

How Social Economic Impact Tourism Development in Pandemic COVID-19? Study of Bintan Regency, Indonesia

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Abstract

The socio-economic impact is part of the benchmark for measuring the success of regional development in various sectors, especially tourism in Indonesia. During the Covid 19 pandemic, the tourism sector in Bintan Regency has decreased so that it has an impact on the life and welfare of the community. The purpose of this study is to analyze the socio-economic impacts of the tourism sector in the Bintan Regency before COVID 19 and after the COVID-19 pandemic. The research method used is qualitative with a case study approach and a literature approach which will later be analyzed in depth.

The results showed that the socio-economy in the tourism sector during the COVID-19 pandemic in Bintan Regency affected people's living conditions to meet their daily needs and did not prioritize profit. Apart from that, the socio-economy also affects the lifestyle of people who must have the initiative to survive. Other findings need strengthening of stakeholders and new socio-economic needs by preparing the quality of human resources to revive the tourism sector in Bintan Regency.

Keywords: Socio-Economic Impact, COVID-19, Tourism, Bintan

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1. Introduction

Tourism development is currently starting to become one of the leading programs in regional development. Tourism development is expected to be able to contribute to the acceptance of Regional Original Revenue (PAD) and create jobs in the regions¹. Tourism is one of the most important parts of a country in an effort to improve people's welfare. With tourism, income in a country will have an impact on various sectors of sustainable development. The tourism sector in Indonesia is one of the mainstay sectors in Kepulauan Riau, precisely in Bintan Regency at this time.

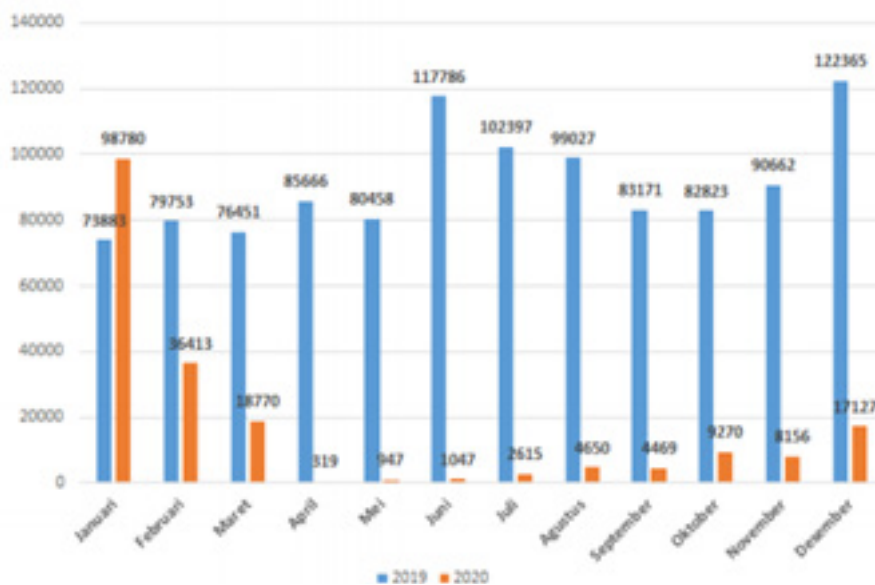
The tourism potential of Bintan that can be developed is of course increasing opportunities by focusing on increasing the quality and diversity of tourism business products as well as improving the facilitation, regulations, and incentives for the development of tourism businesses in Bintan Regency. The tourism sector in Bintan Regency has made the local government continue to improve in developing a sustainable tourism sector². Covid-19 pandemic has disrupted value

¹ Binahayati Rusyidi, and Muhammad Fedryansah. "Pengembangan pariwisata berbasis masyarakat." *Focus: Jurnal Pekerjaan Sosial* 1 no 3 (2018) : 155

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chain operations and threatens the sustainability of business operations in various sectors. The worst affected economic sectors are tourism and transportation, followed by manufacturing, trade, and other sectors³. As a consequence, regional economic growth will decline dramatically, and the population poverty rate will increase sharply in 2020.

