

THE IMPACT OF NATURAL DISASTERS ON CHANGE OF TRAVEL PATTERNS AND TOURIST TYPE WHO VISITED TOURISM DESTINATION

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Abstract: Natural disasters affect tourist travel patterns and tourist characteristics in socio-economic aspects as well as aspects of tourist behavior. This study aims to find out and analyze changes in the pattern of travel of tourists visiting Bali after natural disasters. The research was conducted in Bali tourism destinations related to the eruption of Mount Agung natural disasters in 2017. Data analysis techniques used qualitative descriptive and Likert scale techniques by distributing questionnaires to 200 tourists. The results of the study show changes in the pattern of tourist travel with natural disasters where tourists are more selective in choosing tourist attractions in these tourism destinations. Tourists state that they are not affected by natural disasters as long as there is access to the tourism destination, but information plays an important role in providing a factual description of the current conditions of tourism destinations. The motivation of tourists visiting after natural disasters did not show a significant difference.

Abstrak: Bencana alam mempengaruhi pola perjalanan wisata dan karakteristik wisatawan dalam aspek sosial ekonomi maupun aspek perilaku wisatawan. Penelitian ini bertujuan untuk mengetahui dan menganalisis perubahan pola perjalanan wisatawan yang berkunjung ke Bali setelah adanya bencana alam. Penelitian dilakukan di destinasi pariwisata Bali terkait adanya bencana alam erupsi Gunung Agung pada tahun 2017. Teknik analisis data menggunakan deskriptif kualitatif dan teknik skala Likert dengan menyebarkan kuesioner kepada 200 orang wisatawan. Hasil penelitian menunjukkan perubahan pola perjalanan wisatawan dengan adanya bencana alam dimana wisatawan lebih selektif dalam pemilihan daya tarik wisata pada destinasi pariwisata tersebut. Wisatawan menyatakan tidak terpengaruh dengan adanya bencana alam selama masih terdapat akses menuju ke destinasi pariwisata tersebut, namun demikian informasi memegang peranan penting dalam memberikan gambaran factual kondisi terkini destinasi pariwisata. Motivasi wisatawan yang berkunjung setelah adanya bencana alam tidak menunjukkan perbedaan yang signifikan.

Keywords: *natural disasters, travel patterns, tourism destination.*

INTRODUCTION

Indonesia has abundant natural resources and diverse tourist attractions, but the territory of Indonesia is very prone to natural disasters. Indonesia is known as the ring of fire because it has the most volcanoes in the world (Zaenuri, 2016). Moreover, the number of natural disasters that occurred in Indonesia, ranging from earthquakes, tsunamis, floods, landslides and burning forests that caused thick smoke. Tourism is an industry that is always haunted by crises and disasters, it can even be said to be very sensitive and vulnerable, because it is easily influenced by changes and events around it (Henderson, 1999). Tourism is a business that requires a conducive climate. When small things happen, it will reduce the interest of tourist visits, such as disasters, resulting in a drastic decline in the number of tourist visits (Ritchie, 2004). Tourism is a business that deals with service and comfort. Natural disasters are considered as things that can reduce the comfort of tourists when visiting a region (Yomantoko, 2019).

Mallick & Vogt (2011) states that effective disaster management requires collaboration between the state, the private sector and civil society. So far, the involvement of various parties in disaster management efforts in Indonesia has been carried out, but their effectiveness and formulation still need to be studied. At the local level, local institutions in this case village institutions play an important role in the successful collaboration of the three parties (Anam et al, 2018). However, it is different from Muktaf (2017) research which precisely examines the development of disaster tourism, such as the Lava Tour, namely tourists are invited to surround the area affected by the eruption. However, the opportunity to develop disaster tourism in the future is very potential for a tourism destination. The existence of Mount Merapi as a former erupting mountain becomes its own attraction (Ahimsa, 2012).

In general, disaster management is divided into three philosophies, first keeping the community away from hazards; the second keeps the disaster away from the community; if both attitudes are difficult to do, then the next choice is to live in harmony and be friendly with threats and develop local wisdom. The government is able to use these three philosophies in disaster risk management through programs and policies to minimize the impact of disasters (Maarif, 2012), including involving local communities and institutions. So far, the threats and dangers of natural disasters are often only regarded as natural environmental processes, so that people are not considered in disaster risk management (Anam et al, 2018).

