



Tourism in the New Normal Era: a Perspective of Bali Tourism Actors

Tri Anggraini Prajnawrdhi, Email: anggieprajnawrdhi@unud.ac.id

COVID 19 pandemic has changed various settings of human life in most countries around the globe. World Health Organization has stated this COVID 19 as a global pandemic since this virus has attacked most of countries. Various sectors were affected by this COVID 19 pandemic, especially in tourism. Bali, which is already known as one of the world's famous tourist destinations, was devastated due to this condition. Prohibition for most people around the globe not to travel and stay at home to minimize the spread of the virus has killed various tourism businesses especially in Bali. Various events that will be held in Bali have been canceled until unspecified limit of time. But now, the Indonesian government has issued regulations on the implementation of new normal for all activities in Indonesia include tourism activities. This new normal will be applied in gradual time and will followed by review of each step, to make sure if the implementation of new normal suitable with the current condition. This paper will explain how the perspective of tourism actors if the new normal policy is carried out in Bali. What are the strategies of tourism actors to be able to revive tourism industry in Bali? How the capability of Bali government to support tourism industry in Bali in new normal era? Data obtained by open ended questionnaire from tourism actors in eight regencies of Bali and government bodies are processed in a quantitative content analysis using NVivo 12. The results show that Government of Bali and tourism actors must develop specific strategies which have their own uniqueness in order to make tourism in Bali remains attractive to foreign tourists and sustainable for the future.

Key words: *Bali, tourism, strategy, new normal*

INTRODUCTION

COVID 19 has been stated as world pandemic by World Health Organization. It is mentioned that the infection is confirmed by WHO as per of March 23, 2020, that the cases in 190 countries were totally 332,930, with more than 14,510 deaths, then this number will potentially be growing



worldwide (Yang et.al (2020). Various sectors have collapsed, especially in the economic and industrial fields. This pandemic has created so many negative impacts on many aspects. Maliszewska et.al (2020) mentioned that global GDP is expected to decline by 2.1%, and for the developing countries' GDP is expected to decline by 2.5%, whereas high-income countries will decline by 1.9%. From all countries, the biggest GDP losses due to this global pandemic are expected in East Asia and Pacific (EAP) countries. This condition happened because of these countries rely on trade and direct tourism. This world pandemic also brought a significant impact to global level, which can be seen that the output of services could decline by 9.3%, tourism services could decline by 8.8%, and the decline in agricultural and manufacturing output will be about 3%.

Nicola, et.al (2020) mentioned that World Travel and Tourism Council has announced of 50 million jobs in the global travel and tourism sector may be at risk due to COVID 19 world pandemic. Most countries which has tourism sectors are currently got hit very hard by this pandemic. This condition has also given shock to the world and impacted all individuals and many sectors especially tourism industry in the form of hospitality and travel industry. This pandemic is still continuing in the future and will give a long-lasting effect to worldwide community, economic and environment (Chang et, al. 2020). This global pandemic then created the uncertain economic condition. The term of 'coronanic's as an economic implication of coronavirus outbreak which impacted all economic sectors both large and small; developed and developing economics. This uncertain condition then caused loss of public confidence worldwide (Barua, 2020). Through history, there are many challenges for economic growth especially infectious diseases and pandemics. Both of these conditions have long been recognized as important forces on economic also to politics, communities, and human's attitudes to nature (Wolfe et al., 2007).

To prevent the spread of COVID 19 so that it does not get worse, regulations on social distancing and physical distancing were established. Along with these regulations, restrictions on travel were also applied by all countries to stop the spread of this outbreak. All borders were closed and all communal activities involving large numbers of people were stopped. Of course, this condition is killing tourism around the world slowly. International travel and borders are restricted due to this pandemic and then it caused a very significant impact to most economic sectors include tourism. International and domestic tourism are declined and the create crisis in many countries due to travel bans, quarantine periods and closing borders (Gössling. et.al, 2020).

As mentioned, that tourism around the world slowly collapse and many tourism actors have lost their jobs due to the pandemic. Bali, which is one of the favorite tourist destinations in the world, has felt a tremendous impact due to this pandemic. Tourism is one of the island's largest sources of income. The tourism sector has had a positive impact on Bali's economy for a long time. The



Bali government has determined that Bali tourism will be opened gradually by applying the new normal protocol. New normal protocol stated by Bali government no.556/2782/IV/Dispar regulates that all tourism sectors and tourists should apply health protocol; physical and social distancing; practice online payment and able to provide rapid or swab test to avoid the spread of this virus. Further, tourism business needs to be verified by the government to be able to re-open their business during new normal era. With the gradual opening of Bali tourism, it is hoped that Bali tourism activities can slowly recover. This paper examines the enthusiasm of tourism actors in facing the new normal and how their strategies are to rebuild their business after a long period of absence.