Chart 1. Conditions of Tourism Tourist Visits to Bintan Regency during Covid 19 pandemic



Source: Department of Culture and Tourism of Bintan 2021

Bintan Regency has the value of the beauty of natural charm which has the potential to make tourism based on environment so that many visitors from foreign tourists enjoy its beauty. Bintan regency mostly local revenue move the tourism sector, as a result of the pandemic COVID-19 the number of tourists visiting Bintan district plummeted as much as 81.49%, in 2020 the number of visits to Bintan district amounted to only 202 583 visitors⁴. The development of the tourism area has an effect on the socio-economic life of the community which has experienced a shift from non-tourism to tourism service providers that have

³ I Ketut Budastra, “Dampak sosial ekonomi COVID-19 dan program potensial untuk penanganannya: Studi kasus di Kabupaten Lombok Barat.” *Jurnal Agrimansion* 20, no. 1. (2020) : 48.

⁴ Dinas Kebudayaan dan Pariwisata Kabupaten Bintan, (2021).

grown more than the level of income, besides that, a number of livelihoods that take advantage of the tourism area have developed, including life that supports tourism⁵. Society Bintan Regency currently work as fishermen have to work hard because the conditions of tourism in have been limited due to the high number of COVID-19 spreads so that access to Bintan Regency tourism visits to the Singapore border has been closed.

Currently, in several regions in Indonesia, tourism programs are focused on dealing with the socio-economic impacts of Covid-19, namely overcoming disturbances that arise in the value chain of the business world, protecting small and micro businesses; provision of ready-to-consume food and beverage for the vulnerable population at the village level, and operational support for related provincial and national programs⁶.

The social impact of tourism can basically be interpreted as a social cause or effect or a situation that presents other people in human life who every day carry out activities in promoting the area to benefit each individual or group. while the economic impact for tourism is to generate added value for people's lives as a form of community welfare efforts in promoting natural beauty. Purpose of this study is to see the socio-economic impact on tourism development in Bintan Regency, in the social sector to identify coastal communities in Bintan Regency in supporting market needs and facing the COVID-19 pandemic to get used to maintaining health protocols in tourism activities, in the economic sector to identify the economic condition of coastal communities.

2. Literature Review

The definition of impact according to the Complete Indonesian Dictionary, is the effect of something that has an effect; collision; a collision that is severe enough to cause change Etymologically, impact means a violation, collision or collision⁷. The Socio-Economic Impact of Tourism focusing on the impact of tourism on the economic conditions of local communities can be categorized into eight major groups. as many as 3 indicators of socio-economic impacts that can be analyzed, namely the impact of tourism on employment opportunities,

⁵ Made Arya Astina, and Ketut Tri Budi Artani, "Dampak Perkembangan Pariwisata Terhadap Kondisi Sosial Dan Ekonomi Masyarakat Sanur." *Jurnal Ilmiah Hospitality Management* 7, no. 2 (2017): 146.

⁶ Fakhrol Rozi Yamali, and Ririn Noviyanti Putri, "Dampak Covid-19 Pariwisata Terhadap Ekonomi Indonesia." *Ekonomis: Journal of Economics and Business* 4 no 2 (2020) : 88.

⁷ Kamus Lengkap Bahasa Indonesia, 2003: 234

then the impact of tourism on people's income and the impact of tourism on prices⁸. In addition, the socio-economic impact also affects existing stakeholders, stakeholders also have a very important role. stakeholders also need to consider different levels of tourism policy and planning to ensure that all those involved in tourism projects are sustainable.⁹

Impact of a development project on the socio-economic aspects, especially for developing countries, is found in the following components which are determined as socio-economic indicators, among others; 1) employment 2) development of economic structure, namely the emergence of other economic activities as a result of the project such as shops, stalls, restaurants, transportation, and others, 3) increasing community income, 4) public health. 5) public perception. 6) population growth and so on¹⁰. In addition, the impact of tourism on socio-cultural life basically wants to answer three main questions, namely how the characteristics of the interaction between tourists and local communities, how the tourism process can change society and what the culture of the host community is like, and whether these changes benefit or harm the community as host home¹¹.

An alternative that emerges from tourism development is a sustainable tourism model. Sustainable tourism starts from a paradigm as a result of both internal and external developments in the tourism sector over the last half-century. The extent to which the idea of sustainable tourism development has been officially recognized by international and regional organizations, both external and internal to the tourism sector. The tourism development model towards tourism development should refer to the development of national development. tourism places more emphasis on taking full account of the current and future economic, social, and environmental impacts, meeting the needs of visitors, industry, the environment, and empowering people according to the needs of their environment.

