

An Analytical Study of The Readiness of Eco-Tourism Based Transactions in The Mount Putri Bandung (Indonesia) Tourism Area

Desy Oktaviani¹

Widyatama University
desy.oktaviani@widyatama.ac.id

Deden Sutisna²

Widyatama University

Abstract

The World Tourism Organization claims that tourism has been the hardest sector hit by the coronavirus disease (Covid-19) pandemic. The government is trying to strike a balance between maintaining the economy and keeping the pandemic from spreading. The revenge tourism trend is considered as one of the future scenarios that is the main concern of the tourism industry. This trend encourages people to go outside to enjoy the fresh air and the beauty of nature. Mount Putri is one of the tourist destinations with the principle of revenge tourism. The purpose of the study is to analyze the readiness of ecotourism-based transactions in the Mount Putri Bandung (Indonesia) Tourism Area. This study uses descriptive qualitative data analysis methods and data collection using observation techniques, in-depth interviews and documentation. Based on the research results, it can be concluded that mount Putri Bandung from the aspects of attractions, environment and visitors is good and ready to deal with revenge tourism during the pandemic by paying attention to strict health protocols.

Keywords

New Normal, Revenge Tourism, Mount Putri

To cite this article: Oktaviani, D.; and Sutisna, D. (2021) An Analytical Study of The Readiness of Eco-Tourism Based Transactions in The Mount Putri Bandung (Indonesia) Tourism Area. *Review of International Geographical Education (RIGEO)*, 11(3), 229-234. *Doi:* 10.48047/rigeo.11.3.25

Submitted: 15-02-2021 • **Revised:** 20-02-2021 • **Accepted:** 05-03-2021

Introduction

At the end of 2019, a virus emerged that quickly broke out across the world. The coronavirus, which was later known as Coronavirus disease 2019 (COVID-19), was reported to have claimed the lives of thousands of people in Wuhan, China in just a matter of weeks. In early March 2020, the Indonesian government officially announced the first cases of COVID-19 infection in Indonesia. Several days later it was stated that cases were increasing rapidly every day. The Indonesian government is carefully evaluating the pandemic to prevent transmission of infection. The government has implemented several policies to prevent the spread from getting larger by reducing the movement and social contact of the population. This policy includes large-scale social restrictions, prohibitions on gathering, closure of crowd centers and individual precautions such as washing hands, maintaining distance, and wearing masks. One of the most affected business sectors is the tourism industry whereas previously the tourism industry was estimated to generate the largest foreign exchange in Indonesia

The government's efforts to reduce and control the pandemic, such as social restrictions, have caused tourists who want to carry out tourism activities to cancel their plans and choose to stay at home. However, in carrying out this action, the government is also trying to strike a balance between maintaining the economy and still preventing the spread of the epidemic from occurring. The World Tourism Organization (Abel & Mcqueen, 2020; Brahma, 2020; Elbay, 2020; Ferraro et al., 2005; Heintzman, 2020; Hjalager, 1997; Hotar, 2020; Inec & Akpınar, 2020) claims the tourism has been the hardest sector hit by the crisis and has proposed an agenda for recovery. This is the situation that causes tourism industry to start rethinking and rearranging tourism towards a better path in the future. Several tourist destinations have begun to implement various recommendations and health protocols to prevent the spread of the epidemic and limit human crowds. Various policies given by the government have made the people feel boredom and fatigue due to months of quarantine and they have been forced to postpone their travel after implementing the policy to prevent the spread of the virus. This situation has resulted in a higher desire to travel. The emergence of the new term revenge tourism has recently been widely discussed in China since tourism began to reopen there. The concept of revenge travel is built on the belief that tourists will view travel as a gift and after the reopening of tourism, more tourists will add to their travel destinations than ever before (Irawan, 2013; Koloba, 2020; Kosoy et al., 2008; Mhlanga & Dunga, 2020; Nilashi et al., 2019).

Revenge tourism trend is considered as one of the future scenarios that is the main concern of tourism industry. Therefore, it is necessary to have various norms that can be made so that post-pandemic tourism can be saved and followed by many parties. This trend is also encouraging people to go outside to enjoy the fresh air and natural beauty. As one of the tourist destinations that has a variety of interesting natural attractions, Bandung, is believed to be the target of revenge tourism. One of them is Mount Putri Bandung. Mount Putri is located at an altitude of about 1587 meters above sea level. With beautiful natural panoramas and cool air, tourists can indulge by being served the moment of sunrise directly from the hill of Mount Putri with the background of the city of Bandung. Mount Putri is gradually opened to the public by observing various new normal for visitors. Starting from limiting the number of visitors, checking body temperature and physical distancing. New habits like these can be considered as possible solutions and innovations in post-epidemic tourism. Based on this, the researchers intended to pay attention to the analysis of new habits that must be carried out by the government and Putri tourism managers in dealing with this revenge tourism activity.