METHOD

This research is applying quantitative content analysis. Primary data is gathered from open ended survey from different type of respondents. This type of analysis is suitable to analyze the data from interview and open-ended questionnaire. It provides the researcher a systematic way to manage the analysis and to understand text from interview, open ended questionnaire and other raw data (Beck, Campbell & Shrives 2012). In addition, quantitative content analysis focus on more volumetric or frequency of themes and provide information about volume or frequency. It is also providing a way to connect each variable that possible have an impact of specific behavior (Beck, Campbell & Shrives 2012).

Open ended questionnaire provides the opportunity and possibility for the respondents to provide more responses spontaneously to the questions. Thus, this will reduce the bias that created by close ended questionnaire. While close ended questionnaire restrict respondent to answer the question based on specific or several measurements stated by the researches precisely (Nauom 2007). Close ended questionnaire provides easier ways for researcher while doing the coding process and easily reduce the irrelevant answers especially for specific topics (Neuman 2006). However, open ended questionnaire also has disadvantages such as a larger item non-responses and extensive coding due to long answers; difficulty coding due to large scale online survey; higher diversity responses than close ended (Reja et.all, 2003). Further the advantage of open ended will lead to more inadequate answer from respondent to the questions (Denscombe, 2007).

This research applies online survey using open ended questionnaire to all tourism actors from eight regencies in Bali. It is distributed through google form and using telephone communication approach to reach more respondents. Most of the respondents were from three main regencies that have the most tourism business and areas in Bali namely: Badung, Gianyar and Denpasar. The coding of data obtained from open ended questionnaire is coded using with quantitative coding analysis using NVivo 12 software. This software gives the researcher to be able to organized,

