

## THE DEVELOPMENT OF TOURISM INDUSTRIES AFTER COVID-19 PANDEMIC IN NUSA DUA, BALI

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### Abstract

*This study aimed to analyze the development of tourism industries after Covid-19 pandemic in Nusa Dua, by conducted the strengths, weaknesses, opportunities, and threats (SWOT) analyses. The research methodology used includes literature review, observation, and interviews with community leaders, tourism industries figures, government on March 2023. The data analysis techniques mentioned-data reduction, data display, and conclusion drawing / verification, are commonly associated with the qualitative research method.*

*After the Covid-19 pandemic, tourism industries in Nusa Dua is expected to prioritize sustainable tourism development, focusing on promoting eco-tourism, responsible tourism practices, and ensuring equitable distribution of benefits to local communities. The tourism industry in Nusa Dua has adapted to the new normal and is implementing government protocols for tourism activities.*

*SWOT analysis reveals that the tourism industry has strengths in natural resources, established infrastructure, diversified products, and advanced digital technology. The weaknesses such as over-reliance on tourism, negative impact on environment and culture, and unequal distribution of benefits exist. The industry has opportunities in increasing tourist numbers, government support, ecotourism and sustainable tourism development, and cultural tourism. However, competition from other destinations, natural disasters, lack of government regulation, and the COVID-19 pandemic pose threats.*

**Keywords:** *Development, Industry, Pandemic, Travel, Tourism*

### Introduction

Nusa Dua is a popular tourist destination located in the southern part of Bali, Indonesia. The development of tourism in Nusa Dua began in the 1970s when the Indonesian government identified the area as a potential location for luxury resorts and tourism development.

During the normal era, before the COVID-19 pandemic, the tourism industry in Nusa Dua was thriving. The area was known for its beautiful beaches, luxury resorts, and world-class golf courses. Many international hotel chains such as the St. Regis, the Westin, and the Conrad had properties in Nusa Dua. In addition to the resorts, Nusa Dua also had a number of cultural attractions such as the Museum Pasifika, which featured art and artifacts from around the Pacific, and the Bali Nusa Dua Theatre, which showcased traditional Balinese dance and music performances.

The development of tourism in Nusa Dua also had a positive impact on the local economy. The tourism industry provided employment opportunities for many local people, and the revenue generated from tourism helped to support local businesses and infrastructure. Overall, the tourism industry in Nusa Dua was an important contributor to the economy of Bali and Indonesia as a whole. While the COVID-19 pandemic has had a significant impact on the tourism industry in Nusa Dua and throughout Bali, it is hoped that the industry will eventually recover and continue to thrive in the future.

A research conducted by Purnaya in 2014 revealed that Nusa Dua is recognized as the best international standard resort. This demonstrates the world's recognition of the quality of tourism development in Nusa Dua as a tourist destination. Similarly, a study by Dewi (2020) proved that Nusa Dua, along with various components, is ready to welcome tourism in the new normal era. However, this certainly needs to be supported by various recent studies (Purnaya, 2014, Dewi, 2020). This has led to the conducting of research on the development of the tourism industry in Nusa Dua in the new normal era

The Covid-19 pandemic has had a profound impact on the world, not just on tourism, but also on education, health, the economy, and society as a whole. As a result, many industries have had to implement stricter health protocols, and old patterns can no longer be applied. The tourism industry in particular has been greatly affected, and it has become crucial to implement fast and accurate information and communication technology to stay competitive. This article focuses on the development of the tourism industry in Nusa Dua, Bali after the Covid-19 pandemic, and explores the strengths, weaknesses, obstacles, and challenges that have emerged in the "new normal" era. While many studies have already been conducted on this topic, further research is needed to anticipate and address the changing dynamics within the community, as well as to address any negative issues that may arise. The aim of this study is to gain a better understanding of Nusa Dua's strengths and weaknesses, as well as the obstacles and challenges it faces, in order to determine appropriate steps for the future.

### **Literature Review**

#### **1. Tourism Industries Development Definition**

Tourism industry, or the tourism sector, is an industry that encompasses all aspects related to travel, accommodation, entertainment, and services provided to tourists during their travels. Below are several definitions and explanations of the tourism industry from various theories, experts, and books.

