methods intended for exploration and classification of a phenomenon or social reality related to tourism policy in the city of Palembang. The data collected for this study uses more secondary data, while primary data is only used as a complement to the secondary data analysis. Interview, the author held direct dialogue with speakers who were considered to be able to provide accurate and accurate information regarding matters relating to tourism policy during the Covid-19 pandemic.

Results and Discussion

The findings of the study resulted in data on the low increase in tourist arrivals during the Covid-19 pandemic era. As a result, the phenomenon of tourism business growth is very low, causing regional income from the tourism sector to fall. The development of local revenue from the tourism sector can be revealed in figure 1.
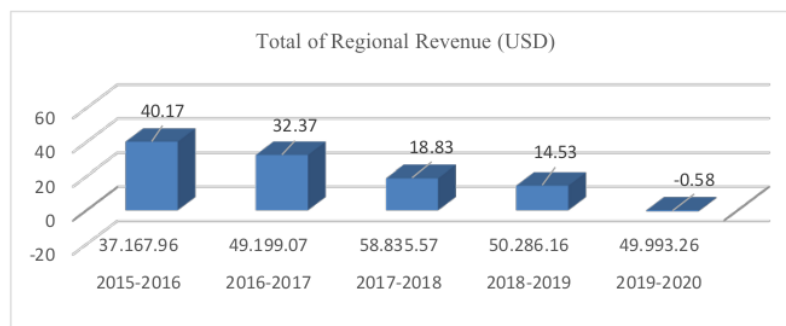

Figure 1: Secondary data of development Regional Revenue

The data above shows the contribution of the tourism sector to local revenue experienced a fluctuation and decline in 2020 during the pandemic COVID 19. The contribution of the tourism sector dropped dramatically, not reaching the specified target. The declining tourism sector revenue is in line with the decreasing number of

visits to Palembang due to corona outbreaks. Usually, the number of visits increases, which can increase the amount of regional income from the tourism sector. In the research findings, the revenue from the tourism sector comes from several aspects of the income sector.
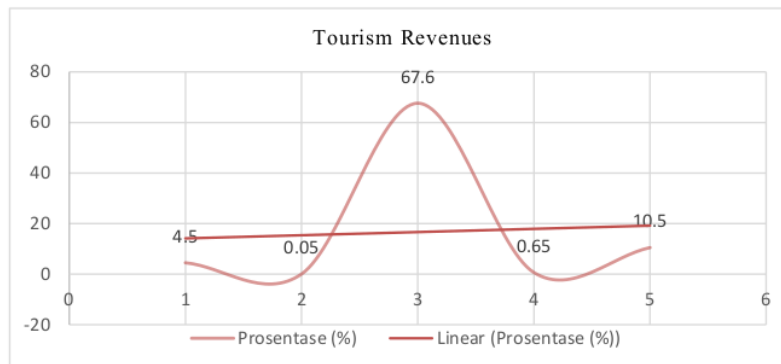

Figure 2: Types of Revenues from the Tourism Sector

Based on the data above, the Hotel and Restaurant Tax sector has the most significant contribution to the opinion of the tourism sector. Meanwhile, over the past two years, the number of hotels and other lodgings except for tourist lodges, restaurants, and restaurants has tended to decline. For this reason, in general, the level of income from the tourism sector in its contribution to regional original income tends to decrease as well. This situation is related to the number of tourists staying at hotels and other accommodation, which tends to decline in 2020.

Thus, alternative policies presented by the author might be taken into consideration to be implemented in order to spur the speed of tourist visits to the city of Palembang. In the realization of these alternatives, there are often priorities with consideration of various limitations. For this reason, the writer further analyzes the policy method in more detail the positive and negative effects of Covid-19. The alternative policy does not only generate benefits (positive impacts), but there are also negative impacts (consequences), which is a drawback if the policy is applied. But it is the right step when compared systematically and rationally (according to certain methods) between the benefits and disadvantages of Covid-19 for the tourism sector. The desired goal in implementing the policy is to increase the government's guidance (attention) to the aspects of tourism (arts & culture) that can virtualize and preserve the art and culture of Palembang.

The negative and positive impact of the application of this policy is so that people know, know, and finally want to visit the tourist attractions that are served. To achieve these objectives the right steps that need to be taken are fixing and packing the best possible tourist goods and services or anything that will be served (promoted), cooperation with all tourism service entrepreneurs to equally promote Palembang City tourism, effective internet links, programs debriefing students or officials who will go abroad to be willing and able to promote tourism, and sending ambassadors of arts and culture to potential countries.

Conclusion

Conclusion Tourism policy research in the city of Palembang shows budgetary income sourced from tourism income in the pandemic Covid-19 experienced a very sharp decline. Various kinds of arts and culture activities have not become disrupted, causing small budget acquisition. Palembang City Government, which is strengthened by employees and has an institutional structure, is currently experiencing a crisis, because in addition to the number of tourists that have dropped dramatically. Thus, tourism in the city of Palembang is experiencing a fairly severe problem, marked by the number of tourists that continue to decline, especially tourists from foreign countries. In 2020 the number of foreign tourists reached a decrease of 128%. This drastic reduction should not occur if the number of international tourist arrivals can come through the airport that can also visit the city of Palembang. Research recommendations suggest speeding up the process of fostering and saving tourism art and culture assets through promotion by making the internet media packaged as effective as possible and collaborating with travel companies with the system during the Covid-19 pandemic.

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