

Characteristics of Tourism Business Personnel Affected By Covid-19 in Belitung District



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Abstract: The economic situation that is increasingly not conducive due to the Covid-19 pandemic must be addressed by the affected business actors. Belitung Regency is a Special Economic Zone (KEK) for Tourism, which is currently developing in the Province of Bangka Belitung Islands. In the development of SEZs, the role of tourism business actors is very important in meeting the needs of tourists, with various creativities and innovations from these business actors. This research was conducted with a qualitative descriptive approach, the number of respondents was 100 business actors through distributing questionnaires and direct interviews to tourism business actors. The results showed the characteristics of tourism business actors were dominated by high school education level, the average business actor was married, the majority of the business type was culinary. Marketing is done online,

Keywords- Covid 19, Business Actors in Tourism, Education, Status and Type of Business,

I.INTRODUCTION

The economic situation that is increasingly unfavorable due to the Covid-19 pandemic must be responded to in a conducive manner by various sectors and circles. The Covid-19 outbreak has had a negative impact on various sectors, including the tourism sector. Covid-19 has an impact on Indonesian tourism, which is marked by the number of tourists canceling their travel plans, especially foreign tourists who come from China. For tourism businesses this condition has an impact by having to lay off 90 percent of employees who work in the tourism sector.

One of the tourism destinations that are famous for their maritime tourism is the Bangka Belitung Islands, especially Belitung Regency which is a Special Economic Zone (KEK) for Tourism, with certain areas covered by the region. To support KEK, the role of business actors is very important in meeting the needs of tourists, of course with various creativities and innovations from business actors. Every business actor has their own ways to deal with the challenges from the impact of Covid-19, so that they can survive the current situation.

These methods are reflected in the characteristics of business actors in dealing with various problems. However, the characteristics of business actors in dealing with the impact of Covid-19 are different, because they are not only faced with internal business problems, but are faced with external problems such as the world economy, the virus that has hit various countries, causing many countries to lock down. This causes people to be prohibited from traveling, and the impact that is felt very strongly by the tourism sector is the decline in the number of consumers.

The Covid-19 pandemic has had a considerable impact on business actors. Companies are required to stay afloat even though the business is experiencing many problems. Under these circumstances, business actors are required to think many times to think about companies to survive in the midst of a pandemic. Creativity and innovation are also very necessary while still paying attention to good business management.

II.LITERATURE REVIEW

A. Tourism

Marpaung (2002) defines tourism as a human travel from their place of residence for a while for the purpose of seeking entertainment and leaving their routine activities. Tourism is a community activity related to traveling activities from one place to another (Soekadijo, 2000). Meanwhile, according to WTO (1999), what is meant by tourism is a human activity who travels and lives in a destination outside their daily environment.

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Bull (1991) states that tourism activities are closely related to supporting activities such as the provision of goods and services needed by tourists. Furthermore RI Law No. 10 of 2009 concerning Tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or learning the uniqueness of tourist attractions that are visited temporarily.

B. Tourism Business Actors

According to RI Law no. 10 of 2009 article 1 paragraph 7, tourism business is a business that provides goods and / services to meet the needs of tourists and to organize tourism. Community activities who work in the tourism sector are referred to as tourism business actors. Tourism products are a series of various interrelated services, namely services generated from various companies (from an economic perspective), community services (from a social perspective) and natural services.

Yoety (2005) states that almost all tourism supporting facilities are supported by tourism business actors such as travel, transportation business actors, hotel / inn / home stay accommodation businesses, catering and culinary business actors, tourism object businesses, cultural arts attractions, recreational activities. , business actors gifts / souvenirs / souvenirs and others. Different characteristics of tourism business actors result in different service quality.

III. RESEARCH METHODS

A. Data collection technique

Researchers dig up descriptive information from the characteristics of tourism business actors affected by Covid-19 in Belitung Regency.

B. Population and Sample

The population in this study were tourism business actors in Belitung Regency and then the sample was taken using the Slovin formula (Sevilla, et al, 2007).

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{18,591}{1 + 18,591 (0.1)^2}$$
$$n = 99.9508 = 100$$

C. Data analysis technique

This research focuses on examining and analyzing the characteristics of tourism businesses affected by Covid-19 in Belitung Regency. The data in this study are primary data.

