



The Impact of Social Distancing and Physical Distancing Policies in the Management of Artificial Tourism Objects

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Abstract

Social distancing and physical distancing policies are actions taken by the government to stop the spread of Covid 19. In its implementation, it has had an impact on the management of artificial tourism objects. The research data was collected directly through the interview process to the managers of artificial tourism objects and tourists directly at the research site. Data collection was also carried out for the government and the Covid 19 task force using the google form. Data was also collected secondarily by accessing Google Scholar. The presentation of the data in this study was carried out in a descriptive-analytic manner and deductively drawing conclusions. Research findings that the application of social distancing and physical distancing on artificial tourism objects have had a direct or indirect impact on the economic and social aspects.

Introduction

Restricting community activities, which are referred to as social distancing and physical distancing, are actions taken by the government in an effort to stop the spread of Covid 19. In implementing social distancing and physical distancing, people are asked not to shake hands, keep their distance from each other when interacting. The implementation of social distancing and physical distancing also requires people to study, work and worship from home, stay away from crowds, postpone meetings, and not visit people who are sick. This was done because the Corona Virus or also known as Covid19 (Corona Virus Disease 2019) was first discovered in Wuhan City, China at the end of December 2019 (Yunus & Rezki, 2020) and it spread very quickly to Indonesia (Kresna & Ahyar, 2020; Mahase, 2020).

Referring to the results of the latest update dated February 8, 2021, there have been 1.16 million cases, 31,556 people died, while 950 thousand patients have recovered. Based on these conditions, all parties, both the government and the community, hope that many of these cases can decrease in number through the implementation of social distancing policies (Social Distancing), physical distancing (Kresna & Ahyar, 2020).

The adoption of Indonesian government policies that seem to prioritize the economic aspect rather than focus on handling diseases that threaten the safety of citizens has had a major impact on serious threats to the safety of citizens and a real threat to the weakening contraction of the national economy (Sakti, 2018). Even so, the government continues to intensively disseminate steps to prevent infection with the Covid-19 virus by implementing a healthy lifestyle and maintaining cleanliness, diligently washing hands, maintaining social distance, and avoiding crowds (Kresna & Ahyar, 2020). The implementation of social distancing and physical distancing also brings changes in the management of tourist attractions. It is jointly acknowledged that the tourism sector is the mainstay of the country and region in strengthening

the current economy. However, with the Covid-19 pandemic, it also has an impact on local and foreign tourist visits. As a result, it has caused sluggishness in the tourism sector.

Research on the Covid 19 pandemic is seen in Lumbanraja (2020), Rohman & Larasati (2020) which explains that the Covid 19 pandemic has had an impact on changes in economic, social and public services. Even though the government has taken various policies to regulate community activities and government administration (Christiani, 2020) to prevent the community from spreading the virus (Kurdi, 2020; Lumbanraja, 2020). The application of policies to work, study and worship from home (Christiani, 2020; Kurdi, 2020; Rohman & Larasati, 2020) up to restrictions on community activities (Lumbanraja, 2020; Christiani, 2020).

All of the research above emphasizes the facts that happened to the Covid 19 pandemic. However, they did not conduct studies in relation to the tourism aspect. Economically, the Covid-19 pandemic has disrupted the economic order of the nation and society, including the tourism sector, but did not discuss the impact of implementing social distancing and physical distancing policies in the management of tourist objects. Restricting community activities through the application of social distancing and physical distancing in the management of tourist objects also has a direct impact on the management of tourist objects. This impact is also experienced in tourism activities in Tomohon City through management and visits. This study was conducted to identify and analyze the impact of implementing social distancing and physical distancing in the management of tourist objects by taking locations in Tomohon City.

Literature Review

The community has a very important role in tourism development (Plangiten, 2020). Therefore, real action is needed from the community to be able to be a part of the tourism development process even in the Covid 19 pandemic situation. The government with various existing policies is actually trying to make the tourism sector not step dead during the Covid 19 pandemic (Benony Walakula, 2020). Because it must be admitted that due to the COVID-19 pandemic, the country's economy has become hampered, especially from the tourism sector (reduced tourist visits) and has changed the pattern of social interaction in society (Masbiran, 2020; Kresna & Ahyar. 2020; Paramita & Putra, 2020).