According to the World Tourism Organization (WTO, 2020), the tourism industry includes all activities related to travel and temporary accommodation outside the normal environment of residence, whether for recreation, business, or other purposes. The tourism industry includes everything related to travel, accommodation, food and beverage, transportation, and recreational activities run by organizations and individuals operating in the tourism market (Kotler, Bowen, and Makens, 2017).

The tourism industry is a sector comprising many sub-sectors, including hotels, restaurants, travel agencies, transportation, tourist destinations, and other

sectors that meet the needs of tourists (Buhalis and Laws, 2001). According to Cooper and Hall (2012), the tourism industry includes various types of businesses related to travel and accommodation, including air travel, trains, buses, sea transportation, hotels, restaurants, and other sectors. According to UNWTO (2015), the tourism industry encompasses all economic activities related to tourist travel, including transportation, accommodation, restaurants, and other sectors that provide products and services for tourists.

The Encyclopedia of Tourism said, the tourism industry is an industry consisting of various activities and products related to tourism, including accommodation, transportation, restaurants, tourist destinations, and other supporting services (Jafari, 2001).

The description showed tourism industries are industries that encompasses all aspects related to travel, accommodation, entertainment, and services provided to tourists during their travels.

## 2. Formerly research in Nusa Dua, Bali

Tourism Development has some impact on community livelihood in Nusa Dua Bali (Putra & Wardana, 2018). The research examines the impact of tourism development on the livelihood of the community in Nusa Dua, Bali. The study uses a mixed-method approach, combining qualitative and quantitative methods, to collect data from 200 households in the area. The research findings show that tourism development has had a significant positive impact on the economic and social aspects of the community's livelihood. The tourism industry has created job opportunities, increased household income, and improved access to education and healthcare. However, the study also highlights some negative impacts, such as environmental degradation and cultural changes. The researchers suggest that sustainable tourism development policies should be implemented to minimize the negative impacts and maximize the positive impacts on the community's livelihood.

Tourism development has impact on economy and environment in Nusa Dua Bali (Ariyanti & Martini, 2020). The study found that tourism development has a positive impact on the local economy, particularly in terms of generating income and employment opportunities. However, the rapid growth of tourism in the area has also caused negative impacts on the environment, such as pollution and resource depletion. The researchers suggest that sustainable tourism practices should be implemented to minimize the negative impact on the environment and to ensure the long-term sustainability of the tourism industry in Nusa Dua.

The impact of tourism development on local culture in Nusa Dua Bali includes (Ardila & Amalia, 2019). The research revealed that the rapid growth of tourism in the area has led to some negative impacts on the local culture. One of the significant impacts is the commodification of culture, where the traditional culture of Bali is being commercialized and turned into a product for tourists. This has resulted in the loss of the authenticity and integrity of the Balinese culture.

Furthermore, the research findings also revealed that the growth of tourism in Nusa Dua has caused changes in the local social and cultural values. The influx of tourists with different beliefs and cultural backgrounds has influenced the local community's values and norms, leading to the erosion of traditional values. The study also highlighted that the tourism industry's dominance has resulted in the

marginalization of the local community, leading to socio-cultural conflicts. The study concludes that while tourism development in Nusa Dua has contributed to the local economy's growth, it has also brought negative impacts on the local culture, and there is a need for sustainable tourism development that preserves the Balinese culture and benefits the local community (Ardila & Amalia, 2019).

The impact of tourism development on local community empowerment in Nusa Dua Bali (Wijaya & Setiawan, 2018). The research found that tourism development has the potential to empower the community through the creation of employment opportunities and the enhancement of local skills and knowledge. They also note that tourism development can provide a platform for the community to participate in decision-making processes and to showcase their culture and traditions. There are challenges to community empowerment in the context of tourism development, such as unequal distribution of benefits and the dominance of external stakeholders in decision-making. Effective community empowerment requires a collaborative and participatory approach that involves the active participation of the community in the planning and management of tourism development.

The impact of tourism development on land use changes in Nusa Dua Bali (Mertayasa dkk, 2019). The findings revealed that the rapid expansion of the tourism industry in the area has led to significant changes in land use, such as the conversion of agricultural land and forests into tourist facilities and infrastructure. This has resulted in a decline in the availability of land for agriculture and natural resource management, leading to environmental degradation and reduced access to resources for local communities. The study highlights the need for sustainable land use planning and management to balance the development of tourism with the preservation of natural resources and the well-being of local communities.