IV.RESULT

A. Level of education

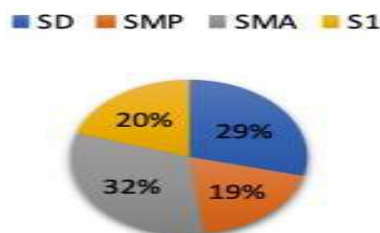


Figure 1. Educational Level of Business Actors

Based on the results of a survey of tourism business actors, it is known that the highest education level of business actors is Senior High School (SMA), which is 32 percent. It is interesting that the number of business actors is also 20 percent carried out by people with undergraduate education. This condition reflects that it is difficult for scholars to find jobs in the formal sector, or indeed the entrepreneurial culture has become a focus in meeting the needs of society.

B. Status

The survey on the status of business actors is categorized into 2 (two) conditions, namely married and unmarried, the survey results from 100 respondents showed that 92 percent of tourism business actors are married and only 8 percent are unmarried. This condition illustrates that many households carry out economic activities through business activities in the tourism sector. These business activities are not only carried out by husbands, but wives also play a role in carrying out their duties.

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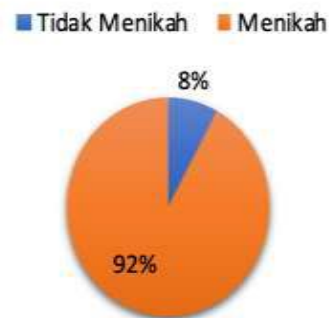


Figure 2. Status of Business Actors

C. Type of business

The dominant type of business occupied by tourism business actors is culinary, with a total percentage of 33 percent. People in Belitung Regency have understood the tendency of tourists who travel there is always a desire to try regional specialties. Furthermore, most businesses do are transportation and salessouvenir snacks in the form of Belitung specialties. Considering that the business actors surveyed are Micro, Small and Medium Enterprises, they do not have a lodging business. This is also because at the time of the survey all lodging business actors closed their business and were not present.

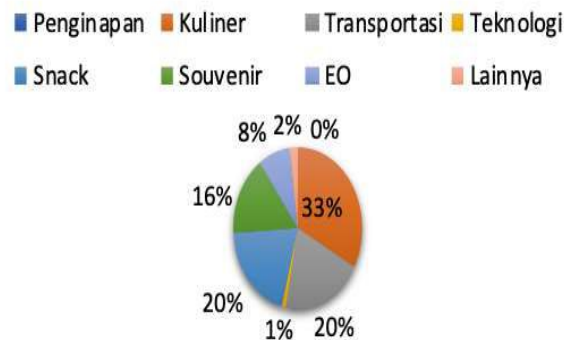


Figure 3. Types of Businesses of Business Actors

D. Sales Turnover

The survey on sales turnover for business actors was carried out by asking questions about turnover before Covid-19 and turnover during Covid-19.

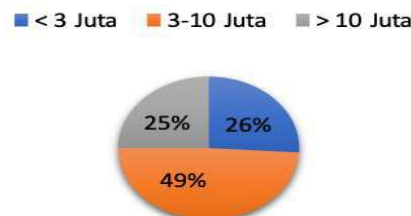


Figure 4. Turnover of Business Actors before Covid-19

The conditions before the Covid-19 pandemic were almost 50 percent or 49 percent of business actors having a business turnover of 3 million to 10 million per month. There are 25 percent of business actors who have a turnover of more than 10 million, this is a condition that greatly provides a level of welfare for business actors. This means that when traveling, tourists will definitely carry out economic transactions. The longer tourists stay in Belitung, it is certain that the turnover of business actors will increase. While a detailed description of turnover at the time of Covid-19 is as shown in the following figure:

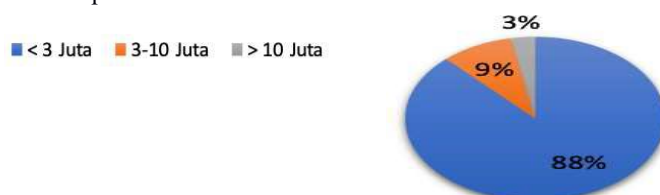


Figure 5. Turnover of Business Actors During Covid-19

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The condition of Covid-19 caused a very significant decrease in the turnover of tourism business actors as much as 88 percent of sales turnover decreased below 3 million. Only 3 percent turn over 10 million from the previous 25 percent. When conducting interviews with the question whether business actors are optimistic or pessimistic in the re a new normal, related to the sales turnover they will get. As many as 83 percent of business actors are optimistic about facing the new normal and 17 percent feel pessimistic.