Literature Review

New Normal

New normal is a term commonly used when entering new conditions, new habits after being released/cannot be separated from an outbreak or conditions where we must be able to adapt to new habits, new behavior in limiting ourselves to prevent the spread of the virus

The "new normal" policy in dealing with the corona virus pandemic according to (Riadil, 2020; Stamou & Paraskevopoulos, 2003; Syam, 2017; Tsurai & Nyoka, 2019):

1. New Normal is a policy of reopening limited social economic activities and public activities using health standards that did not exist before the pandemic.

2. New normal is an effort to restore the lives of citizens normally with new adaptations, new habits as an effort to save the lives of citizens and keep the country empowered to carry out its functions.
3. New Normal is a new stage after the policy of stay at home, work from home and large-scale social restrictions to prevent massively the spread of the corona virus.
4. New Normal is enforced because it is impossible for residents to continue hiding at home without certainty, the community's economy is hampered/stopped which results in bankruptcy, mass layoffs and social chaos.
5. New normal is intended so that the state can still carry out its functions according to the constitution. The government can carry out its function of taking care of the people if there is state treasury income sourced from taxes and other state revenues. If economic activities stop, the state will have no income and it will affect the people as well.
6. New normal is enforced with full awareness that the epidemic is still around us. For this reason, all public activities are allowed on condition that they use established health protocols.
7. New normal is done because not everyone is able to survive just by staying at home without any financial income to meet the needs of life. Everyone needs to eat and provide for.

Revenge Tourism

According to Revenge Tourism is a trip taken by tourists after months of staying at home because of the Covid-19 pandemic or what is called "revenge tourism." The concept of revenge travel is built on the belief that tourists will view the trip as a gift. Then once it reopens those travelers will add more destinations to their list and will travel more beforehand (Wink, 2005; Yuniawan, 2018).

Relation Between New Normal and Revenge Tourism

The Covid-19 pandemic affects various sectors of people's life. This impact also occurs in the tourism aspect. The impact of Covid-19 on tourism is very huge because the tourism industry in Indonesia has ties to other industries, namely transportation, culinary and others. So there needs to be a solution or action that tourism can continue to operate but still pay attention to the health of tourists also. A transformational moment is needed that opens the possibility to rearrange tourism after the pandemic to deal with revenge tourism. Tourism has the potential to recover and once again establish itself as an important part of the broader national economy and sustainable development agenda. In addition, developing the future, special attention must be paid to developing resilience and promoting sustainability at all levels. This redefines and redirects safe revenge tourism and offers new insights for rethinking tourism industry development.

Methodology

The method used in this research is a descriptive qualitative method. Researchers analyzed and described data and information related to the readiness of ecotourism-based attractions in Mount Putri Bandung, carried out by researchers systematically and completely through observation, interviews and documentation studies. With observations, it is expected to know directly how the description Readiness of the managers of the Mount Putri tourism area for revenge tourism. Actions taken by the managers of the Mount Putri tourism area. The success rate of New Normal post-pandemic in preventing the transmission of covid-19.

Based on the above concept, this research uses data collection techniques, namely observation, interviews, and documentation studies. The interview used in this research is an in-depth interview. This interview obtains information for research purposes by means of question and answer while face to face between the interviewer and the informant. As for the items of the interview instrument with the West Bandung Regency Tourism and Culture Office, Perhutani Managers, Forest Village Community Institutions, community leaders.

Results And Discussion

The tourist trend in the New Normal era encourages people to enjoy the fresh air and natural beauty. Nature tourism has become the first choice because nature provides great benefits with low risk to health. Nature tourism will certainly be more fun if it is balanced with activities that build body fitness such as hiking, camping and enjoying agro-tourism. Besides that, vacationing in nature can also provide the flexibility to maintain physical distance from other tourists.

One of the natural attractions that become a tourist destination in the concept of Revenge Tourism is Mount Putri Bandung. Mount Putri is located at an altitude of 1587 meters above sea level, precisely in Jayagiri Village, Lembang and is at the foot of Mount Tangkuban Perahu. In addition to have natural beauty, Mount Putri keeps a cultural heritage, namely the Dutch heritage fort which is included in the cultural heritage protected by law. Tourist attractions that can be done are camping, hiking and in the development process, namely offroad tourism.