The various previous studies mentioned above provide a description of the situation that occurred during the current Covid-19 pandemic. The tourism sector is one of the mainstay sectors of the country and region in the economy that is experiencing a significant or significant impact. The government through various policies has been established and implemented to make the state and regional economic recovery without abandoning the application of health protocols in community activities. The government through the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020 regulates health protocols for the community in public places and facilities including tourist attraction locations and creative economic services as well as event organizing services (Karyono et al., 2020).

The weakness of the studies mentioned above does not focus on the impact of implementing social distancing and physical distancing at tourist attraction locations. The research that will be carried out will make it the object of the research problem. This is because researchers assume that by identifying the impacts that occur from the application of social distancing and physical distancing at tourist attraction locations, it will be a provision for the government in efforts to recover the economy through the tourism sector. Impact is the result that occurs when it is associated with the application of social distancing and physical distancing. The COVID-19 pandemic has significantly impacted the economic, social, political, cultural, defense,

security and welfare conditions of the Indonesian people (Government Regulation RI Number 21 of 2020; Alfiah et al., 2020; Ozili, 2022).

So it can be explained that this study will analyze the consequences that occur from the application of social distancing and physical distancing. Impacts can be positive but can also be negative. Positively, the impact will help the recovery and running of activities at the tourist attraction location. On the other hand, if the impact is negative, then the application of social distancing and physical distancing cannot help the economic recovery of the tourism sector. The government hopes that the implementation of social distancing and physical distancing, even though it limits the pattern of community interaction, can be a foothold for the community and tourism object managers to pay attention to health handling protocols in public places such as tourist attraction locations.

Research Methods

This research was conducted on artificial tourism objects that have been designed by modern managers in the Tomohon City area. Artificial tourism objects are tourist objects that utilize a combination of natural beauty that is modified and arranged according to tourism developments. The selection of the object and location of this research is based on the situation that the Tomohon City area as an area in North Sulawesi Province which has modified a lot of natural natural conditions into a modern tourist spot and has become one of the current tourist destinations. The research design that will be used is a qualitative design. The selection of qualitative research designs, because through this design facts and phenomena will be obtained regarding the identification of the impact of the policy of implementing social distancing and physical distancing in the management of tourist objects. Informants interviewed in the research of owners, managers and government elements have knowledge, data and information in relation to the policy of implementing social distancing and physical distancing at tourist attraction locations and visiting communities. Data was also collected by conducting a literature review related to the object of the problem as contained in Google Scholar. Researchers also conducted direct observations at tourist objects during the application of social distancing and physical distancing in April – September 2020. The data presentation technique in this study was presented in a descriptive-analytical manner. The data analysis technique was carried out qualitatively, as well as the technique of drawing conclusions deductively (Kusuma et al., 2022).

Results and Discussion

The city of Tomohon, known as the city of flowers, has an area of 147.2178 km² or 14,721.78 hectares with 5 (five) sub-districts and 44 sub-districts. Tourism is one of the mainstay sectors with an annual program, namely the Tomohon International Flower Festival. Tomohon City has natural attractions such as mountains, lakes, lakes, waterfalls, hot springs. Also has historical and cultural attractions such as waruga, statues, vellbox, Wallace House, old churches, old schools and colonial houses as well as metered attractions such as agro-agricultural plantations and flower gardens.

The development of tourism object management is currently also happening in Tomohon City with the presence of artificial tourist objects such as the Woloan Amphitheater, Lokon Boutique Resort, Kakaskasen Prayer Hill (Foot of Mahawu Mountain), Kinilow Swimming Pool, Kinilow Rest Area, Lahendong Hot Springs, Woloan Stilt House Industry. , Kai Santi Garden, Nature Tourism Park, Welu Café and Resto, Puncak Tetetana, Puncak Temboan, Valentine Hills, Lokon View, Ekayana Pagoda, Gardenia Country, Kelong Garden, Leponiane Café and Resto and others. This artificial tourist attraction combines the natural potential of the beautiful and beautiful city of Tomohon with a modern tourist miniature design. This

tourism object arrangement model makes Tomohon City the choice of local and national communities for visiting foreign sects. Data on tourist visits in 2017 amounted to 545,415, 2018 amounted to 552,001, 2019 amounted to 591,380. but in 2020 it fell to only 934 (<https://tomohonkota.bps.go.id/>; Sanjoto et al., 2021).

