

# THE CONCEPT OF RURAL TOURISM RECOVERY PASCA COVID-19, KERTOSARI VILLAGE, PURWOSARI SUB-DISTRICT, PASURUAN REGENCY, INDONESIA

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## **THE CONCEPT OF RURAL TOURISM RECOVERY PASCA COVID-19, KERTOSARI VILLAGE, PURWOSARI SUB-DISTRICT, PASURUAN REGENCY, INDONESIA**

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*Abstract Tourism has an important role and is significant to economic growth, especially through increasing foreign exchange, providing job opportunities, and participating in improving infrastructure, encouraging betterment of facilities, especially public facilities and local businesses. In recent years, alternative tourism such as rural tourism has grown more favorable as tourist destinations. Nonetheless, rural tourism growth is impeded by the Covid-19 pandemic in early 2020 that massively hampered, even stopped various activities including the tourism sector, and massively overhauled the entire social order and way of life. One village that has great potential for rural tourism is Kertosari Village, Purwosari district, Pasuruan Regency, Indonesia which experiences a screeching halt in the tourism sector. The purpose of this research is to formulate the concept of developing Kertosari rural tourism during and post Covid-19 period by creating a recovery concept for rural tourism. This study uses a qualitative descriptive approach to describe the potential of rural tourism and then analyzes the role of stakeholders to identify the type of tourism developed. The next step is by applying the concept of tourism adaptation in the Covid situation using standard health protocols, and finally to concept a travel pattern through network analysis and linkage system. Thus, it will formulate the concept of developing Kertosari rural tourism that is adaptive during and after the Covid-19 period*

**Keywords:** *Rural Tourism, Recovery, Tourism Development*

### **1. INTRODUCTION**

Tourism is one of the economic development boosters, in which this sector contributes significantly to economic growth; especially by increasing foreign exchange, providing job opportunities, and participating in improving infrastructure. In various countries today, tourism is a very important sector because it has a role as a meeting of the spiritual and material needs of the community. Tourism also has impacted the environment for the better, though some of them have a negative impact (Sofronov, 2018).

In general tourism have three impacts, namely: economic, socio-cultural, and environmental aspects (Lundberg 2017). The economic impact of tourism includes making some investment for local development, encouraging better facilities, especially public facilities and local businesses, increasing land prices, stimulating employment especially for local communities, increasing human resources and skills, and much more. The social impacts of tourism include making the area more lively, providing entertainment opportunities for the local community, providing opportunities to share experiences with friends and/or family, opportunities to meet other people from other communities, increasing sense of belonging of

community togetherness, improving the local identity, preservation and development of local traditions and so on. Meanwhile, from an environmental perspective, tourism has a comparably negative impact on the environment. Lundberg (2017) describes that tourism has a negative impact on the natural environment due to the number of activities carried out

Rural tourism has become one of the main forces for promoting rural development (Long & Tu, 2017 in Shen et al. 2019). As an important part of the tourism industry, rural tourism is considered as an engine for redeveloping rural economy because it can reduce the gap between urban and rural areas, promote rural employment, stimulate the development of rural products and revitalize their culture (Guo & Han, 2010 in Shen et al. 2019). Rural tourism is multi-faceted and complex, including agriculture-based vacations, and also consist of natural parks, ecotourism, walking, hiking, horse riding, adventure, sport and health tourism, hunting and fishing, educational trips, arts and heritage, and ethnic tourism (Lane 1994). Chambers (2009) in S. C. H. Li, Rahimi, and Stylos (2017) explains that authenticity is central to its worth as a tourist destination. Rural tourism currently includes various types of activities such as green tourism or ecotourism, agrotourism, adventure tourism, outdoor sports tourism, cultural tourism, and so on

Nowadays, interest in rural tourism is increasing because of the uniqueness offered by its concept. People who are bored with city life will seek out a different experience, namely, in the rural area, that tends to still live traditionally. They enjoy rural living while they have free time, far from the fast-paced hustle and bustle of big cities by enjoying slow rural life, e.g visiting the natural environment, enjoying a different type of food, and so on (Chambers, 2009 in Buckley, Bowen & Clarke, 2017). Because of the changes in tourist interest, currently, in many areas of Indonesia, new tourism destinations are growing in the form of rural tourism (Dewi, Fandeli & Baiquni, 2013). The concept of rural tourism characterized by their uniqueness, distinctive, and environmentally friendly products would be a solution for the development of tourism in the world, especially in Indonesia. Rural tourism is a tourism industry that is meant to use their natural resource, cultural-historical and the typical rural living for their development of complex tourism products (Paresishvili, Kvaratskhelia, and Mirzaeva 2017).

