

# Tourism Education In A New Normal Era

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## **A. Introduction**

The Covid 19 pandemic has spread the new atmosphere to the world in many aspects of life, it covers a new way of the people's life, how they adopt some technology in teaching, meeting and music concert; how they protect themselves, their family, and their surroundings; It also influence the people's language literation in all around the globe, the highlighted is the addition of new vocabulary in language literation after hit by Covid. In English we absorb some terms WFH (work from home), LFH (learning from home), LFH (learning from home), PCR (Polymerase Chain Reaction), New Normal and SARS (severe acute respiratory syndrome). The terms will be different from one country into another as in Indonesia the people are familiar with APD (*alat pelindung diri*), PDP (*pasien dalam pemantauan*), ODP (*orang dalam pengawasan*), OTG (*orang tanpa gejala*), PSBB (*pembatasan sosial berskala besar*) and PKM (*pembatasan kegiatan masyarakat*). One of the most popular terms is 'New Normal' as many governments of many countries in this world introduced it far before we really knew the exact meaning of it. The strong reason behind it is the urgency of the government from many countries to rise their domestic economy as their economic level touched the lowest level almost for two quarters in this year, and based on the prediction of the economic analyst 'new

normal' is the answer to overcome all the issue after pandemic (Thomas, 2020).

According to Roger McNamee the term of '*New Normal*' means the willingness of many people to follow the new rules over a long period of time because of various considerations which will be very important to do things that are truly resolved in the tyranny of urgency (Labarre, 2003). In general, it is undeniable that this normal includes significant changes in people's rules and lifestyles over a long period of time for very basic reasons. New normal is the choice of many countries as they need to prepare their people adopt a new way of life in a side by side with the covid 19 viruses.

There are some countries which have welcomed the new normal before other countries started (Garjito, 2020), such as: China has started to open schools in some safe areas, some tourist destinations were opened with a very limited number of tourists following the health protocol of covid 19; Japan has started to open schools, open playgrounds (roller coaster passengers are prohibited from shouting), cafes in Japan are equipped with barriers between guests; In line with those two countries, South Korea also has started opening schools from this early year; Denmark has different strategy in deal with the pandemic by dividing students into small groups when schools open and adding handwashing in many places; Canada also adopt another strategy by opening a school with half the students in class and half online.

Not only in economic, In Indonesia almost all sectors in the people's life are influenced after the pandemic, other sectors affected by Covid 19 such as manufacture, transportation, social life, education, art and tourism. The adaptation comes in many ways, for example in manufacture, the new normal comes to the way how the

workers of the factory need to work in shift and adopt the covid 19 health protocol; in transportation sector, the people who work in this sector need to comfort their customers by arranging the new seat in their vehicles; The social life will be different as the people will move to use technology by virtual meeting rather than gathering in real time. In education the teacher and students need to adopt two ways meeting, virtual and offline meeting according to the level of the area of their living, for green area the government may open the school, however for the red area, online meeting still become the priority. The different policy applied to the higher education as the students in university will still use virtual meeting in the teaching learning process (Rahino, 2020); Many virtual concerts will happen in the new normal life of many artists as they may still have technology to introduce their work and also entertain the people; The tourism sector becomes the most affected field in the pandemic, therefore the new normal life in this sector applied as the hospitality workers need to get their works for living and also the tourists want to travelling back again after pandemic it is based on PHRI Bali (Indonesian Association of Hotels and Restaurants) data, that there are closures of around 2 thousand hotels which greatly impact tourism workers. According to a survey by the Alvara Research Center conducted on April 9, 2020 which were followed by 504 respondents scattered from various regions, regarding activities to be carried out after the pandemic ended, travelling became in the first rank (21.8%) far above visiting families/friends (13.9%) (Hidayat, 2020). Most of the participants said that they had a great desire to travel to a new place after 3 months in quarantine, especially millennials. Millennials became the most excited group of people who are agree with the new normal term as currently the term new normal is widely touted in many countries that have experienced lockdown

because after a few months staying at home people want to go back for a tour and relaxation.

*Bila wabah Covid19 selesai, apa aktivitas yang paling ingin anda lakukan ? [%]*



## B. Discussion

### 1. The Changes in Tourism Sector Pasca Pandemic

In the tourism development, according to Meyers (2009) Tourism is a travel activity carried out temporarily from the original residence to the destination area with the reason not to settle or earn a living but only to fulfill curiosity, spend leisure or holiday time as well as other goals. In line with Meyer, Sinaga (2010) states that tourism is a trip that aims to get a form of satisfaction and pleasure, where it is planned individually or in groups from one place to another. Based on the explanation of the above understanding of tourism, in general tourism is an activity of someone from his residence to visit another place with a difference in the time of visit and motivation of the visit.

