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Research Article

Sustainable Tourism in Banyumas Regency Based on Local Wisdom After the COVID-19 Pandemic

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Abstract.

Banyumas is a regency in Central Java, Indonesia. Its location, which is between Mount Slamet and the Serayu River, gives this area the potential for natural beauty for tourism. Its natural beauty has become a tourist attraction in the natural tourism sector. This research is important to see the threat of environmental damage and sustainability caused by natural tourism. Therefore, this study uses the concept of sustainable tourism as an analytical tool to see the policies taken in order to improve the tourism sector by minimizing environmental damage due to tourism in Banyumas Regency. The conceptualization of sustainable tourism in Banyumas is seen from three main factors, environmental, economic, and socio-cultural. Qualitative descriptive methods were used in this study with data collected from research results, journal articles, and secondary data as a reference. An important finding in this study is that socio-cultural factors that are implemented in the form of local wisdom are key factors for the Banyumas community in realizing sustainable tourism.

Keywords: Banyumas Regency, Sustainable Tourism, Local Culture

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1. Introduction

The development of tourism that occurs significantly not only has a positive impact, but can also have a negative impact. Currently, the World Travel and Tourism Council (WTTC) calls tourism as the largest industrial sector in the world because it is able to contribute 10.3% of the global Gross Domestic Product (GDP) that it is able to create 330 million jobs worldwide (1). This is not surprising because the tourism sector is also seen as a multidimensional industry, has physical, social, cultural, economic, and political characteristics that has rapid and significant growth (2). Nevertheless, tourism nowadays is also often criticized because tourism actors only understand tourism in the context of economic sense and have not led to ecological and sustainable sense (3). Especially at this time, environmental pressures caused by tourism activities are increasing due to

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³¹ an increase in the number of visitors and an increase in tourism-related infrastructure development to meet the number of tourists visiting these attractions. Therefore, this condition causes an increase in the amount of waste, pollution, and sanitation problems (4).

The seriousness of environmental problems caused by tourism has resulted in this sector being one of the agendas contained in the Sustainable Development Goals (SDGs), especially at points 8 and 9 in order to realize sustainable tourism (5). This shows that all countries agree on the importance of instilling an ecological and sustainable concept in the tourism sector, aside from the great benefits it has through an economic perspective. COVID-19 pandemic has halted the development of sustainable tourism in many countries because the pandemic has jeopardized all sectors, health, economy, and even tourism. Indonesia is one of the countries that is bound by the SDGs agenda so that all the goals that have been set, including realizing sustainable tourism must also be carried out. Tourism in Indonesia is also a sector that contributes to GDP for the country. The report released by ¹⁷ the Ministry of Tourism and Creative Economy (Kemenparekraf) states that ¹⁷ the tourism sector contributes around 4.3% to GDP and this contribution will continue to be increased until it reaches 12% in the next 5-10 years (6). This posed a challenge for Indonesia to developing its tourism that focusing on its own natural beauty while following the sustainability of the environment.

There is clear evidence of environmental damage ⁴⁰ caused by tourism development. ⁴⁰ For example, what happened in Tidung Island Marine Tourism, the Thousand Islands, where tourism development is quite good and is showed by the many tourism amenities that are managed individually and independently, such as homestay type lodging, boat rentals, catering businesses, and so on. The existence of infrastructure development in the tourist area of Tidung Island has resulted in various environmental damage, such as the accumulation of wastes, changes in water quality, damage to coral reefs, and some visual changes caused by development that does not pay attention to environmental sustainability (7). However, the conditions that occur in Tidung Island Marine Tourism cannot be generalized that all development of tourist areas always resulting in environmental damage. One example of an area that has succeeded in realizing tourism sustainability is Banyumas district. The characteristics of the tourism industry in Banyumas Regency still rely on natural tourism or known as ecotourism (8). Even though it is based on ecotourism, the number of tourist attractions in Banyumas Regency ranks at the top among other regencies/cities in Central Java Province with a total of 101 tourist attractions in 2022 (9).