The growth of rural tourism is very interesting since the middle of 2020 to the end of 2021 has experienced drastic decline and even almost stopped because of the COVID-19 pandemic. One of the main factors in the spread of COVID-19 is the interaction between person to person, so that tourism that attracts many tourists should be limited. Some studies related to the development of rural tourist villages in relation to the recovery of post-covid tourism were carried out by Samarathunga and Gamage (2020) which introduced alternative tourism to replace en mass tourism, including ecotourism and agrotourism. Another study by Polukhina et al (2021) addressed the sustainability issues of rural tourism, with the aim of finding and supporting sustainable rural tourism adapted to the pandemic.

Without tourist visits, activities stopped and the now-abandoned tourist objects are unkempt and even damaged. Therefore a fix is sorely needed so that tourism can be safely revived. This also happened in Kertosari Village, so a tourism development concept adapted to COVID-19 is needed. The purpose of this research is as thus:

- Identification of tourism development and conditions before and during the pandemic
- Identification of potential and opportunity of rural tourism development
- Concept of rural tourism development adapted to pandemic Covid-19 situation

## **2. LITERATURE REVIEW**

The economic benefits of tourism are contributions to foreign exchange, government revenues, creating new job opportunities, and contributing to regional development. (Lichkoris, 1994 in Mason 2003:35). These benefits according to Mason (2003) can usually be measured at a national level and on a local or regional scale, though there are also negative consequences of tourism related to the economy, referring to Pearce (1989) and Mason (1995) like an increase in inflation, opportunity costs and over-reliance on tourism.

### **1.1 Rural Tourism and Development**

The concept of rural tourism development planning in Indonesia is that rural tourism is a form of integration between attractions, accommodations, and facilities that are presented in a community life structure that merged with local traditions (the Republic of Indonesia, 2009 in Damanik, 2018). This operational definition is used as the basis for rural tourism development policies in Indonesia. Therefore, Damanik et al (2018) stated that the term of rural tourism is interpreted the same as tourism in a rural area. The concept of rural tourism is more often found in various publications than the concept of tourism in a rural area (Youell, 1996; Kuvacic, et al, 2010; Chuang, 2010). Nevertheless, according to Damanik et al (2018), there is no substantial difference between the two, as well as tourism in rural areas.

Beeton (2006) explains the complexity of the tourism concept which makes it difficult to provide a definition of tourism, even Beeton (2006) uses the term problematic in describing it, rural tourism is no exception. There are various terms used to describe tourism in rural areas, including agricultural tourism, agrotourism, soft tourism, and even ecotourism. (Page & Getz 1997 in Beeton, 2006:142). Several groups, including the Australian Department of Tourism, have decided that rural tourism is a 'rural experience' (DOT 1994:1 in Beeton, 2006:142). However, not all tourism that occurs in rural areas can be considered as a rural experience, such as resort-based tourism and amusement parks, which exist in rural areas only due to cost and availability of land (Beeton, 2006:142). In general, changes in a rural area are slow, meanwhile rural tourism itself is a multi-faceted activity that includes nature-based recreational activities and community attractions as well as agriculture-related tourism (Beeton, 2006:142). Butler and Hall (1998) to whom Beeton (2006) sees rural tourism as more than the sum of its parts, especially as a policy response to a changing agricultural base in a global economy, where many rural businesses are forced to diversify to survive.

The terms of rural tourism, adapted from Sharpley and Sharpley, 1997: 9) in Roberts and Hall 2001: 15), is agrotourism: although often used to describe all tourism activities in rural areas (including, for example, festivals, museums, handicraft exhibitions, and other cultural events and attractions), it is more often associated with tourism products that are 'directly related to the agrarian environment, agrarian products or agrarian residence'; living on a farm whether it's outdoor or indoor, educational visits, meals, recreational activities, and sales of agricultural produce or handicrafts (Jansen-Verbeke and Nijmegen, 1990)

Agricultural tourism is explicitly linked to agriculture and is usually associated with tourism that involves staying in agricultural accommodation and seeking experience from agricultural operations and attractions (Gladstone and Morris, 1998, 1999), and is usually tourism-related.