⁸ Erik Cohen, "The sociology of tourism: approaches, issues, and findings". *Annual review of sociology*, 10 no 1, (1984) 373

⁹ Ratna Suryani, Radhitya Purwa Nugraha, and Fajar Hidayattuloh, "Dampak pengembangan pariwisata terhadap kehidupan sosial ekonomi masyarakat (Studi pada wisata Curug Mrawung Tieng Bantar Banjarnegara)." *Jurnal Pengabdian Masyarakat (JPM)* 2 no 1 (2019).

¹⁰ Wawan Kurniawan, "Dampak sosial ekonomi pembangunan pariwisata umbul Sidomukti Kecamatan Bandungan Kabupaten Semarang." *Economics Development Analysis Journal* 4, no 4 (2015).

¹¹ Anita Sulistiyaning Gunawan, Djahmur Hamid, Maria Goretti, and Wi Endang, "Analisis pengembangan pariwisata terhadap sosial ekonomi masyarakat (Studi Pada Wisata Religi Gereja Puhsarang Kediri)." *Jurnal Administrasi Bisnis* 32, no 1 (2016).

There are 4 alternative focuses as a contribution to national development that can have an impact on sustainable tourism, finding the importance of governance, first a growth-oriented national development model that leads to an increase in the people's economy through human resource development, second the development of a basic need model that focuses on daily basic needs community as a form of poverty reduction as well as characteristics that must be applied in the basic needs development model, the three community-based development models which mean supervision by the community and the development process in the life of the community in their environment where each individual human being and group must improve the quality in the development process, and Finally, the regional development model that aims to realize regional autonomy programs related to regional rights and authorities according to their needs¹².

3. Method

This research is qualitative research with a case study approach that is literature¹³. Qualitative research is a method to explore and understand the meaning that comes from social or humanitarian problems¹⁴. Case study research with an exploratory approach. It was done to explore unique and interesting cases in certain limited systems, data analysis used is using secondary data which is then interpreted in the form of words. In addition, researchers use logit model analysis to reveal facts that occur in the phenomenon of the socio-economic impact of tourism in Bintan Regency. Analysis carried out on indicators of the impact occurred focused on socio-economic conditions both individually and in community groups involved in tourism development during the COVID-19 pandemic in Bintan Regency.

4. Result and Discussion

Vision and Mission of the Regional Government of Bintan Regency

The vision is the direction of development or the future conditions of the region to be achieved in the next 5 (five) years. The vision must also address

¹² Mahadiansar, Khairul Ikhsan, I Gede Eko Putra Sri Sentanu, and Aspariyana "Paradigma Pengembangan Model Pembangunan Nasional di Indonesia." *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu dan Praktek Administrasi* 17 no 1 (2020).

¹³ Mestika Zed. *Metode penelitian kepustakaan*. Yayasan Obor Indonesia, (2004).

¹⁴ Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. "Fundamentals of qualitative data analysis." *Qualitative data analysis: A methods sourcebook* (2014).

regional development problems or strategic issues that must be resolved in the medium term and in line with the long-term vision and direction of regional development. A more prosperous Bintan Regency is the ideals and hope together with the determination to make a number of fundamental changes to prepare a strong foundation for the development of Bintan Regency in the 2016-2021 period, in order to meet the realization of the Bintan Gemilang Regency in 2025.

By considering regional conditions, development problems, challenges faced as well as strategic issues, the vision, mission, goals, and objectives of medium-term regional development are formulated, the Vision for Bintan Regency 2016-2021 is: Realizing a Madani and Prosperous Bintan Regency through the Achievement of Bintan Gemilang 2025 (Movement Forward in the Field of Maritime Affairs, Tourism, and Culture). The explanation of the vision based on keywords is as follows: Civilization: A civilized and religious society; Upholding human values; democratic society; Mastery of science and technology; Community-based development programs. Madani is the embodiment of a civilized society, upholds human values, which is advanced in the mastery of science and technology. A democratic society in which members are aware of their rights and obligations in voicing opinions and realizing their interests; where the government provides the widest possible opportunity for the creativity of citizens to realize development programs in their region. However, civil society is not a one-time, empty society, taken for granted. Civil society is a concept formed from a long historical process and continuous struggle.