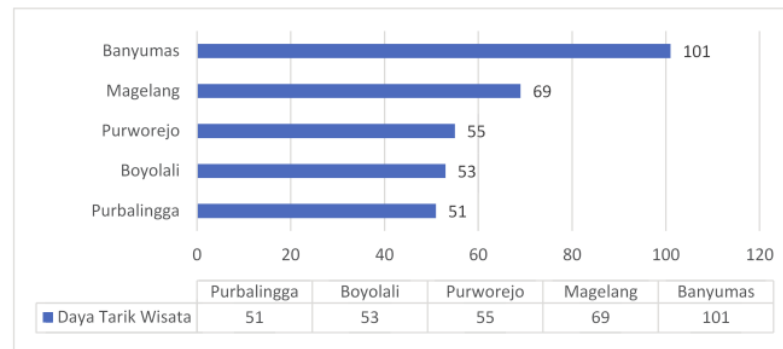


Figure 1: 5 Highest Tourist Destination in Central Java 2020. Source: Statistical Agency, Central Java, 2021.

The increasing number of tourist attractions in Banyumas district indicates that tourism development in this area is quite sporadic. The increased of tourist attractions also resulted in the raised of tourist visits to Banyumas. Prior to the COVID-19 pandemic, from the 2016-2019, the growth of tourists, especially the domestic tourist category in Banyumas district increased from 1,694,676 in 2016 to 3,943,574 in 2019. In fact, when the COVID-19 pandemic hit Indonesia, Banyumas district is still included in the category of the top 5 districts/cities visited by many domestic tourists in Central Java province (10). Of course, one of the main reasons for increasing the growth of tourists visiting Banyumas district is due to adequate facilities and infrastructure, both in terms of lodging (homestays or hotels), restaurants, and development in tourist destinations (11). Although the development of tourism in Banyumas district is quite massive, the environmental sustainability of the tourist areas is still maintained. The success of Banyumas district in implementing sustainable tourism is the main reason for the consistency of tourists to keep visiting Banyumas tourist destinations. Despite experiencing a significant decline, success in implementing sustainable tourism is a guarantee **to save the tourism sector** after the pandemic **COVID-19**.

A review of literature related to sustainable tourism has been carried out in several previous studies, such as research conducted by Budisatria, et al in 2021 which stated that during the **COVID-19 pandemic** there was a **decline in** tourists, so increasing **tourist visits** after the pandemic would increase the positive image of the region. In order to improve the image of tourist areas, some efforts such as maximizing the management of potential tourist destinations and sustainable infrastructure development is required because to provide satisfaction to tourists, adequate infrastructure is also needed (12). Along with this, Dane's research in 2021 stated that the **COVID-19 pandemic had** a very bad **impact on** Bali **tourism**, especially in Buleleng Regency, so

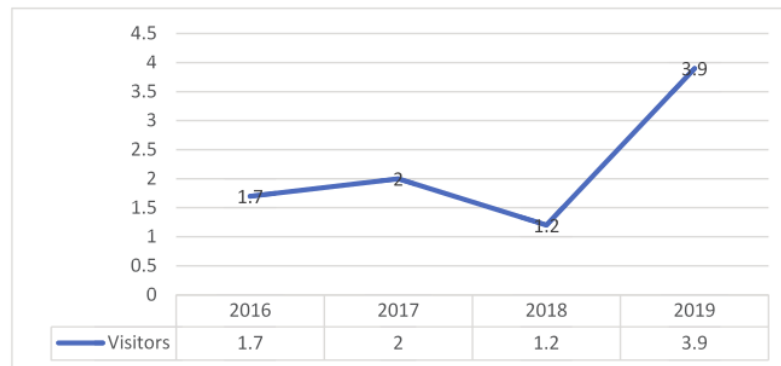


Figure 2: Domestic Tourists Visitation in Banyumas Regency (2016-2019). Source: Sport and Youth Office, Central Java, 2020.

various development policies were needed to revive tourism in the Buleleng area. The development policy carried out by Buleleng Regency after the COVID-19 pandemic was to implement sustainable tourism development. The closure of various tourist destinations is a momentum for managers to be able to evaluate and rearrange their tourist attractions so that they present a better impression for tourists and the only way to achieve it is through sustainable tourism development (13). Another study conducted by Simatupang and Sukmadi in 2021 said that Bandung tourism, which during the COVID-19 pandemic, could only be saved by sustainable tourism as a consequence of the part of tourism development after the COVID-19 pandemic. This is because sustainable tourism work does not only focus on sectoral work, but also thoroughly touches the community, government, and academia (14). In contrast to previous studies, in this study, the author will pay attention to tourism in Banyumas district with the aim of analyzing sustainable tourism in Banyumas district based on local wisdom.