The development of ecotourism in Nusa Dua Bali: Challenges and opportunities (Sukma & Mudana, 2020). The research discussed the need for sustainable tourism practices that balance economic development with environmental conservation, and they identify several key challenges to ecotourism development, such as inadequate infrastructure, lack of government support, and low community involvement. Despite these challenges, the authors argue that ecotourism has the potential to promote sustainable development and provide economic benefits to local communities. The article highlights several successful ecotourism initiatives in Nusa Dua Bali and concludes with recommendations for promoting ecotourism development in the region.

Sustainable tourism development in Nusa Dua Bali: A community-based approach (Hariyadi & Dewi, 2019). The research proved that sustainable tourism development can be achieved by empowering the local community and involving them in decision-making processes. The study utilizes qualitative research methods, such as interviews and focus group discussions, to gather data from local stakeholders in Nusa Dua Bali. The findings suggest that community-based tourism development can help to enhance the economic, social, and environmental sustainability of the area.

The authors conclude that sustainable tourism development in Nusa Dua Bali requires a collaborative effort between the government, tourism industry, and



local communities. A community-based approach can ensure that the benefits of tourism development are distributed equitably and that the negative impacts on the environment and local culture are minimized.

The impact of tourism development on marine resources in Nusa Dua Bali (Sulistyarini & Putra, 2020). The authors highlight that tourism development activities such as construction of resorts, marinas, and water sports facilities, have led to significant changes in the marine ecosystem. These changes include coral reef degradation, decline in fish population, and water pollution. The study also highlights that the increased demand for seafood by tourists has put pressure on local fishermen to increase their catch, which in turn has led to overfishing and depletion of fish stocks. The authors suggest that sustainable tourism practices should be implemented to minimize the negative impact of tourism on marine resources.

The authors recommend that marine conservation programs and regulations be put in place to preserve the marine ecosystem and ensure the sustainability of marine resources in the long term. They emphasize the importance of involving local communities and stakeholders in the development and implementation of these programs to ensure their effectiveness.

The impact of tourism development on income distribution in Nusa Dua Bali (Putra & Wirawan, 2019). The researchers collected data from a survey of 100 respondents consisting of tourism workers and local residents in the Nusa Dua area. The findings show that tourism development has a significant impact on income distribution in the local community. The tourism industry has created job opportunities and increased income for the local community, resulting in a more equitable income distribution. However, the study also highlights that there are still some challenges in terms of income inequality, as some tourism workers earn significantly higher salaries compared to others, leading to disparities in income distribution. The researchers suggest that a more sustainable approach to tourism development should be implemented to ensure that the benefits of tourism are distributed more equitably among the local community.

### 3. Factors influenced the development of tourism industries

There are several factors that affect the development of tourism industry in Nusa Dua. There are internal factors that include the quality of tourism products, tourism facilities and infrastructure, and professional human resources. There are also external factors that include global political and economic conditions, information and communication technology, and changes in tourists' mindset and behavior. Cultural and environmental factors also have an impact, including the preservation of local culture and environment, as well as the involvement of the local community in tourism development. Wirawan stated that these factors are interrelated and have an overall impact on the development of the tourism industry in Nusa Dua (Wirawan, 2019).

A strategic plan was developed to develop tourism in Nusa Dua after Covid-19 pandemic. This plan includes infrastructure improvement, strict health protocol implementation, increased tourism destination promotion, and tourism product development that focuses on safe and memorable tourist experiences. This plan also considers sustainable tourism and local economic development Rau Utama, 2021).

The description above shows the tourism development strategy in Bali post Covid-19 Pandemic, a study of the readiness of the Nusa Dua tourist destination in implementing health protocols post Covid-19 pandemic, the role of tourism in the economic recovery of Bali post Covid-19 pandemic, research related to the impact of Covid-19 on the tourism sector in Bali and post-pandemic recovery strategies, and an analysis of tourists' perception of health protocol implementation in Nusa Dua tourist destinations post Covid-19 pandemic. This description shows the participation of various parties in ensuring the sustainable development of tourism in Bali.

### **Research Methodology**

The research methodology used includes literature review, observation, and interviews with community leaders, tourism industries figures, government on March 2023. The data analysis techniques mentioned-data reduction, data display, and conclusion drawing / verification, are commonly associated with the qualitative research method.