Analysis Of the Readiness of Mount Putri Tourism Area Managers to Deal with Revenge Tourism.

The researcher succeeded in observing, interviewing and obtaining documentation studies from related parties. Based on the manager's narrative, the Mount Putri tourist area offers tourist attractions, namely the beautiful scenery set in the city of Bandung and the towering mountains around it. Mount Putri also presents a relic of ancient times, namely there is a Dutch fort which can make tourists interested to visit. Supporting tourism services in Mount Putri are businesses that directly offer products and services to tourists such as photography service providers, tour guide services, food sales services and others. From the environmental aspect based on interviews, the environment has been considered good by the manager. This can be seen from the interactions that occur between managers, tourists and local residents. The role of the surrounding community is very important in the development and preservation of the environment around Mount Putri Lembang. The people involved can understand the benefits of environmental preservation for their surroundings. Other supporting facilities such as the availability of hotels or inns ranging from hotels with five-star standards to jasmine class. In the Mount Putri area, there are many restaurants or cafes offered by businesses that offer special food or local specialties. The tourist information center in Mount Putri is already available, but according to the author's observations that the information provided by the manager is incomplete and not affordable for tourists who want to read the information provided by the manager. Then the researchers analyzed the readiness of the manager from the visitor aspect. In terms of waste management, the manager provides a trash bag for tourists who are camping so that tourists do not litter. The tourists can leave the trash bag at the camp ground or be brought back down and returned to the guard. When tourists leave the trash above, the garbage will be picked up by field officers. In advancing tourism, the manager provides the best service for tourists by adhering to the basis of "Sapta Pesona" so that tourists who come feel comfortable and want to return to Mount Putri. The manager tries to fix the shortcomings that occur from the input from tourists and managers assisted by Forest Village Community Institution. The surrounding community also attempts to increase the number of incoming tourists, because the increasing number of tourists can improve the economy, especially the surrounding community. Based on the management of the three aspects of attractions, environment and visitors, the managers have considered them good and ready to deal with revenge tourism during the pandemic by paying attention to strict health protocols.

Actions That Have Been Taken by The Manager in Dealing with The Trend of Revenge Tourism.

Tourists are required to take their trash down; officers will hold their ID cards left at the guard post. When they return, their identities will be exchanged for trash. According to the manager, this is an effort to reduce piles of garbage in tourist areas and provide education for visitors so that they are more concerned about cleanliness. Tighten supervision for visitors by establishing several checkpoints. Body temperature must be checked. If the temperature is more than 37.30 degrees Celsius (2 checks with a distance of 5 minutes), they are not allowed to enter the area. Must wear a mask and bring spare masks. Limiting visitors only to those came from the West Java region. However, the manager appealed to visitors from the Covid-19 red zone, such as those from Bekasi,

not to visit. During the pandemic, the number of visitors is limited to only 50 percent of its normal capacity. The number of visitors is controlled at the ticket post. If it has reached the limit, the manager immediately closes the post and urges visitors to divert to other tourist objects. The tourists who are allowed to do hiking is limited between 10 and 60 years old. Maintaining the ethics of coughing and sneezing by covering with a mask, or with elbows and not spitting carelessly. Bring hand sanitizer to clean hands periodically. Keep a distance from other tourists, do not crowd and always maintain order. If tourists want to do camping activities, the tent capacity is filled no more than half of the normal capacity.

Conclusion

Based on the analysis of the readiness of managers to deal with the trend of revenge tourism as a whole, it fulfills the criteria for the New Normal concept. New Normal is enforced with full awareness that the plague is still around us. For this reason, all public activities are allowed on condition that they use established health protocols. New normal is done because not everyone is able to survive just by stay at home without any financial income to make. Everyone needs to work for a living. Based on the manager's description of the attractions, environment and visitors are considered good by the manager and are ready to deal with revenge tourism during the pandemic by observing strict health protocols.