2. Method

The writing of this article uses a qualitative approach with analytical descriptive research methods. According to Locke, Spirdoso, and Silverman (1987) a qualitative approach has the aim of understanding certain situations, events, groups, or social interactions (15). Sukmadinata (2006) in (16) A descriptive study aims to explain existing phenomena, both natural and artificial. Phenomena can be objects, forms, activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another. Descriptive studies are studies that try to explain and interpret something, for example the existing situation or context, developing opinions, ongoing processes,

results or impacts that occur, or ongoing trends (Ikbar, 2014). This type of descriptive research is used if there is knowledge or information about social phenomena that will be investigated or questioned. This knowledge is obtained based on a literature survey, research reports, or from the results of exploratory studies (17).

3. Results And Discussion

The COVID-19 pandemic has left a lasting impact on the world, both socially and economically. While there is no doubt that the pandemic has caused great difficulties, it has also given rise to new opportunities for the travel industry (18). Many countries are now placing a new emphasis on promoting sustainable tourism in an effort to minimize negative impacts and maximize benefits for local communities and the environment (19). In doing so, they learn valuable lessons about the contribution sustainable tourism can make to the local economy and environment while helping local businesses and communities cope with crises. In many countries, tourists are now encouraged to visit local attractions that have survived the lockdown to preserve their livelihoods and protect the environment for future generations (20). In this article, we will examine the challenges and opportunities presented by the new era in sustainable tourism and how businesses and communities around the world are responding to these challenges and developing strategies for the future. We will also consider how this experience can be replicated in other parts of the world to help accelerate the transition to a more sustainable tourism industry.

As the impact of COVID-19 continues to be felt around the world, many governments and businesses are looking for ways to minimize the damage and provide the best long-term outcomes for people and the planet (21). Tourism has been hit particularly hard as a result of the pandemic, with visitor numbers plunging and major tourist attractions closed or abandoned altogether. However, a number of opportunities have emerged after the pandemic as governments around the world rethink their tourism and development policy goals. According to the United Nations World Tourism Organization (UNWTO), governments are increasingly recognizing the need to support the development of alternative forms of tourism that protect and promote the interests of local communities while maintaining sustainability and avoiding further disruption in the event of future outbreaks (22). They are also moving away from a more traditional focus on creating large centralized tourist centers and instead promoting local experiences designed to maximize benefits to local communities while minimizing environmental impact. For example, in Japan, the government encourages tourists to visit family-run restaurants

where they can enjoy home-cooked meals in a friendly and relaxed environment while catching a glimpse of local life and culture (23). These measures will help preserve traditional crafts and cultural activities while also enabling people to get out of their homes and enjoy fresh air and social contacts in a safe, comfortable and sustainable way. The decline in visitor numbers to popular tourist destinations has led to significant job losses across the travel industry. However, it also provides opportunities to create new jobs in the sustainable tourism sector which will help ensure the long-term future of the industry and support local communities. Businesses around the world have launched innovative new programs that will provide job opportunities for displaced workers from the travel industry while also addressing some of the main causes of the pandemic such as climate change and loss of human resources.

⁶ 3.1. Recovery of the Indonesian Tourism Industry after the COVID-19 pandemic

Based on data from the ¹⁶ World Economic Outlook (WEO) of the International Monetary Fund (IMF), the global economy is estimated to grow 5.9% in 2021 after experiencing negative growth of 3.3% in 2020. In the third year of the COVID-19 pandemic, complexity is increasing. high with global conditions that previously started to recover slowly, decreased again by a new wave of Omicron. The impact of the health crisis on the economic and social sectors is very real, especially for the ³ tourism sector. Based on data from the UN World Tourism Organization (UNWTO), the pandemic has resulted in a decline in global income of around USD 2 trillion from the tourism sector. Meanwhile, the decrease in foreign tourist traffic was also very significant, at 80%. As a result, more than 100 million people who work directly or indirectly in this industry are severely affected (24).