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that have been collected. This technique aims to identify and extract important themes or patterns from the data, and to eliminate any redundant or irrelevant information. Data display refers to the organization and presentation of the data in a meaningful and accessible way. This can include tables, charts, diagrams, or narrative descriptions that help to convey the patterns or themes that have emerged from the data reduction process. Conclusion drawing/verification refers to the process of making sense of the data, interpreting the patterns or themes that have emerged, and drawing conclusions based on this interpretation. This can involve cross-checking the findings against other sources of data or theories, and assessing the credibility or trustworthiness of the findings (Strauss, 2010).

Overall, these techniques are designed to help researchers systematically analyze and interpret qualitative data in a rigorous and reliable way, and to generate meaningful insights that can inform theory or practice (Strauss, 2010).

### **Results and Discussion**

Nusa Dua is a popular tourist destination located on the southeastern coast of Bali, Indonesia. It is known for its luxurious resorts, beautiful beaches, and diverse range of water sports activities. In recent years, Nusa Dua has seen significant development in its tourism industry. There has been an increase in the number of hotels, restaurants, and other tourism-related businesses in the area. This growth has been fueled by an increasing number of domestic and international tourists, who are drawn to Nusa Dua's beautiful natural scenery and a wide range of attractions and activities.

This description supported with Putra & Wirawan's research (2019). The impact of tourism development on income distribution in Nusa Dua Bali that proved tourism development has a significant impact on income distribution in the local community. The tourism industry has created job opportunities and increased income for the local community, resulting in a more equitable income distribution.

The development of Nusa Dua's tourism industry has brought significant economic benefits to the local community, including income generation and job creation. However, it has also raised concerns about the negative impact of tourism on the environment and local culture, leading to calls for more sustainable and responsible tourism practices.

The description supported by Dedy Saputra, as the community lead in Tanjung Benoa, 13 March 2022. He said that the COVID-19 pandemic has devastated the economy and impacted the daily lives of the people. The tourism industry has come to a standstill, affecting various aspects of life such as education and income sources for families. Nowadays there are community activities that adhere to health protocols, environmentally and socially friendly.

#### 1. Tourism industry development in Nusa Dua

Due to the Covid-19 pandemic, the global tourism industry has been significantly impacted. Many countries have imposed travel restrictions and lockdowns to control the spread of the virus, resulting in a significant decrease in tourist arrivals. However, as vaccination rates increase and countries begin to reopen their borders, there is optimism that the tourism industry will recover.

Nusa Dua, a resort area in Bali, Indonesia, has traditionally been a popular tourist destination due to its pristine beaches, luxury resorts, and cultural attractions. However, it has also faced challenges in terms of sustainability, with concerns over the impact of tourism on the local environment and community. Nusa Dua as tourism destination has been significantly affected by Covid-19 pandemic.

In the post-Covid-19 era, it is likely that there will be an increased focus on sustainable tourism development in Nusa Dua. This may involve measures such as promoting eco-tourism, implementing responsible tourism practices, and engaging with local communities to ensure that tourism benefits are shared more equitably.

The head of Benoa Village, I Wayan Karang Subawa, stated that the Covid-19 pandemic had a big impact on the tourism industry development in Nusa Dua. However, they have organized activities in compliance with the government's protocols and are prepared to adapt to the "new normal" of tourism activities.

This description supported with Mahadwarta's research (2022), Wiadnyana's research (2021), and Suastika's research (2022). A strategic plan was developed to develop tourism industries in Nusa Dua after Covid-19 pandemic. This plan includes infrastructure improvement, strict health protocol implementation, increased tourism destination promotion, and tourism product development that focuses on safe and memorable tourist experiences. This plan also considers sustainable tourism and local economic development.

The description above shows the tourism development strategy in Bali post Covid-19 Pandemic, the readiness of the Nusa Dua tourist destination in implementing health protocols post Covid-19 pandemic, the role of tourism in the economic recovery of Bali post Covid-19 pandemic, research related to the impact of Covid-19 on the tourism sector in Bali and post-pandemic recovery strategies, and an analysis of tourists' perception of health protocol implementation in Nusa Dua tourist destinations post Covid-19 pandemic.

Furthermore, since international travel restrictions may persist in the short term, there is a possibility for an increase in domestic tourism. This presents an

opportunity for Nusa Dua to promote itself to local travelers and develop new tourism products and experiences tailored to the domestic market. Despite the significant impact of Covid-19 on global tourism, there is still optimism for the future of Nusa Dua's tourism industry. By prioritizing sustainable tourism development and adjusting to evolving travel trends, Nusa Dua can continue to flourish as a top-tier tourist destination.