Prosperous: includes health, education, purchasing power. The welfare that is wanted to be realized is a welfare-based on family resilience and the environment as a basis for social strengthening. The community is prosperous not only in the physical and material context but also in the soul and inwardly. Well-being in its true meaning is a balance of life which is the fruit of a person's ability to fulfill the basic demands of all his dimensions, including spiritual, intellect, and body. It is hoped that the unity of these elements will be able to interact with each other in giving birth to a bright, just, and prosperous future. The integration between physical and spiritual prosperity is a manifestation of complete prosperity. This kind of welfare will form a high level of self-confidence in the people of the Bintan Regency to achieve a better quality of life so that it becomes an example for other regions¹⁵.

¹⁵ Dinas Kebudayaan dan Pariwisata Kabupaten Bintan, (2021).

1. *Bintan Gemilang 2025 Movement Forward in the Field of Maritime Affairs, Tourism, and Culture.* Has the meaning of “Moving Forward Movement”, the movement in question is a development movement carried out in a planned and gradual manner to be more advanced which actively involves all parties in Bintan Regency with a target period of achievement until 2025. Development is developed according to the potential and advantages of Bintan Regency namely the marine and tourism sector as the core and at the same time as the driver activity. As well as by preserving and promoting all the results of activities and the creation of people’s minds such as arts and customs by relying on Malay Culture. In order to realize this development vision, 8 (eight) development missions for 2016-2021 were determined to be achieved, namely:
 2. Realizing Bintan Regency as a competitive investment destination by optimizing local economic potential, especially in the tourism and marine sectors.
 3. Realizing quality, integrated and equitable regional infrastructure services.
 4. Realizing the implementation of good governance (good governance) and democratic as a step to serve the community wholeheartedly.
 5. Improve the quality of education, health and the quality of human resources so that they can compete in global competition.
 6. Realizing the character development of a community that is religious and cultured with Malay as the foundation for community development.
 7. Optimizing community empowerment, Realizing Social Welfare and mainstreaming gender in various aspects of development.
 8. Empowering youth as pioneers of development in Bintan Regency¹⁶

Realizing food security and improving the quality of sustainable environmental management.

Social Conditions Tourism Bintan Regency Before COVID-19 Pandemic

The social conditions of the people of Bintan Regency that will be discussed in this result are tourism-based social arrangements which show the quality of

¹⁶ Dinas Kebudayaan dan Pariwisata Kabupaten Bintan, (2021).

life of the former community who changed the life patterns of fishermen while working in the tourism sector. However, the social conditions in question are inseparable from the culture of the people of Bintan Regency with Malay culture that has been inherited since ancient times, the condition of Malay culture towards tourism is in Bintan Regency which has diversity in their social life so that newcomers who enjoy tourism in Bintan Regency are welcomed by the people of Bintan Regency and even throughout Indonesia and abroad.

The pattern of social life for the coastal community of Bintan Regency which is influenced by the condition of natural resources which have very good potential makes the beauty of tourism which consists of islands in shallow sea waters, making this tourism can be managed well by the community and tourism activists who is in Bintan Regency. In general, the life patterns of coastal communities in Bintan Regency take advantage of the marine sector and the fishermen take advantage of additional income through the tourism sector as they are located in linear settlement patterns such as river coasts, Jalan Raya and typology of stilt houses with a community-based tourism concept at that moment. they use as natural tourist spots.

The socio-culture of the people of Bintan Regency is the result of a fairly long history from the era of the Malay Kingdom to more than half a century after independence, but with the presence of the conditions of tourism in the Bintan Regency area, it has never grouped a culture either from cultural tribes and other social groups. In general, the people of Bintan come from the Malay tribe who are still thick with culture in living their daily lives and daily life carrying out tourism activities such as introducing the Malay language to foreign tourists then Malay customs with heritage weapons and Malay cultural activities as well as promoting custom-based tourism.

Customs in which they include any tourism activities such as the Malay fairy tales dance or Malay history that exists in Bintan Regency which is related to the life cycle. The correlation between Malay and tourism promotes tolerance such as deliberation and consensus and provides advice that Malay is known to be synonymous with Islam. Traditionally, the Malays generally worked as farmers, gardening, fishing, and trading. Whereas in the government structure, Malays generally have more roles as education teachers than in other government jobs. Meanwhile, other tribes that are quite abundant in Bintan Regency are people who come from Javanese, Chinese, Batak, Bugis, Minangkabau, and other tribes.