²³ Various efforts have been made to save Indonesian tourism. There are three phases carried out by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), namely Emergency Response, Recovery, and Normalization. ¹³ The Emergency Response phase focuses on health, such as initiating social protection programs, encouraging creativity and productivity during WFH, coordinating tourism crises with tourism areas, and preparing for recovery. Next is the Recovery phase, where the gradual opening of tourist attractions in Indonesia is carried out. The preparations are very thorough, starting from the application of the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) protocol in tourist attractions, as well as supporting the optimization of MICE (Meeting, Incentive,

Convention, and Exhibition) activities in Indonesia. The last is the Normalization phase, namely the preparation of destinations with the CHSE protocol, increasing market interest, to discounts for tour packages and MICE. One of the programs that have been implemented is the Virtual Travel Fair from August-September 2020, where Virtual Tourism can be an alternative to doing tourism activities during the pandemic. Virtual tourism can be defined as the use of technology to enhance or create a tourist experience. Through virtual tourism, one does not have to be physically in a place to travel in that place. Virtual tourism as an industry is currently growing rapidly and is one way for the tourism industry to try to survive during the pandemic. Virtual tourism also has the potential to open access for the public to objects that have tourism potential, but for one reason or another cannot be used as tourist objects, as was done by Ascape with Vietravel by re-imagining areas that are difficult for tourists to access (25).

The main key for tourism and creative economy actors to survive in the midst of a pandemic is to have the ability to adapt, innovate, and collaborate well. The reason is, nowadays people's behavior is starting to change, and this is accompanied by a shift in tourism trends. For example, before the pandemic we could freely travels to tourist destinations in Indonesia and abroad. However, the pandemic has caused tourism trends to change, such as holidays without much contact with other people to stay safe, namely staycations. Because hotels have had quite an impact due to the pandemic, of course, as a hotel industry player, you can't just rely on staycations. Hotel providers must also begin to adapt in order to survive, such as offering WFH (Work From Hotel), until the completion of a CHSE certificate from the Ministry of Tourism and Creative Economy so that visitors feel safer while on vacation. The desire to vacation without meeting other people has changed the trend of tour package services. The tourism industry players must start providing exclusive tour package services or mini groups, so that tourists feel safer and minimize the potential for virus transmission while on vacation.

Meanwhile, in terms of tourist destinations, many tourist attractions have been hit by the COVID-19 pandemic, some have even been forced to close due to lack of visitors. For this reason, tourism actors must take advantage of technological innovations that play an important role in supporting tourism trends that are shifting in the midst of a pandemic, one of which is virtual tourism for online vacations. Equally important, the shift in tourism trends in Indonesia also has an impact on several restaurant businesses. In order to survive, restaurant industry players must innovate along with shifts in consumer behavior and habits. Because around 70% of people use online food services (delivery, take away, and catering) during the COVID-19 pandemic, restaurants should provide

take away services by implementing contactless services. In fact, it is estimated that the concept of outdoor dining will become very popular after the pandemic is over. This is because the public will remain obedient to health protocols, and keep their distance from others to minimize virus contamination (26).

⁶ The government is also committed to strengthening the resilience of the tourism sector as one of the pillars of post-pandemic recovery. With the support of international partners and fellow G20 members, Indonesia wants to implements ²⁹ Guidelines for Strengthening Communities and MSMEs as Tourism Transformation Agents. In addition, ³⁵ Indonesia also wants to be a pioneer for joint innovation at the G20 to restore tourism through the seamless traveling method. For Indonesia, the development of tourism infrastructure and increasing the capacity of human resources in this sector is a necessity. Because in the future, the challenge of tourism is faced with whether or not we adapt quickly to digital technology. In addition, at the global level it is necessary to have a common perception of attention in ensuring the safety of tourists on the one hand and increasing tourism foreign exchange on the other. Therefore, the G20 is a very relevant and important forum for the world to work together to ensure the progress of innovation and alignment of mechanisms that support safe, standard and healthy tourist mobility (24).