E. Marketing Conditions

Based on the survey results, it is known that 50 respondents stated that product marketing has decreased. Apart from the problem of product marketing, entrepreneurs were also asked about the range of their product marketing area. The results showed 50 percent stated that the product's marketing reach was getting narrower. This situation certainly has an impact on the sales turnover that has been previously described has decreased.

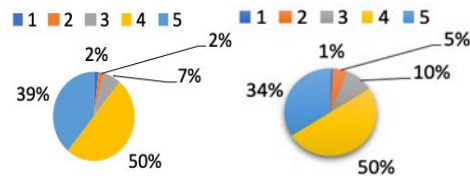


Figure 6. Product Marketing Conditions During Covid-19

F. Financial Condition

Financial conditions are interpreted in questions about sales turnover, working capital and external loan funds. The survey results show that 96 percent of business operators agree that sales turnover is decreasing, 63 percent agree that they need business capital assistance, and 56 percent of business operators stated that they have difficulty in repaying their business loans. However, 28 percent of business actors did not face obstacles in settling their credit during the Covid-19 period.

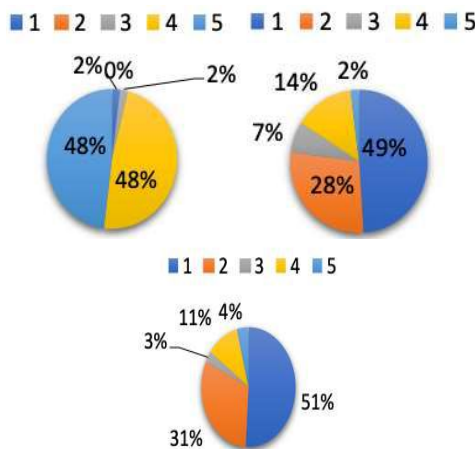


Figure 7. Financial Conditions During Covid-19

G. Production Conditions

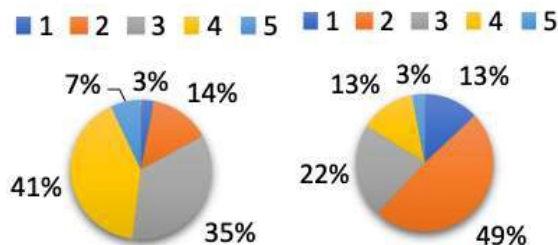


Figure 8. Production Conditions during Covid-19

Production conditions are described in questions to business actors regarding the price of production raw materials and difficulties in obtaining raw materials. As many as 41 percent agreed that the price of raw materials had increased and 49 percent said that raw materials were not difficult to obtain.

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H. Condition of Human Resources

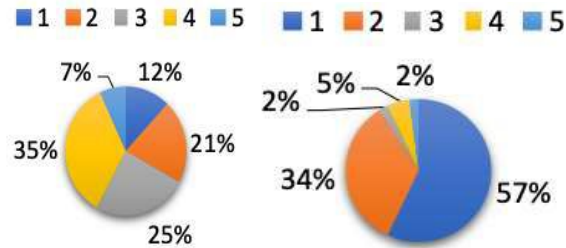


Figure 9. Conditions of Human Resources During Covid-19

Another important factor examined in this study is the condition of human resources who work in the tourism sector. There are two questions that are asked, namely business actors laying off their employees (taking turns coming to work) and rehiring their employees, or immediately laying off their employees. There are 47 percent of business actors laying off employees and will re-employ if conditions have run normally. Meanwhile, for termination of employment, 62 percent of business actors have terminated their employees, and do not yet know whether to be rehired or not.

CONCLUSIONS

The characteristics of tourism business actors affected by Covid-19 in Belitung Regency are divided into 4 characteristics, namely education, status, type of business and sales turnover.

Tourism business actors in Belitung Regency are dominated by senior high school (SMA) education levels, with the status of being married. Most types of business are culinary. Business conditions when Covid 19 sales turnover decreased to below 3 million. The product marketing reach is increasingly limited, so online marketing is carried out. Business actors need additional new capital for their business. Business actors also experience problems with the increase in the price of raw materials for their business production. Almost all business actors are forced to lay off their employees.

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