The Mount Agung disaster in Bali had a major impact on the condition of tourism on this island. Mount Agung which has an altitude of 3,142 masl (meters above sea level) has a long history of eruptions. Based on the PVMBG record (Center for Volcanology and Geological Disaster Mitigation), Mount Agung has erupted 4 times since 1800. Four eruptions occurred in 1808, 1821, 1843, and finally in 1963. The last eruption in 1963 took place on February 18, 1963 and ended on January 27, 1964. Eruptions were magmatic. The eruption of the mountain in 1963 resulted in 1,148 people died and 296 people injured (<https://m.tempo.co/read/news/2017/09/15/058909414/begini-sejarah-letusan-gunung-agung-di-bali>).

The Mount Agung eruption in Bali that occurred in 2017 not only affected tourist visits to Bali but the locations around it such as Lombok will be affected (suarantb.com, 2018; Yomantoko, 2019). The decline in the number of tourists visiting Bali is inevitable. This was worsened by the closure of I Gusti Ngurah Rai Airport for 3 days (27-29 November 2017) which resulted in many tourists feeling anxious and returning to their country and many tourists canceled their

planned visit to Bali. Room occupancy rates dropped dramatically to below 10% in December 2017. Various efforts were made by stakeholders' tourism to attract tourists to visit this island of the gods. Even though later the condition of Mount Agung was lowered from being alert to being alert, but tourist visits were not as many as the previous year in the same period. However, there are still loyal tourists who still visit Bali. Based on observations, there is a change in patterns in terms of travel and characteristics of tourists visiting Bali at this time. The results of this study are expected to be used as a basis for evaluations and policy makers for the government in the field of tourism and to increase the satisfaction and loyalty level of tourists who travel to Bali.

This study aims to analyze changes in the pattern of travel of tourists visiting tourism destinations as a result of natural disasters; analyze the characteristics of tourists visiting tourism destinations in socio-economic aspects and characteristics of tourist behavior as a result of the Mount Agung natural disaster; and formulating policies in the field of tourism related to natural disasters and efforts to increase tourist satisfaction and loyalty for tourism products in tourism destinations.

METHOD

The research was conducted in Bali as a tourism destination in connection with the Mount Agung eruption natural disaster at the end of 2017. The study was conducted for one year (2017-2018). This type of research is collaborative research between qualitative and quantitative approaches carried out with data collection techniques through observation, in-depth interviews, and questionnaires with Likert scale techniques. The research began with the distribution of 200 questionnaires (100 questionnaires for domestic and 100 questionnaires for overseas tourist) related to changes in the pattern of travel of tourists visiting Bali as a result of the Mount Agung eruption natural disaster. In

addition to travel patterns, the questionnaire also contains questions about the characteristics of tourists visiting Bali in socio-economic aspects (based on age, education level, income, employment, family members, family life cycle, experience, perceptions, motivations and travel decisions) and characteristic tourist behavior (based on needs, push and pull factors, ethics, travel features and attributes of tourist destinations, travel awareness and sources of information) as a result of the Mount Agung eruption natural disaster. Based on the findings and analysis, policy recommendations in the field of tourism related to the Mount Agung natural disaster were prepared and efforts to increase tourist satisfaction and loyalty to tourism products in Bali.

RESULT AND DISCUSSION

Tourist Characteristics

The characteristics of tourists visiting Bali are dominated by men with an age range of 15-24 years, Diploma / Bachelor level education, student and entrepreneurial tourists, staying in hotels with vacation destinations, dominated by unmarried, most of them are second-time visits, and tourists do not use travel agent services in planning his vacation. Characteristics of tourists based on the length of travel in Bali, it can be seen that there are differences in the length of travel between domestic and foreign tourists. Archipelago tourists have a dominant travel time of 2 days and 3 days, while foreign tourists have a dominant travel time of 1 week with a choice of tourist attractions while in Bali is Kuta Beach and tourism activities carried out while in Bali are culinary tours.

Changes in the Pattern of Tourist Travel after the Mount Agung Natural Disaster

The pattern of tourist travel after the Mount Agung natural disaster shows that tourists are more careful in choosing tourist attractions visited while in Bali and avoid tourist attractions located near the disaster site (Karangasem Regency where Mount Agung is located). Most tourists choose to travel in South Bali, namely the tourist attraction that is

predominantly chosen by tourists is Kuta, Seminyak, Sanur and Ubud. The experience of tourists traveling in Bali after the Mount Agung natural disaster stated that 95% were not affected by the natural disaster, their beliefs were supported by recommendations from relatives, friends and testimonies of other tourists visiting Bali, but some tourists (5%) expressed concern they are related to information they receive from various information media about the natural disaster. Tourists who are worried about the conditions of the Mount Agung natural disaster seek to always update the information they receive from time to time and prepare masks and visit tourist attractions located far from the zones affected by natural disasters. The tourists also stated that their concerns were caused more by information through the media that was too excessive and not as they had imagined before. The condition of Bali is not as bad as they think.