Figure 1. Opening Malay Dance in Tourism Activities in Bintan Regency



Source: Department of Culture and Tourism Bintan regency, 2019

This condition shows that the people of Bintan Regency have ethnic heterogeneity which will directly act as a driving force or otherwise hinder the development process. However, in a modern way, with the tourism activities in Bintan Regency, traditional activities can be synchronized such as gardening by providing a good view so that local tourists and foreign tourists can see plantation activities in Bintan Regency, then in the marine sector, it can provide access to tourism based on mangrove views. which is very beautiful in the coastal area of Bintan Regency. This shows that both modern and traditional culture can be integrated into a tourism activity in Bintan Regency. Indirectly this has a good impact on the social conditions of tourism in Bintan Regency by utilizing collaboration in various sectors between social and culture in tourism in Bintan Regency.

Economic Condition Tourism of Bintan Regency Before the COVID-19 Pandemic

Bintan is the largest of the 3,214 islands in the Riau Archipelago Province. The island covering an area of 59,852.01 Km² is now inhabited by more than 117,000 people. In accordance with Government Regulation Number 5 of 2006, Bintan Island has been designated as Bintan Regency since February 23, 2006. Geographically, Bintan Regency is located in a strategic position. Bintan is only about 40 km away from neighboring Singapore. The designation of the Singapore-Johor-Riau (Sijori) Golden Triangle as an integrated development area places the Riau Islands at the center of economic development in ASEAN.

One of the factors that can encourage community involvement in improving the economy of Bintan Regency in tourism development and development is the creation of a positive perception from the community regarding the positive impact of developing the tourism sector. Especially those related to the added value aspects that the tourism sector is able to provide to the economy of the people around the tourist areas. For example, increasing the activity of the tourism sector in an area will create jobs for the local population, will increase the income of the community and government, and will also encourage regional development, especially around the tourism area. So that the awareness of the Bintan community needs to be raised through various socialization, and followed up with efforts to prepare the community to seize opportunities for developing the tourism sector. For example, among others, contributing to creating a conducive atmosphere for tourists to travel around their residence by taking part in maintaining the safety and comfort of tourists.

tourism achievements that have an impact on increasing the economy in Bintan district in 2015-2019, namely increasing the provision of jobs by tourism companies for local residents with decent wages and providing training. then small business development through technical support, marketing support, and access to credit. furthermore local economic development with local resources to produce food, other goods, and services. in addition, the impact of tourism creates a source of income for local communities in the form of land contract fees or other trade agreements with the community; promote equal partnerships; donations to local community projects, and so on. Increasing the economy in Bintan district, providing service sharing is carried out by providing opportunities for local residents to access services built for tourists including infrastructure, security, communication and health. in addition to maintaining access to natural resources as a form of assurance that tourism will not dislocate local people from their habitats and block access to key resources such as water.

Impact of Pandemic COVID sector 19 Economic and Social Sectors of Bintan Tourism Activities

The largest tourism industry in Bintan Regency is resorts and hotels. Based on the research of resort researchers in Bintan Regency, the company has closed its operations due to losses during the last 2 years due to the lack of visitors from local and foreign tourists, this will certainly have an impact on employees who work at these resorts and hotels due to massive layoffs. Even so, industrial

companies still pay severance pay to employees according to the length of service, including several components, such as housing fees and medical expenses. The Bintan Regency Government has been thinking about the social impact of an increase in the number of people who do not work. Bintan will provide direct cash assistance of IDR 300,000 to underprivileged residents. This assistance is given for 4 months. In addition, residents who do not work will be given a Kartu Prakerja, which is a program of the central government. Through this card, they will be given the training to have special skills to work or build their own business.

Companies that do not operate for a while, namely PT Bintan On Base Resort, Starjet Group, PT Arty Bintan Hotel, PT Bintan SPA Villa, PT Bakri Karya Sarana, PT Bali Holiday, PT Pulau Cempedak, PT Pulau Nicoi, PT Bintan Pulau Indah, PT Bukit Bintan Raya, Tanah Merah Seafood Restaurant, PT Bintan Alumni Indonesia, PT Serumpun Padi Mas, PT Langit Asta Perkasa CB, PT Alam Indah Bintan. PT Alam Indah Bintan or known as Nirwana Garden Lagoi has not provided a list of the names of the employees who were sent home. The company will lay off 564 of its employees.