### **2.2 Rural Tourism Adaptive to Covid-19**

In the year 2019, the Indonesian Ministry of Tourism is awarding the honor Indonesia Sustainable Tourism Award (ISTA), which is an award event for "green" and sustainable tourism. There are 18 tourist destinations in Indonesia that received the honor, one of which is the Kertosari Rural Tourism. Some of the potentials exhibited by the Kertosari Rural Tourism are rural landscapes and agricultural products that have great opportunities to be developed into tourist attractions. Based on the Guidelines for Analysis of Operational Areas and Tourist Attractions, Directorate General of Forest Protection and Nature Conservation in 2003, the unique element of natural resources in Kertosari Rural Tourism are the Gate, Fig Kampung

Tourism, Randu Wana Tourism Center, Swimming Pool, Gunung Baung Natural Park, Rafting, Win Agro, Kampung Tarzan, Pond, Cultural Kampung, Orchid Garden, Homestay and Live-in experience.

The tourism industry is one of the businesses that are vulnerable to various risks, including environmental, political, and socio-economic, although the opposite can happen in which tourism is easy to adapt to various changes and easy to grow and do well (Novelli, Gussing Burgess, Jones, & Ritchie, 2018) from various crises and pandemic (e.g earthquakes, Ebola, SARS, Zika). In the case of the Covid-19 pandemic that occurred, which had never happened before, it shows that a crisis that happened almost in all sectors, especially economic sectors. The economic sector went stagnant, including tourism. Rastegar et al (2021), later stated that COVID-19 has a high impact on global tourism. Tourism has stagnated and requires a reorientation to revive during and after the pandemic (Lew, Cheer, Haywood, Brouder, & Salazar, 2020)

The impact of covid-19 on tourism is very large, although on a greatly differing scale even on an international scale; international tourist arrivals are estimated to decrease up to 78%, causing a loss of US \$ 1.2 trillion in export revenues from the tourism sector and represents the largest decline in history (UNWTO, 2020, in Sigala, 2020). Song et al. 2012; Morley et al. 2014 referred to by Polukhina et al, 2021, explains that the dynamics of the number of tourists visiting are strongly influenced by demand factors so that during the pandemic, where there are policies regarding restrictions on tourism sector activities, they experience immediate difficulties. Under similar conditions, tourist visits in Pasuruan Regency have also greatly decreased, with the number of tourist visits below 40% from the period before the pandemic. This also happened in the Kertosari Rural Tourism, where there were almost no tourist visits during the COVID-19 pandemic.

The pandemic that is still happening, in the end, must be addressed with the recovery concept and turning on the covid adaptive rural tourism concept, step-by-step. The development of tourism in Kertosari has increased various village economies, however, in the early 2020s, since COVID-19 became a pandemic, various economy sectors have low turnovers and tourism has been closed. As a result, tourist spots are abandoned, not well maintained, and even got badly damaged. Realizing this situation, there is a need for breakthroughs and concepts to revive the economy, one of which is the development of tourism concept that is adaptive to Covid-19

### **3. RESEARCH METHODS/METHODOLOGY**

1. Literature review
2. Identifying Kertosari Village condition through:
  - observation,
  - documentation and interviews conducted on key personals.
  - carry out mapping and detailed data collection of each tourist object and tourist support infrastructure
3. Development analysis
  - Identify the potential for tourism development and its supporters
  - Network system analysis, Network Analyst, using ArcGIS Desktop
  - Linkage analysis, Perform Route Analysis Processing using ArcGis
  - Analysis of the adaptation of rural tourism to covid-19, by adapting new habits by implementing health protocols in the form of CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability)
4. The Concept of Rural Tourism Development
  - a. Development Concept
    - the characters of tourism objects and their attractions, potentials development of tourism and also development possibilities
    - Stakeholder opinion

b. Adaptive Rural Tourism Concept

Tourism activities at the destinations object in the context of the tourists are needed, like making some preparation to limit the interaction between the community and the tourists. Preparation of tourist visiting procedures, completing health protocols, and management of tourist visits

c. Tourist Route

Tourist routes are made by optimizing the minimum distance and minimum time visit in each tourist location and also by avoiding clustering in tourist destinations

#### 4. RESULTS AND DISCUSSION

Kertosari Rural Tourism is situated along arterial road between Surabaya- Malang and Pasuruan - Malang. The rural tourism distance from Pasuruan city is 30 Km or an average travel time of 45 minutes, while from Surabaya city is 80 Km or a travel time of one hour and 90 minutes, while from Malang city it's 35 Km with an average travel time of 40 minutes.