The perception of tourists visiting Bali after the Mount Agung natural disaster is that Bali remains their main choice destination when traveling, but with the Mount Agung natural disaster, tourists remain vigilant about the condition of Bali, and the media news they receive is not as bad as the reality there is. In general, tourists visiting after natural disasters say Bali is very safe to visit, but the government must think about security and supporting facilities and evacuation routes in the event of a natural disaster again.

The motivation of tourists visiting after the Mount Agung eruption was apparently not different from their motivation to travel when before a natural disaster, namely with the aim of eliminating boredom from the daily routine and the tour activities that had been planned previously. The decision of tourists to travel after the Mount Agung natural disaster is that as long as airports in Bali are not closed, tourists decide to keep on traveling and be selective in choosing the tourist attractions to be visited. This is evidenced by their presence to travel again after natural disasters. Tourist decisions are also influenced by several things, namely friend recommendations, the promotion of low prices after natural disasters, promotions carried out through various media, information on tourism brochures, magazines, and information they get through the website.

The main needs of the tour after the Mount Agung natural disaster is that tourists

try to bring masks, information that is constantly updated regarding the condition of Mount Agung and airports. Tourists also say that it is in dire need of preparation and provision of first aid in Bali, as well as evacuation routes in the event of a natural disaster again, as well as the provision of applications for natural disasters and increased security for visiting tourists.

The driving factor for tourists to visit Bali after the Mount Agung natural disaster was that most of the archipelago tourists responded to their desire to get out of their daily routine (56%), too heavy work/work environments (35%) and traffic congestion them (9%). As for foreign tourists, the driving factor for their trip to Bali after the Mount Agung natural disaster is the desire to get out of their daily routine (38%), holiday promotions at low prices (30%), too heavy work / work environments (22%) and traffic congestion in their residence (10%). The attraction factor for tourists to visit Bali after the Mount Agung natural disaster is that most of them answer the attractions of tourist destinations (87%), visit friends or relatives (15%), watch a match or event (11%), MICE (5%).

In contrast to the research of Rittichainuwat (2007) regarding the motivation of tourist visits, it shows that only domestic tourists are motivated to visit disaster areas due to factors of curiosity and opportunities to help local residents. While the research of Rindrasah and Mujiasih (2015) shows the same thing, namely tourists visiting Bali show tourists have an awareness of the dangers that might occur during the trip. Before coming to Bali some of the tourists read magazines and travel guidebooks published by overseas such as National Geography, Lonely Planet and so on.

Travel features are based on duration of travel time, travel costs and value for money, type of tour and choice of tour packages, risk and prevention for unexpected circumstances, confidence in tourism arrangements, and the presence of tourist intermediaries, tourists declaring no changes before and after Mount Agung natural disaster occurred. Tourists set the duration of travel time based on their free time, with the allocation of travel costs more or less unchanged. The type of tour is still in accordance with the interests of tourists who predominantly enjoy nature tourism (65%),

cultural tourism (30%) and artificial / other (5%). It's just that with the presence of natural disasters, tourist destinations occur carefully in the selection of tourist attractions and there is a slight shift. The choice of tourist packages is indeed not many tourists use the services of travel agents, tourists confident in managing their trips.

The attribute of a tourist destination after the Mount Agung natural disaster states that there is no change in the choice of destination in terms of interest in a type of destination, whether natural, cultural or artificial. Some tourists who like hiking activities say they choose other tourist attractions during their visit to Bali. The tourists' expectations of the quality of tourist services so that they continue to be improved, especially in services, providing tourism support facilities, evacuation routes in the event of a disaster and beach cleanliness. Environmental conditions so far according to tourists are quite good and adequate.

Awareness of travel after the Mount Agung natural disaster related to facilities and credibility of information sources is lacking in the sense that tourists want an increase in facilities available at the destination. With natural disasters, tourists expect additional facilities in the form of clear evacuation routes, reliable and up-to-date information sources, and security created in Bali.

The source of information that tourists use to find information about Bali tourist destinations is the difference between domestic tourists and foreign tourists. For domestic tourists the dominant source of information comes from information from friends or other tourists (34%), then from tourist brochures (28%), magazines (15%), radio and television advertisements (8%), internet / websites (8%), as well as discussions with intermediaries (3%). Whereas for foreign tourists the source of information about dominant Bali tourism destinations is obtained from information from other friends or tourists (45%), discussions with travel agents (19%), advertisements on radio and television (16%), through magazines (7%), tourist brochures (7%), and internet (6%). This of course can be taken into consideration for stakeholders in Bali tourism as a media for promotion, policy making and anticipatory steps in the presence of the Mount Agung natural disaster.