The decline in tourist arrivals in Tomohon City as the data above cannot be separated from the government policies due to the Covid 19 pandemic. The Covid 19 handling policy as stipulated in the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020 regulates health protocols for the community in public places and facilities including in tourism objects and creative economy services (Karyono et al. 2020) through the application of social distancing and physical distancing and continued with the implementation of community activity restrictions (PPKM) until now.

Social distancing means social distance, while physical distancing is maintaining a safe distance for physical distance. Physical distancing is a substitute term for social distancing (Putsanra, 2021). Physical distancing means keeping our distance from one another and limiting activities outside the home. When outside your home, it means staying at least 2 meters (or 6 feet) away from other people whenever possible (Public Health Ontario, 2020). Social distancing policies and physical contact restrictions are policies set by the government that regulate community social interactions in the form of staying at home, working from home, studying, and worshipping at home (Sukardi & Sulaiman, 2021). Social distancing and physical distancing policies have brought changes in people's behavior. So that it not only has an impact on inhibiting the spread of Covid 19 but also has an impact on the physical and mental health of the community (Sukardi & Sulaiman, 2021).

Of the 18 (eighteen) artificial tourist objects in Tomohon City when the social distancing and physical distancing policies were implemented, their management changed. Every visitor who comes to a tourist attraction must comply with the implementation of health protocols as stipulated in the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020 so that social distancing and physical distancing can be realized. The most obvious change in the implementation of social distancing and physical distancing is related to reducing visitor capacity and limiting operational time. The tourism object manager also provides all supporting supporting facilities such as guard officers, hand washing facilities, body temperature measurement. However, there is no supervision in relation to physical distancing directly to visitors while at tourist objects. The manager also does not make changes to the facility arrangement in the location object.

The application of social distancing and physical distancing has a direct impact on the decrease in the number of visitors by up to 80% from usual, operational time is limited only from 1 pm to 5 pm, there are tourist attractions that are closed / not operating, reductions to work stops employees and decreased income. While the indirect impact is found, namely that there are facilities that are not maintained and the cost of maintaining artificial tourist attraction facilities increases. The impact that directly or indirectly occurs when the implementation of social distancing and physical distancing policies is experienced by managers of artificial tourism objects, namely economically experiencing a decrease in income because the number of visitors is reduced, operational time is limited, operational costs and facility maintenance are increased. Socially, there is a decrease in people's interest in traveling and interacting with the wider community.

The decline in income during the Covid 19 pandemic is a problem faced universally by most business actors and throughout the world. Economic activity is limited due to the lockdown in many countries. As happened on the African continent, the Covid 19 pandemic caused a

tourism crisis with tourism sector revenues declining 50% from the previous year (Novelli et al., 2018). Data from UNWTO shows that export income from the tourism sector has decreased due to the Covid 19 pandemic and is the worst period in global tourism development since 1950 (UNWTO, 2020). The COVID-19 pandemic has caused a reduction in income from the tourism sector and other related sectors such as workers in Bangladesh, India, Brazil, Rwanda, Romania, Africa, South and South Korea and Sri Lanka (Chowdhury, 2020; Kumar & Rou, 2020; Rwigema, 2020; Rutynskyi & Kushniruk, 2020). Korea, China, Hong Kong and Japan experienced the loss of many foreign tourists which resulted in a decline in GDP in the tourism sector (Joo et al., 2019; Masbiran, 2020). This situation is clearly causing sluggishness in the tourism sector (Walakula, 2020).

People are not allowed to do activities outside the home (Bartik et al., 2020; Fairlie, 2020). People only stay at home, work from home, study, and worship at home (Sukardi & Sulaiman, 2021). By itself, people cannot carry out activities outside the home, including traveling. The absence of tourism activities means that there are no visitors at the tourist attraction and creates less income in the artificial tourism business. Therefore, the health protocol is a very appropriate choice to be applied by managers and obeyed by visitors to tourist attractions (Karlina et al., 2021).