Things that must be considered when traveling at Mount Putri Bandung: hiking to the mountains alone or in groups will affect the risk of transmitting Covid-19. In principle, hiking activities to the mountains fall into the category of moderate risk of infection. However, this category can become high if the hiker ignores some behaviors. For example, when using public facilities, such as toilets, tables and chairs that are used together, and others. Crowds of more than five people are also quite high risk. When hiking in groups, try to make no more than five people, and it is highly recommended that people in the group stay in the same house or at least stay in the same zone. The use of masks is still recommended during mountaineering. However, if the climber is tired and hard to breathe, then they may lower the mask. Lower the mask, slower the speed, and still keep your distance. Mountain climbers are also advised to bring spare masks. Masks make the air flow that is inhaled is reduced and the air on the inside is more humid, therefore it is important to bring additional mask. Used masks are stored separately in the bag. Physical distancing, If possible, always wear a mask during the climbing process. Even if you have to open your mask when you are tired, stay away from people around you. Keeping a distance of not just one meter, but two meters directly between the people in front and behind. In this condition, the person may take down the mask. And such a great distance, is necessary because the exhalation will be deeper and tighter or harder.

References

- Abel, T., & McQueen, D. (2020). Critical health literacy and the COVID-19 crisis. *Health promotion international*, 35(6), 1612-1613.
- Brahma, B. (2020). Oncologists and COVID-19 in Indonesia: What can we learn and must do? *Indonesian Journal of Cancer*, 14(1), 1-2.
- Elbay, S. (2020). A foundational perspective for spatial thinking in relation to social studies curriculum and middle-school textbooks in Turkey. *Review of International Geographical Education Online*, 10(2), 30-57.
- Ferraro, P. J., Uchida, T., & Conrad, J. M. (2005). Price premiums for eco-friendly commodities: are 'green' markets the best way to protect endangered ecosystems? *Environmental and Resource Economics*, 32(3), 419-438.
- Heintzman, R. (2020). Interactive Geovisualizations (iGEO): A New Approach to Teaching and Learning Physical Geography. *Review of International Geographical Education Online*, 10(4), 664-683.
- Hjalager, A. M. (1997). Innovation patterns in sustainable tourism: An analytical typology. *Tourism management*, 18(1), 35-41.
- Hotar, N. (2020) Herd Behavior in Terms of Social Psychology: The Example of Crypto Asset Markets. *International Journal of eBusiness and eGovernment Studies*, 12(1), 79-90.
- Inec, Z. F., & Akpınar, E. (2020). Digitizing and Interpreting the World Map Drawn by Kashgarli Mahmud: Constructing Information Using Evidence Based Political Literacy. *Review of*

- International Geographical Education Online, 10(3), 301-327.
- Irawan, K. I. (2013). Kukayaan program as a form of community empowerment and river revitalization (case study Cikapundung river, Bandung, West Java, Indonesia), 97.
- Koloba, H. A. (2020). Purchase Intention Towards Environmentally Friendly Products Among Consumers in South Africa. Applying The Theory of Planned Behaviour. *International Journal of Business and Management Studies*, 12(1), 34-49.
- Kosoy, N., Corbera, E., & Brown, K. (2008). Participation in payments for ecosystem services: case studies from the Lacandon rainforest, Mexico. *Geoforum*, 39(6), 2073-2083.
- Mhlanga, D., & Dunga, S. H. (2020). Determinants Of Demand for Health Insurance in South Africa. *The International Journal of Social Sciences and Humanity Studies*, 12(2), 238-254.
- Nilashi, M., Ahani, A., Esfahani, M. D., Yadegaridehkordi, E., Samad, S., Ibrahim, O. & Akbari, E. (2019). Preference learning for eco-friendly hotels recommendation: A multi-criteria collaborative filtering approach. *Journal of Cleaner Production*, 215, 767-783.
- Riadil, I. G. (2020). Tourism industry crisis and its impacts: investigating the Indonesian tourism employees' perspectives in the pandemic of COVID-19. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 4(2), 98-108.
- Stamou, A. G., & Paraskevopoulos, S. (2003). Ecotourism experiences in visitors' books of a Greek reserve: A critical discourse analysis perspective. *Sociologia Ruralis*, 43(1), 34-55.
- Syam, A. (2017). Development Strategy in Bio-Geophysic Ecological Area of Mandeh Tourism to Meet Asean Economic Community (MEA). *Sumatra Journal of Disaster, Geography and Geography Education*, 1(1), 50-56.
- Tsaurai, K., & Nyoka, C. (2019). Financial development-income inequality nexus in South Eastern European countries: does the relationship vary with the level of inflation? *International Journal of Services, Economics and Management*, 10(2), 110-125.
- Wink, R. (2005). Eco-tourism and collective learning: an institutional perspective. *International journal of environment and sustainable development*, 4(1), 2-16.
- Yuniawan, T. (2018). Ecolinguistic study of conservation news texts in Indonesian mass media. *International Journal of Humanity Studies (IJHS)*, 1(2), 163-183.