¹⁴ 3.2. Banyumas Regency tourism after the COVID-19 pandemic

¹⁵ Banyumas Regency is one of the areas in Central Java that affected the worst by the COVID-19 pandemic. This pandemic caused a severe outbreak of the H1N1 virus, which resulted in more than 1257 deaths in the district during the pandemic (27). After the pandemic ended, the tourism sector in Banyumas took a hit. However, things are slowly getting better as travelers start returning to Indonesia and tourists returning to Banyumas. This article will provide an overview of the challenges faced by the tourism industry after the pandemic and how businesses in the area are trying to recover.

The COVID-19 pandemic hit Indonesia very hard. Millions of people were infected and 158,000 people died in Indonesia. In Central Java, one of the worst hit areas, at least 636,296 people were infected with the virus and more than 33,382 people lost their lives to the disease (28). In March 2020, the Indonesian government declared a state of emergency as the coronavirus spread across the country. Several provinces have started implementing quarantine measures in an ³⁸ effort to slow the spread of the disease. Among the cities that were quarantined was Banyumas Regency. Many businesses were forced to close due to the outbreak of the pandemic. Hotels in the region are also suffering from

the pandemic. It is estimated that 48% of hotels in Banyumas Regency are closed due to the pandemic (29). Many hotels remained closed even after the crisis was subsided as there were fears the virus would flare up again. ³² The number of foreign tourists visiting ²² the region decreased significantly after the pandemic. In January 2021, the number of ¹⁷ foreign tourists visiting Banyumas Regency was only 27,732 compared to more than 123,000 tourists visiting the Regency in the same year period of the pandemic (30). This is an indication that there has been ¹⁷ a significant decrease in the number of tourists visiting Banyumas after the pandemic. Although ¹⁷ there was a significant decrease in the number of foreign tourists visiting Banyumas, some still returned after the crisis subsided. Tourists who previously canceled trips to Indonesia have returned to their homeland since the pandemic ended. The local tourism industry hopes this decline in tourist numbers will be temporary and the area will soon see a significant increase in tourist arrivals.

During the outbreak, many local businesses had to lay off workers to reduce operating costs during the crisis. Tourism businesses that were already struggling before the pandemic saw business decline after the crisis. As a result, many hotels in the district closed, leaving their employees without jobs. It is estimated that around 4,000 workers were laid off because of the outbreak. Many of them were also forced to sell their homes to help pay off their debts. The losses suffered by hotel owners and their staff have been a major setback for the local tourism industry (31). Businesses affected by the coronavirus have started to reopen their doors and attract more and more customers.

3.3. Local wisdom as a support for sustainable tourism in Banyumas Regency

Research conducted by (32) explains that Banyumas is unique in preserving environmental traditions while keeping tourism activities going. These activities are *macapatan*, *sedekah bumi*, and *jumenengan*. *Macapatan* is a communication medium carried out by the Banyumas people in preserving their culture through reading Javanese poetry/style which aims to remind people of the importance of maintaining tradition, origin, and diversity, including messages to protect nature as a place for humans to live (33). Meanwhile, *sedekah bumi* is a tradition to give thanks to Almighty God. In the official meaning issued ¹⁴ by the Ministry of Education and Culture of the Republic of Indonesia, the *sedekah bumi* tradition is not just an annual routine or ritual, however, the *sedekah bumi* tradition has a deep meaning, apart from teaching gratitude also teaches us that humans must live in harmony with the universe (34). The last is *jumenengan*, which is

a ceremony or tradition to commemorate the first leader of Banyumas Regency, Raden Joko Kaiman, which means that humans should not forget their origins and respect religious and government leaders (32). The three traditions are examples of how the people of Banyumas have a high sensitivity to environmental sustainability as well as being able to display tourism attractions that aim to increase their regional income.