One of the social impacts that occur due to the decline in the tourism sector in Bintan Regency is the loss of cultural activities which usually provide economic value for cultural activists who have been dependent on tourism activities, such as dance offerings which have opened tourism activities at this time in several industries. tourism must implement health protocols by reducing cultural activities so that no crowds can be created to maintain health in conditions during the Covid-19 pandemic. The results of other researchers' investigations show that some groups of tourism activists have switched professions, such as the example that used to be hotel employees or foreign tourist assistants is now micro businesses with minimal income. This income only meets their daily needs.

Other social impacts are communication skills and interaction between coastal communities and land communities in Bintan Regency, q & a is very limited by the application of health protocols. as we know that tourism is an indefinite part of the social and cultural side of life. This makes the people in Bintan Regency in the market distribution both from the fisheries and marine sectors very disturbing and there is a decline due to a decrease in tourism activities in Bintan Regency. In this condition, every fisherman must distribute his Marine and Fishery products outside the area because the tourism industry such as hotels and resorts does not accept the needs of the market that is engaged in tourism in Bintan Regency.

Strategic Socio-Economic Policy in Tourism Sector to pandemic COVID-19

1. Based on the findings above, it is clear that the social and economic conditions in the tourism sector in Bintan Regency must have strategic steps including:
2. Strengthening vaccination in the tourism industry sector, is very important because the main actors in driving tourism are people who are directly involved in tourism activities in Bintan Regency, vaccination in the prevention of Covid-19 is expected to have an impact in making decisions and on increasing local tourist visits. as well as foreign tourists to visit Bintan Regency
3. Opening border access with Singapore, based on the results of the researcher's analysis that Singapore is a measure of the significant level of increase in local revenue in Bintan Regency, this refers to secondary data the researchers received before the Covid 19 pandemic in the tourism sector. However, in opening access to tourism borders, especially between the Bintan Regency and the state of Singapore, it must have surveillance efforts against the entry and exit of foreign tourist visits so that in the conditions of the COVID-19 pandemic it does not create a new variant of this pandemic cluster.
4. Strengthen tourism digitization training. This aims at the concept of digitizing tourism so that actors involved in tourism can use technology in promoting tourism by prioritizing health protocols. This means that preparations to reopen tourism access, both domestic visits and from foreign visits, have prepared regulations and rules to make it easier for tourists to visit tourist destinations in Bintan Regency.
5. Reviving Malay culture by accelerating tourism, including Malay culture is the opening of cultural activities as an alternative form of tourist visits so that monotonous tourism does not occur, meaning that the culture in question is not only from activities but more to relics of the history of Malay culture. in Bintan Regency.
6. Strengthening cooperation between local government industries and local communities in boosting the economy, the cooperation in question is strengthening strategies with alternatives and new tourism concepts while maintaining health protocols, meaning that there are no interest actors who are not involved in the Covid pandemic 19. This aims to make tourism activities in Bintan Regency have added value in terms of cooperation, both the local government, the private sector, and the community which is sustainable.

Strengthening information and communication, one of which is the Indonesia Care Campaign as a strategy to promote the CHSE protocol. The implementation of the CHSE protocol in tourist destinations is said to be important to provide a sense of security and comfort for tourists. Bintan itself was chosen because of its large tourism potential, as well as one of the entry points for foreign tourists to Indonesia because Bintan is one of the lowest hanging fruit and has great potential for tourism development. This pandemic must be the peak of our awareness to maintain a healthy lifestyle. Talking about tourism cannot be separated from talking about a clean and healthy lifestyle. The beauty, safety, and cleanliness of the environment will automatically manifest itself and become the capital for the ongoing tourism at the border. This means that the social capital of the people in the Bintan Regency must prioritize a new lifestyle by showing a clean and healthy life for the realization of sustainable tourism.

7. Conclusion

The socio-economic impact on the tourism sector in the Bintan Regency in the conditions of the Covid 19 pandemic must be measured in preparing for new habits in tourism development. Ideally, tourism activities can return to normal if socio-economic impacts must be prepared and implemented. The social life of the people in Bintan Regency is currently experiencing quite an emergency in their welfare. This can be seen in the economic impact due to the weakening of the tourism industry resulting in layoffs in the industrial sector which causes professional function experts to meet their daily needs, then tourism activists want to open up border access between Singapore and Bintan district so that foreign tourist visits can re-enjoy. tourist destinations in Bintan Regency so that people's income can return to normal in fulfilling their life needs which greatly impacts other sectors.

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