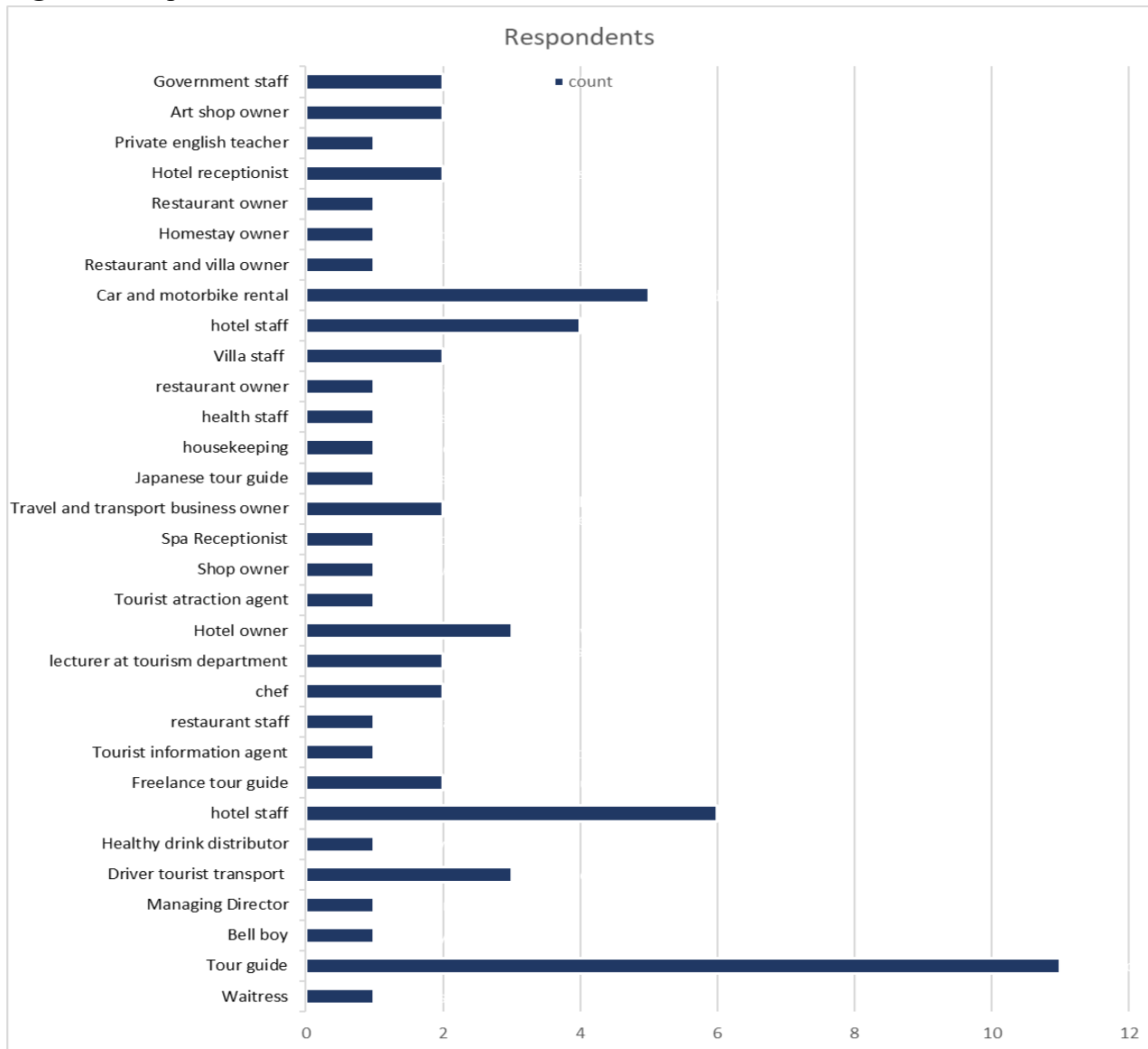


coded and analyses the data from open ended questionnaire. This software provides tools to create cluster, classification, coding, tree map, word frequency, text search and have the ability to link the data with graphics and obtained online data from specific website and social media. The tools that provide by NVivo 12 is sees as very powerful, more efficient compare than Microsoft Word and Excel. This software is able to organize and analyses different data from different types and sources and provide a sophisticated result to achieve research goals (Ozkan 2004; Hoover & Koerber 2011). Thus, this research applied quantitative coding analysis using NVivo 12 to generate word frequency from respondents' answers to all questions. Then, this word frequency showed the important words that considered by respondent related with the research questions.

DISCUSSION

This study involved a variety of respondents. Several types of respondent in this study, namely: tourism actors consisting of tourism business owners and workers: academics and government officials. The largest composition is tourism workers in the field of tour guides. This section will discuss the opinions of respondents on some of the questions asked. The different types of respondent can be seen in figure 1:

Figure 1. Respondents



Respondents' answers are related to several questions about how they think about the implementation of the new normal in tourism that will be implemented in Bali, which has been determined by the Bali government. The coding done by NVivo 12 Plus on the answers of each respondent is shown as shown above. From the question about the 'ability and readiness of tourism actors related to the new normal rules'; the percentage of answers that shows the level of attention of the respondent is related to the readiness of implementing the new normal in Bali tourism. From the percentage of answers, it can be seen that the 10 answers with the largest percentage are as follows: Covid-19 (4.5%); normal (3.5%); tourist (3.5%); countries (2.5%); tourism (2.5%);

change (1.5%); facilities (1.50%); industry (1.5%); pandemic (1.5%) and society (1.5), see figure 3. These ten answers are important keywords that were found from the results of coding analysis using NVivo 12.