Before many countries announced their positive Corona population and implemented a 'lockdown', traveling had become the most favourite thing in many countries, especially by the youth than the older people. This is supported by a survey conducted by Topdeck Travel (Morrison, 2020) to 31,000 people from 134 different countries, as many as 88 percent said they have traveled abroad three times a year and 94 percent are aged 18-30 years. This makes many countries start to improve by arranging tourism objects, promoting cheap tourism packages, completing tourism accommodations that support the industry, increasing the professionalism of tourism actors to attract tourists to be able to boost tourism visits to increase foreign exchange earnings which will lead to an increase in the economy of the community around the tourism area. After the pandemic in the new normal period many countries have opened their tourism industry with the high standard requirements, those country include Thailand, Meksiko, France, Turki, Siprus and Indonesia (Bali especially).

These are something we should prepare as the tourism provider in Bali specifically after this pandemic end. The following things should we consider answering the questions above:

a. High Standard Sanitation

According to Ni Wayan Giri Adnyani as Secretary of the Ministry of Tourism and Creative Economy, the Indonesian government will prepare destinations that are in accordance with the 'new normal' by promoting the principle of sustainable tourism, including in terms of health and safety issues (Wahyudi, 2020). In accordance with this, the tourism providers who manage the tourism object such as owner, management, employee and also the local

government in Bali are required to increase the sanitation standard to ensure the tourist attractions and tourist object are safe for the people who visit them. The tourism providers will set a sanitation standard of tourism that must be fulfilled by the tourist site such as toilets, wash basins, wearing masks, measuring body temperature, checking health statements and vaccinations.

b. High Standard Security

Even though, the increase in sanitation standards is important, an enhancement in safety standards in tourist areas in Bali also in a top priority because tourists' testimony will have an impact on increasing tourist visits. Improved security standards such as: checking luggage, installing cctv on each side of attractions throughout Bali, and adding security personnel such as security guards or *pecalang* (security guards of traditional villages in Bali) in all tourist attractions.

c. Staycation

Some things that we will encounter in 'new normal' pasca Covid-19 in tourism are tourists who will prioritize health and safety such as continuing to implement self-distancing and Covid-19 protocol, so that the availability of cleanliness facilities will be the main focus for the tourism provider. By prioritizing it, according to Yuswohady (2020) traveling will change into several new forms such as: staycation (tourists will prefer to be in hotels rather than going around in tourist attractions), niche tourism (individual tourism or with small groups with similar interests will change tourism large groups), Solo travel tours (tourists will choose to use private vehicles rather than public vehicles such as airplanes, trains or

buses), wellness tours (tours to make the mind healthier will be more interesting than night club life), virtual tourism (tours by utilizing technology platform).

Staycation is a tourism choice for tourists who still do not dare to mingle with other tourists. This will encourage hotels in Bali to provide extra facilities such as various Balinese classes such as yoga courses, Balinese dance, Balinese food cooking, and meditation. Providing additional attractions such as various Balinese dances, Balinese traditions and ceremonies so that tourists are able to get to know Bali or release their longing about Bali with high safety standards.

d. Niche tourism

A very big change will be seen from the group of tourists on a tour. In the past they were in a large group because it would save the budget. However, the focus of the tourists is in the high standards of safety and comfort, the choice of niche tourism is very important because they will be in small groups with a common hobby, interest or shared vision. The examples of this niche tourism includes: tours visiting mysterious places (haunted) in Bali, *tirthayatra* (making sacred visits to temples in Bali), culinary tours of authentic Balinese cuisine, learning Balinese dance from Balinese dance maestros, charity tours with make donations to remote areas on the island of Bali, as well as tours to learn the *lontar-lontar* (Balinese manuscripts) in Bali. As this new type of tourism develops, creative tours and travel, as well as creative hotel management will emerge to find specific market shares according to the needs of tourists.

e. Solo travel tour

The use of individual transportation will be higher than mass transportation because this physical distance will last longer than we previously thought so increasing tourists to go in one mode of transportation with many people can avoid. Another alternative that can be done by the tourism provider is to provide the best service for tourists with the special seat arrangement in the car, providing hand sanitizer, hand washing soap, tissue in each car and also prioritizing private modes of transportation for small leaders.

f. Wellness tour

This tour was created to recharge the body and nourish the mind. This wellness tour offers a perfect balance between amazing destinations, rejuvenation activities, and a healthy food experience that will help tourists returning home to feel better than before they come. This wellness tour is like spa, yoga, meditation, *melukat* (cleansing yourself to a purified spring), feeling healthy culinary and spiritual tour packages (including trips to sacred temples in Bali).

g. Virtual tourism

The technology developed in the field of tourism is the increase in platforms or applications that are able to provide a real experience of traveling to tourist objects in Bali. Although this is not able to match the direct experience of traveling such as feeling the hospitality of the local people, breathing in the smell of incense, touching various ceremonial facilities in Bali such as *canang* and *banten*, or the feeling when dancing with the Kecak dancers on the stage however, this experience is able to give an impression closely to tourists who are still afraid to travel in person.



This has been addressed by the Regional Government of Bali through the Coordinator of the Discussion on the Draft Regional Regulation and the Implementation of Bali Cultural Tourism AA Ngurah Adhi Ardhana stated that the anticipated form of a new order of implementation of tourism (The New Normal for Tourism) which is focused on Digital Tourism or Virtual Tourism which has developed a lot in the marketplace, then created a chapter on the Implementation of Digital Culture Tourism of Bali, one of which includes the Bali One Gate Tourism Portal. So that Bali tourism is protected from exploitation by irresponsible parties.