To reach Kertosari tourist spots, there are three entrances that can be reached by certain routes, namely the northern route through Sekolahan Street, the middle route through TunasJaya street, and the southern route through the road to Nature Park Gunung Baung. The Kertosari Tourism Area is a tourist destination that adopts a sustainable rural-based concept. Based on this, Kertosari Village features greeneries and activities carried out in nature. Kertosari Village has several tourist attractions, namely: Gate, Fig Kampung Tourism, Randu Wana Tourism Centre, Swimming Pools, Rafting, Gunung Baung Nature Park as Ecotourism, Win Agro, Tarzan Kampung, Ponds, Cultural Kampung, Orchid Garden, Homestay and Live in

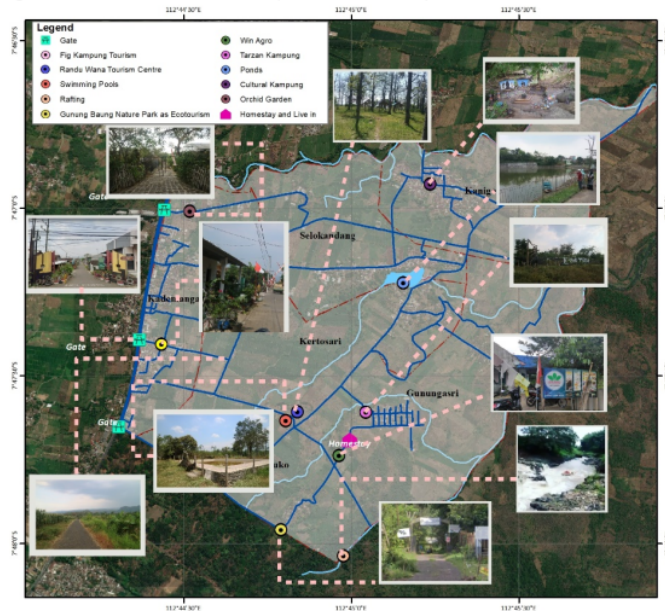


Figure.A. Attraction Maps

Source: Observation, 2021

The topography of Kertosari is that most of them are flat plains with a slight sloping ratio of 2 to 5%, while the rest has a sloping ratio of 5-15% so that the morphology of Kertosari is an area with an average flat surface and varying terrain. The height of Kertosari is between 100 to 500 meters above sea level. There is a spring that comes from Coban Baung Natural Park. The Geological condition of Kertosari consists of Pleistocene volcanic rock type with an area of 443.9 Ha. This type of rock comes from volcanic eruptions thousands of years ago. The type of soil

deeply affects the activities that will be carried out in the area, because only certain types of soil are suitable for use as a medium for organizing activities. Kertosari Village has an economy that runs in agriculture and tourism. Based on demographics data in Kertosari, in 2019, it has a population of 4,557 people, of which 80% of them are farmers. The internal road in Kertosari as a whole is a road that uses paving blocks with a fairly good condition, while the condition of the road to Gunung Baung Nature Park is in poor conditions. The average width of paved roads is between 3-4 meters, and most of them are in good condition.

Kertosari rural tourism development started in 2010, in which an environmental education community actively carried out educational activities centered in *Alas Randu* or Randu forest which is now known as Randuwana. The concept of rural tourism has been developed step by step due to the youth organization's concerns about the potential of Kertosari as rural tourism, and it is supported by the local government. They make rafting the main attraction for their tourism, by using the flow of Coban Baung waterfall, which at that time was already relatively well known. From 2013 to 2014 tourism activities were very low, then in 2015 tourism activities were revived by turning rafting, outbound, and camping as their main tourism attraction. During 2016 and 2017 rural tourism management was formed, then in 2018 thematic tourism was introduced, including Fig kampung tourism which won the "Kasawan Rumah Lestari" competition at the District and Regency level, then various other attractions were also developed like Randuwana, swimming pools, boating in the pond, rafting and much more. Until early 2020, tourism development was getting better, tourist visits were increasing, but since April 2020 the Covid-19 pandemic spreads throughout the world, including Indonesia and also Kertosari village, and tourism activities have stopped as the result.