The Covid 19 pandemic has caused business management in the United States to also experience a decline and decreased by 3.3 million or 22% during the February - April 2020 period. Business activities between African Americans also experienced a very large decline of up to 41 % in various business activities, Latinx business activity decreased by 32%, business activity to Asia decreased by 26%, immigrant business experienced a loss of up to 36%. Business women also experienced a decline of up to 25% of business activity. The decline in business activity in the states of the United States has implications for the implementation of policies, income losses, and economic inequality in the future (Fairlie, 2020).

The decline in the income of the artificial tourism business occurred as a result of the decrease in tourists. The acknowledgment of the reduced income in the artificial tourism business is in accordance with the tourist data in Tomohon City. The number of visitors who experienced a decrease in tourists by more than 80% in artificial tourist attractions is in line with the data on tourist arrivals in Tomohon City in the comparison of visit data in 2017 with 2020 there was a decline of 83%, in 2018 with 2020 there was a decline of 84%, in 201 with 2020 there was a decrease of 85% (<https://tomohonkota.bps.go.id/>; Sanjoto et al., 2021). The decline in tourists is also in line with data from UNWTO that until June 2020 foreign tourists visiting Indonesia decreased by 93% or lost 440 million visits compared to 2019 (UNWTO, 2020).

The decline in tourists is indeed a result of social distancing and physical distancing policies. Because the decline in tourists shows that the policies taken by the government in suppressing the spread of the Covid-19 pandemic are happening and effective. The government has limited the space for people to move in their social interactions, it turns out that it has an impact on controlling Covid 19 and is in accordance with the appeal conveyed by WHO (Kresna & Ahyar, 2020). The application of physical distancing and social distancing in public places (bus stops, train stations, public transportation, supermarkets, tourist attractions, places of worship) has been marked by symbols that indicate the distance between one person and another so as to avoid physical contact. . In the stage of tourist attractions, it is also limited to prevent crowds of people (Kresna & Ahyar, 2020).

In simple terms, physical distancing and social distancing are steps or policies taken by the government to limit the community's space in carrying out social interactions with other people with certain aims and objectives, in this case as prevention of the spread of the Covid-19 virus

infection. In tourism activities, there has actually been concessions provided by the government regarding tourism mobility to tourist destinations. The government provides more space for tourism object managers but always prioritizes health protocols for people who access tourist attraction locations so that Covid 19 can be prevented and controlled.

The implementation of policies in the context of preventing and controlling Covid 19 requires the direct participation and participation of tourism actors. Participation actions shown by tourism actors will greatly help the rise of the tourism sector and economic recovery (Handayani, 2021). The decline in public interest in traveling and interacting with the wider community is a manifestation of the awareness of the managers of tourist objects as well as tourists and society in general (Karnina, et al. 2021). but also a threat to the sustainability of tourism object management and the economy. So it is considered necessary to ensure the running of tourism activities, but Covid 19 is prevented and controlled. Therefore, the application of health protocols in artificial tourism objects is carried out based on location needs while still being guided by physical distancing and social distancing. The obedience of visitors and the consistency of the manager in maintaining the discipline of tourists are very much needed in the current situation. So that the economic system and social interaction of the community can continue to run together (Agung et al., 2021; Karnina, 2021).

Conclusion

The COVID-19 pandemic has greatly disrupted and changed the systems and processes of all aspects of people's lives. The tourism sector has become very disturbed, as seen in the decline in tourist visits and a decrease in the income of business actors, regions and the state. The government in its efforts to prevent and control COVID-19 has established and implemented various policies. Social distancing and physical distancing are policies that are also implemented by tourism object managers and are obeyed by tourists. Artificial tourism objects have now become an option that is widely developed in developing areas in support of tourism programs. So that the implementation of social distancing and physical distancing has had an impact directly or indirectly. In the economic aspect, it has directly or indirectly had an impact on the decline in income. This decline in revenue occurred due to reduced tourist visits and increased maintenance costs for artificial tourist attraction facilities. On the social aspect, directly or indirectly, it has had an impact in reducing the habit of people gathering with their families at tourist attractions and the loss of jobs due to termination of employment as well as closure/cessation of the operation of artificial tourism objects. Thus, it is necessary to understand that the prevention and control of the COVID-19 pandemic in order to restore all aspects of people's lives requires the consistency of tourism actors and tourists in complying with all policies and adapted to the needs of the location.

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