Whatever happen to the economic, social, political and even security conditions of a country will not be a reason for tourists to be afraid in travelling because tourism has become a primary need for millennial generation so it is hoped that Bali tourism will recover as soon as possible when the Corona virus vaccine is discovered so that the host and the government will be able to create a comfortable service for tourists to travel without worrying about being infected. In addition, the role of the government in taking strategic steps for the sustainability of Indonesia's tourism, Bali in particular is expected to provide various stimuli needed by workers and the tourism industry to be fulfilled during the emergency response and recovery of Covid-19, formulating global policies and implementing norms and standards Bali's new tourism.

## **2. New Normal in Tourism Education**

When the tourism arrived in the new normal era then it should be followed by the new normal in tourism education as well as the tourism education including the

university of tourism and also short course for tourism (LPK) will provide the labours for tourism industry which covers owner, employee, management and also consultant of the hotels, restaurants, and also tourism objects. There are some skills which are important for the hospitality workers to be mastered:

a. Sanitation and work safety

The high standard in sanitation and security in tourism affect the tourism education to give more focus on the theory and the practical of those standards to make the students in tourism university became well prepared and have the experience to work with it. It is important for them to know the safety standard of ILO (International Labour Standard) and sanitation standard by WHO (World health Organisation) and also the implementation of them as many of the international hotel management will adopt that. In the new normal period those two standard are very important to be mastered as it is applied in all over the tourism industry around the world.

b. Problem-solving

As stated in Indonesia Education Road Map 2020-2035 (Kemendikbud, 2020), The students should master 4 skills, they are problem-solving, social skills, proses skills, and system skills. In problem solving, the curriculum of tourism education should facilitate students to foster communication between students and teachers, think critically and independently. The teacher may give the student problems then give students time for looking of the solutions by identifying and conducting an investigation on that issue and overcome the problem. It is important for them to find the solution of problem by themselves as

they will find many problems when they work in a real life.

c. Social skills, proses skills, and system skills

The social skill includes how the students may maintain their interaction to others, not only family, friends, and teacher but also a foreigner, a customer, and relation. The ability of the students to work in team is priority as they could not work by them self when they work in tourism industry. They also need to give and receive the guidance from peers, parents, teachers, community, etc. (co-agent) in making the work perfect. In the large area the ability to cooperate with national or international level industries and companies will be fine for them as they have learn how to work together and in line with the statement of Indonesia Minister of Education Nadiem Makarim regarding the independent learning so the university and its students need to be apply their skill which they get in the class to be implemented in the industry.

The proses skills means that the curriculum needs to focus on the proses not the result accordingly, the students will do their best in doing the proses and the result will follow it. The system skills means the students need to be aware that they are a part of a bis system and they should learn how to work together in a system to achieve the purpose of the system itself.

d. Skills and attitude development

The skills certificates and training certificates also important for the workers. Individual may have many skills however, they need to be mastered in one skill. In the attitude development, it is emphasized on developing good character as a tourism provider

because it is related to hospitality for the customers. Other goodness like honest, able to work in team, humble and low profile also important for the tourism workers.

e. Being creative

Being a worker in this century require an individual to be a creative person as the technology and the community change gradually. The creative person will create something new which help them to finish their target.

f. Technology adoption

Technology adoption covers application of automation, AI (Artificial Intelligence), and big data in all sectors. The example of the very simple technology application is in payment (cashless), the students need to know and able to use this kind of payment gateway like linkaja, gopay, dana; digital marketing, university needs to provide the subject where the students may create or operate the digital marketing like traveloka, tiket.com, booking.com, tripadvisor; Virtual tourism/digital tourism covers the ability of the students to make an interesting video of tourism object with a very complete and detail information. Minimal the students are able in making and editing video for promotion of the hotel, villa, restaurant or tourism object.

The advance skill in tourism technology is to create and operate the robot (Artificial Intelegence) for helping or act as the housekeeper, front officer, waiter/waitress.



### **C. Conclusion**

The new paradigm of the people in living their life after pandemic creating big changes in many sectors. Tourism as the main sector which experience the biggest impact of the pandemic, forced the tourism workers to quit from their job, the owner of the tourism accommodation (hotel, villa and restaurant) closed their business, the management of tourism object also stayed at home as the

government closed the public facilities. When some countries open their community to welcome new normal, tourism become the first field to be considered in adopting the new normal life as millennials expect much to travel again. The implementation of the new normal in tourism such as high standard sanitation, high standard security, staycation, niche tourism, solo travel tour, wellness tour and virtual/digital tourism goes together with the tourism education as the university needs to prepare their students to face the new normal tourism, the tourism education curriculum in new normal should cover some aspects like sanitation and work safety, problem-solving, social, proses, and system skills, skills and attitude development, being creative and technology adoption. The students are expected to be a professional worker in tourism when the curriculum has fulfilled the requirement of the new normal life.

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