On the other hand, there is also a potential for Banyumas tourism after the COVID-19 pandemic, namely the independence of the community. (35) sees that Banyumas has local wisdom in addition to tradition that can be used as a reference in re-activating the tourism industry in Banyumas after the pandemic through the independence of its people. The community based tourism (CBT) approach was used by Marlina (35) to examine how the Banyumas community has a great participation in decision making and the benefits that the community receives from tourism development. CBT is a tourism management model that is managed by local communities by minimizing negative impacts on the environment and culture and at the same time creating a positive community economy (35). This role is in line with the conceptualization of sustainable tourism where according to Choi dan Sirakaya (36), the economic dimension of sustainable tourism means that it does not damage commercialized resources for tourism activities and for the long term. The social dimension reduces socio-cultural divisions by maintaining balance and harmony between communities through collaborative initiatives and social networking efforts between local groups, which require attention and emphasis on local community participation. Sustainable tourism management provides socio-economic benefits for the community. Communities around tourist sites participate in tourism activities because of economic motives, such as additional income and employment opportunities (37).

The pandemic does not always give a negative impression on the Banyumas tourism industry. Dewi et al (38) found interesting facts including that tourism actors in Banyumas have better health knowledge, the community implements health protocols, strengthens community solidarity, helps each other, and supports each other. These strengths are the basis for tourism managers to collectively maintain, care for, and manage destinations in the Banyumas region (38).

The success of Banyumas district in implementing sustainable tourism with local wisdom and community characteristics has proven to be able to revive tourism which has been slumped due to the COVID-19 pandemic. Although the trend of tourist visits in Banyumas district experienced a significant decline at the beginning of the pandemic, but slowly tourist visits has increased again, even Banyumas became one of the areas with the highest local tourist visits in Central Java. The increase in tourist visits that

occurred in Banyumas was not only caused by the abundance of tourist attractions, but also of course due to the implementation of sustainable tourism which made people feel safe and comfortable to keep visiting Banyumas. With the consistency of implementing sustainable tourism based on local wisdom in Banyumas district after the COVID-19 pandemic, it is not impossible that tourist visits will continue to increase in the future.

4. Conclusion

The development of tourism is a double-edged sword for the world because its development can have ²² both positive and negative impacts. On the one hand, the positive impact felt by the development of tourism is the progress of the economic sector because tourism is able to contribute greatly to the economy of the community and the state. ³⁷ However, on the other hand, the development of tourism which is currently underway is also very damaging to the environment. This condition is a challenge for countries in the world to implement sustainable tourism by harmonizing tourism development and maintaining environmental sustainability. The challenge in implementing sustainable tourism is even more difficult when all countries are faced with the COVID-19 pandemic, whose presence has resulted in the tourism sector being badly hit. It is certain, the decline in the tourism sector is not only experienced by one or two countries, but all countries in the world. However, various studies have stated that one way to revive tourism is to implement sustainable tourism. In contrast to previous research, in this study, the author will focus on examining the condition of Banyumas district which implements sustainable tourism based on local wisdom after the COVID-19 pandemic.

Banyumas is a district located in the province of Central Java and ²⁶ is one of the areas most affected by the COVID-19 pandemic. All sectors of people's lives, including the tourism sector in Banyumas district, experienced a slump. Nevertheless, the decline in ¹⁵ the tourism sector caused by the pandemic did not prevent the people and the government of Banyumas from continuing to implement sustainable tourism. Interestingly, Banyumas turns out to be unique in preserving environmental traditions while keeping tourism activities going. These activities are macapatan, sedekah bumi, and jumenengan. All this local wisdom brings its own value to preserve nature and the environment so that the implementation of sustainable tourism continues through the implementation of this tradition. In addition, the consistency of Banyumas in implementing sustainable tourism is also due to the independence of its people who are aware of preserving the environment in the midst of tourism development so that tourism management does not exploit natural resources and even damage the environment. Therefore, the application

of sustainable tourism in Banyumas district based on local wisdom is in fact able to become an important instrument ²⁵ in the rise of tourism after the COVID-19 pandemic.

Conflict of Interest

This article is based on research that has no conflict of interest in authoring or publishing.

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