In an attempt to prevent the spread of coronavirus, the government implemented restrictions on community activities, various activities are prohibited or restricted, people's movements are restricted, crowds are prohibited, then tourism stops operating as a result; leading to tourist spots becoming neglected and even damaged. To visit all the tourist attractions in Kertosari, network analysis is applied to figure out the closest distance and average length of tourist visits for each tourist object.

- Gate → Fig Kampung Tourism: 0 Km,
- Fig Kampung Tourism → Randu Wana Tourism Center: 1,07 Km
- Randu Wana Tourism Center → Swimming Pool: 0 Km
- Randu Wana Tourism Center/Swimming Pool → Gunung Baung Natural Park: 1,49 Km
- Gunung Baung National Park → Rafting: 0 Km
- Rafting → Win Agro: 0,59 Km
- Win Agro → Tarzan Kampung: 0,41 Km
- Tarzan Kampung → Pond: 1,03 Km
- Pond → Cultural Kampung: 1,28 Km
- Cultural Kampung → Orchid Garden: 4,94 Km
- Orchid Garden → Exit Gate: 0 Km

Based on the condition above, it is possible to determine the shortest distance and optimum travel route, as shown in the map below:

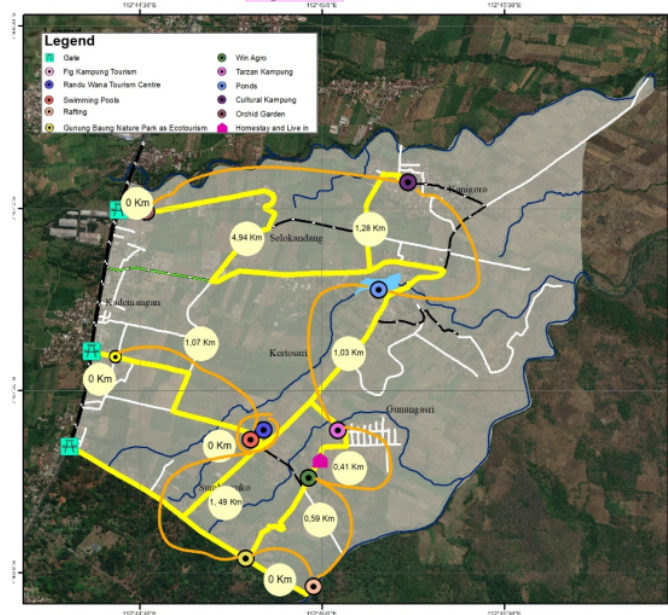


Figure.B.Route Analysis

Source: 2021

In a pandemic, everybody should change their way of life and way of thinking. People and visitors have to be able to adapt to covid-19 with new habits. The government has issued regulations by social restrictions to prevent virus transmission. Starting from the era of New Normal to the enforcement of restrictions on community activities (*Pemberlakuan Pembatasan Kegiatan Masyarakat*). In the context of tourism adapted to covid-19, every visitor must obey to health protocols:

1. Body temperature of  $< 37.3^{\circ}\text{C}$  before entering the rural tourism,
2. Every visitor should wash their hands, using soap and water, or alternatively use hand sanitizer,
3. Mandatory mask wearing for both locals and visitors,
4. Avoid crowding with enforced minimum distance; at least 1 meter from each other,
5. As rural tourism, some of the attractions are outdoor tourism, so that tourists are recommended to travel while sunbathing
6. The maximum capacity for restaurants is 50%,

The development of rural tourism conception is carried out by mapping the existing conditions while considering development opportunities for each tourism object and health protocol:

- Visitor registration – Determining the number of visitors for each group by going through online registrations or by controlling the number of admission tickets
- Body checking – Visitor's body temperature has to be  $< 37^{\circ}\text{C}$ , not inhibiting any symptoms of sickness – there are officers stationed along the gates and entrances to check the visitor's body temperature
- Length of visit- Maximum visit time depends on each tourist attraction- There are observers stationed at the tourist spots to control the number and length of visits
- Washing hand- Availability of hand wash equipment- tourist spots outfitted with washbasins complete with soap and tap water
- Mandatory mask-wearing- Enforcing mask usage for locals and tourists- providing masks in every tourist object
- The touching of the public area is prohibited - avoid touching public area; provide signboards that indicate that touching public area is prohibited.
- Personal hygiene kit and personal praying equipment - every Moslem should prepare personal equipment for their praying needs - encourage tourists to bring their personal equipment to reduce shared use

- Getting food in restaurants or culinary stalls - limit the number of restaurant visitors- with 50% maximum capacity, and arrange a maximum time to get food
- Physical distancing - applying minimum distance for visitors at least one meter- provide signs for every tourist object that's easily seen
- Clean and healthy behavior- educating people for better living by being cleaner and healthier- socializing and spreading brochures of a healthy lifestyle

The concept of developing Kertosari rural tourism is by optimizing the development of tourism objects through tourism object design, redevelopment, reconstruction, giving new equipment, and increasing tourism attractiveness. Furthermore, tourist visits are carried out in tour groups, and each tour group will be accompanied by a guide. Each tourist attraction is provided with COVID-19 prevention equipment and there are supervisors stationed to prevent crowds. The development concept of each tourist object is shown in the picture below:

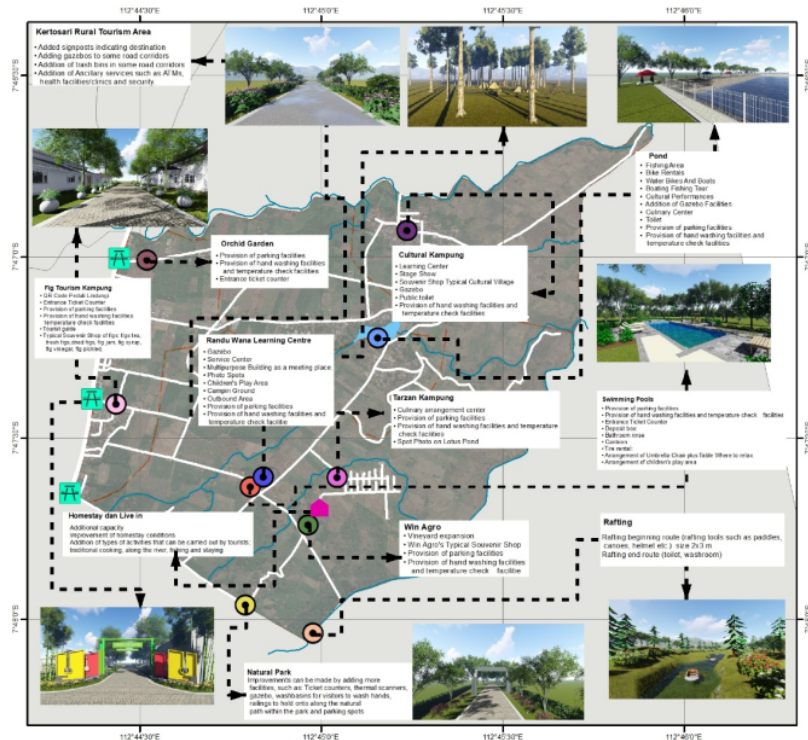


Figure.C.Development Concept

Source: Analysis, 2021

The final part of the concept of developing rural tourists is to create a tourism travel route, with the main entrance in Jalan Tunas Jaya, then tourists proceed to visit the Fig Tourism Kampung and then continue to the other tourist objects:

1. Travel Route 1 (southern route):  
Gate – Fig Tourism Kampung – Randu Wana - Swimming Pool – Tarzan Kampung– Win Agro- Natural Park- Rafting
2. Travel Route 2 (northern route)  
Gate – Fig Tourism Kampung – Randu Wana – Swimming Pool – Pond – Cultural Kampung – Orchid Garden
3. Travel Route 3 (Homestay and Live-in experience)  
Gate – Fig Tourism Kampung – Randu Wana/Swimming Pool – Win Agro and Walking Around the Rural Tourism



(2)

(3)

Source: Analysis, 2021

- 9

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