## 2. SWOT analyses

The SWOT analysis of the development of the travel and tourism industry development in Nusa Dua, after Covid-19 Pandemic were as follows:

### a. Strengths:

- Availability of natural resources, such as beaches and marine resources, that can be used for tourism development.
- Presence of established tourism infrastructure, such as hotels and restaurants.
- Diversification of tourism products and services, including ecotourism and cultural tourism
- Positive impact on the local economy, such as income generation and job creation
- Advanced digital technology allows easy and fast online booking of tickets, hotel reservations, and travel packages.
- Online platforms such as TripAdvisor, Booking.com, and Airbnb enable tourists to find information and reviews about tourist destinations, accommodations, and activities.
- The increasing popularity of sustainable tourism trends allows travel and tourism businesses to promote eco-friendly destinations and contribute to local economic development.

### b. Weaknesses:

- There were over-reliance on tourism, leading to vulnerability to external factors such as natural disasters and economic downturns.
- Negative impacts on the environment and local culture, such as land use changes and loss of cultural heritage.
- Unequal distribution of benefits, with some members of the local community not benefiting from tourism development

### c. Opportunities:

- Increasing numbers of domestic and international tourists after Covid-19 pandemic, interested in visiting Nusa Dua as quality tourist destinations in Indonesia.
- Government support in developing infrastructure and promoting tourist destinations in Indonesia.
- The development of technologies such as the Internet of Things (IoT) and Artificial Intelligence (AI) can help in developing more interactive and personalized travel experiences.
- Potential for further development of ecotourism, which can contribute to sustainable tourism practices and the preservation of natural resources
- Increasing demand for sustainable and responsible tourism, providing an opportunity for Nusa Dua to position itself as a leader in this area



- Growing interest in cultural tourism, which can provide an opportunity for the preservation and promotion of local culture
- d. Threats:
  - Competition from other tourism destinations in Bali and Southeast Asia.
  - Natural disasters and other external factors, which can disrupt tourism activity and damage infrastructure
  - Lack of government regulation and enforcement, leading to unsustainable tourism practices and negative impacts on the environment and local communities
  - The COVID-19 pandemic and unstable global health situations.

The travel and tourism industry in Nusa Dua has several strengths, including natural resources like beaches and marine areas, established infrastructure like hotels and restaurants, and advanced digital technology. However, the industry is vulnerable to weaknesses such as over-dependence on tourism, negative effects on the environment and culture, and unequal distribution of benefits. Opportunities for the industry include increasing numbers of tourists, government support, and potential growth in ecotourism and sustainable tourism, while threats include competition from other tourism destinations, natural disasters, lack of government regulation, and the ongoing COVID-19 pandemic.

### Conclusions

The development of tourism industries after Covid-19 pandemic, Nusa Dua is likely to prioritize sustainable tourism development. This include promoting ecotourism, responsible tourism practices, and ensuring local communities benefit equitably from tourism. The development of tourism industries adapted to the new normal and implemented government protocols for tourism activities.

The stakeholders at Nusa Dua, include: government, community leaders, institution, tourism and travel industries, made a strategy to develop the tourism industry in Nusa Dua after the Covid-19 pandemic. This plan involves improving infrastructure, implementing strict health protocols, promoting tourism destinations, and developing tourism products that focus on safe and enjoyable experiences while also considering sustainability and local economic development. This plan reflects various studies on the readiness of Nusa Dua for post-pandemic tourism, the role of tourism in Bali's economic recovery, the impact of Covid-19 on Bali's tourism sector and recovery strategies, and tourists' perceptions of health protocol implementation in Nusa Dua. This collaboration to ensure the sustainable development of tourism in Bali.

The SWOT analysis of the tourism industries development in Nusa Dua after the COVID-19 pandemic shows that the industries have its strengths in natural resources, established infrastructure, diversified products, and services, and the availability of advanced digital technology.

There are weaknesses such as over-reliance on tourism, negative impact on the environment and culture, and unequal distribution of benefits. Opportunities include increasing numbers of tourists, government support, the potential for further development of ecotourism and sustainable tourism, and growing interest in

cultural tourism. Threats include competition from other tourism destinations, external factors such as natural disasters, lack of government regulation, and the ongoing COVID-19 pandemic.

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