Tourism Policy to Increase Tourist Satisfaction and Loyalty

Based on the results of the discussion described earlier, a recommendation regarding tourism policy can be given as an effort to increase satisfaction and loyalty of tourists visiting Bali after the Mount Agung natural disaster as follows: 1) The role of the media is very important in providing information to tourists, especially when in tourism destinations occur disaster. News that is not true and tends to be exaggerated and reviewed in a long time greatly affects the image of a destination and the decision of tourists visiting a tourism destination; 2) Re-evaluate the type of market that is the target market of Bali as a tourism destination. Policy in this case is very important, because ideally the development of a tourism destination based on tourism potential, the direction of development, with the target market whose needs and desires are fulfilled; 3) The need to increase and provide Information Technology-based facilities available in tourism destinations to provide convenience to tourists and increase the value of products in tourism destinations; 4) Promotion of tourism destinations at low prices to attract more foreign tourists to visit Bali after the Mount Agung natural disaster will affect the image of a destination; and 5) The source of information that tourists use to find information about Bali tourism destinations can be taken into consideration for stakeholders of Bali tourism related as a more effective and efficient promotional media. In addition, the dominant information source can also be used as a reference in policy making and steps. Anticipation with the Mount Agung natural disaster.

The low length of stay of guests and guest repeaters can be used as an indicator of the level of satisfaction of tourists visiting Bali. In line with the research conducted by Marchiavelly et al (2012), this study also provides efforts for disaster risk reduction that need to be improved, namely: strengthening community capacity for disasters in the form of training and dissemination of disaster to the general public, providing training to managers or workers in the tourism sector. Addition of disaster signs for Disaster Risk Mapping and making information books on disasters in tourism destinations in order to increase public knowledge of disasters in their area while

increasing awareness in the face of disasters. Often disaster management at a tourism destination has not considered the presence of tourists in areas with the risk of natural disasters as a factor that adds to the vulnerability of the area. Besides that disaster management must pay attention to the characteristics of each region through the formulation of strategies, policies and programs and collaborative efforts involving all stakeholders (Anam et al, 2018).

More detailed in the aspect of communication, Kurniasari (2017) states that crisis communication policies in the Indonesian tourism sector are implemented with several strategic steps, namely, rehabilitation, reconstruction, and recovery. The emphasis of research is on rehabilitation and construction. Activities carried out in the rehabilitation phase include: (1) improvement of social and economic facilities and infrastructure; (2) post-traumatic stress psychiatric recovery through counseling, counseling, group therapy in schools, refugee groups, etc .; and (3) recovery of health including nutrition, (4) socio-economic recovery as an effort to increase community resilience. The second step is reconstruction. Activities in the reconstruction phase can be: (1) conducting a study and inventory of various damages; (2) develop a conceptual, integrated and sustainable redevelopment plan so that the results are better than the original conditions; (3) conduct research on causes of damage; (4) determine the priority of implementation of development; and (5) conduct monitoring and evaluation.

CONCUSION AND RECOMENDATION

Conclusion

The pattern of tourist travel in the presence of natural disasters shows changes and is selective in the selection of tourist attractions in these tourism destinations. Tourists state that they are not affected by natural disasters as long as there is access to the tourism destination, but information plays an important role in providing a factual description of the current conditions of tourism destinations. The motivation of tourists visiting after natural disasters did not show a significant difference. Tourism policies in the form of: 1) The role of the media is very

important in providing information to tourists, especially when tourism destinations occur; 2) Re-evaluate the type of market that is the target market; 3) The need to increase and provide IT-based facilities available in tourism destinations to provide convenience to tourists and increase the value of products in tourism destinations; 4) Selectively promote tourism destinations at low prices post-disaster, because it will affect the image of a destination; 5) Strengthening community capacity for disasters in the form of disaster awareness and training; 6) Add disaster signs and make information books about disaster in tourism destinations.

Recomendation

Media plays an important role in shaping the image of a destination, correct and positive information, and the right duration helps accelerate the image recovery of a tourism destination as a result of natural disasters. It is hoped that the media will be wiser in presenting information. In addition, post-disaster can be used as a momentum to reevaluate the segmentation of tourism destinations. The importance of increasing the satisfaction and loyalty of visiting tourists by providing services and tourism products that not only satisfy visiting tourists, but also can make tourists stay longer at a tourism destination.

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