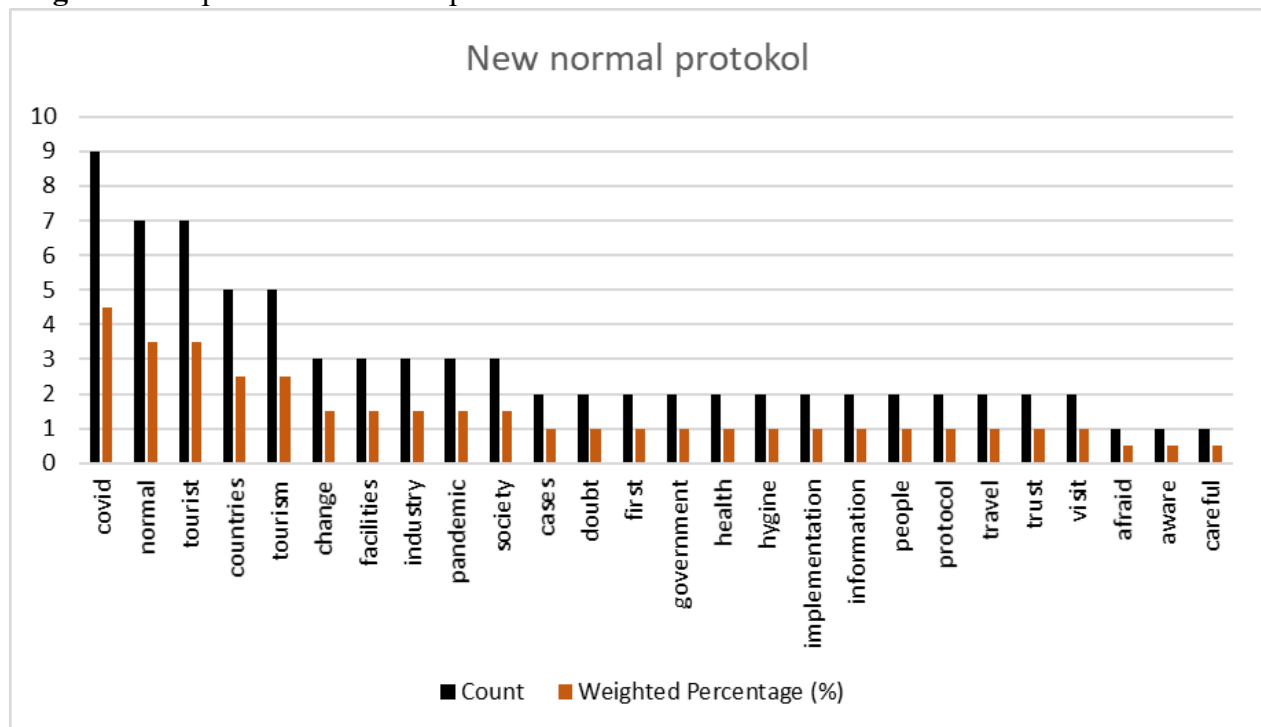
Figure 2. Coding- new normal protokol

New normal protokol				
Word	Length	Count	Weighted Percentage (%)	Similar Words
covid	5	9	4.50	covid 19
normal	6	7	3.50	normal
tourist	7	7	3.50	tourist, tourists
countries	9	5	2.50	countries
tourism	7	5	2.50	tourism
change	6	3	1.50	change, changed, changes
facilities	10	3	1.50	facilities
industry	8	3	1.50	industry
pandemic	8	3	1.50	pandemic
society	7	3	1.50	society
cases	5	2	1.00	cases
doubt	5	2	1.00	doubt
first	5	2	1.00	first
government	10	2	1.00	government
health	6	2	1.00	health
hygiene	6	2	1.00	hygiene
implementation	14	2	1.00	implementation, implemented
information	11	2	1.00	information
people	6	2	1.00	people
protocol	8	2	1.00	protocol
travel	6	2	1.00	travel, travelling
trust	5	2	1.00	trust
visit	5	2	1.00	visit
afraid	6	1	0.50	afraid
aware	5	1	0.50	aware
careful	7	1	0.50	careful

Besides keywords, there are other important words that become the attention of respondents based on 'length' and 'count', namely: government, implementation and information (figure 2). Judging from the keywords and important words generated from the coding analysis, it can be seen that tourism actors is ready to implement government policies regarding the new normal. This can be

seen from the keyword "normal" which gets the second percentage. From the ten keywords obtained from the quantitative results of coding analysis, it can be seen that the answers of respondents related to their readiness to implement the new normal protocol are also related to the readiness of other countries to open international gates so that there will be flow of tourism again with the new protocol. This is very important for Bali tourism. If other countries still close their international gates and borders, it will not give benefits to the opening of Bali tourism. Respondents also expect changes to public facilities so that they have good health standards and can be used optimally for tourists who come to visit Bali. Respondents also paid attention to the readiness of society to start familiarizing themselves with the new health protocol. This is important, as the community already understands and is used to it, then this condition will greatly help to improve the image of Bali tourism, and tourists will feel safe to stay and travel in Bali. Since Bali Government Tourism government regulate the standard of new normal protocol in June 25th, 2020 with regulation number 556/2782/IV/ Dispar, then all tourism actor has started to do their best of their business to be verified by the government, because only verified business would be able to open during new normal era.

Figure 3. Graphic – new normal protocol





From the important words obtained from the results of the analysis, it can be seen that the respondents emphasized the responsibility of the government to help the implementation of the new normal runs well. Tourism actors hope that government would support to provide health and sanitation equipment in public areas such as clean toilets; sink, soap and hand sanitizers so that all public areas are safe for tourists to visit. The implementation of the new protocol must be properly monitored by the government so it would not cause any problems during its implementation. In addition, the government must be able to provide information to other countries about Bali's ability to open tourism with a new health protocol.

To adapt with the new situation due to COVID 19 pandemic, there are some important regulations should be applied in tourism sectors. One important thing is applying social distancing. Social distancing should be regulated into all tourist source and destination and should be enforced in all aspects of the travel industry, such as: religious tourism, adventure tourism, farm tourism, and MICE tourism (Chang, et.al, 2020). The tourism actors in Bali have been aware of social and physical distancing and they have the ability to implement this new normal in their tourism business and service.

Keywords obtained from the respondent's opinion related to 'how the strategy of business owners' to be able to survive so far and prepare themselves to welcome the opening of Bali tourism with the new normal system can be seen in figure 5. The ten keywords that get the highest percentage are: online (7.32%); market / marketing (5.69%); promote / promotion (4.88%); protocol (2.44%); facilities / facility (1.63%); government (1.63%); guess / guesses (1.63%); local (1.63%); media (1.63%); normal (1.63%). Meanwhile, the important words obtained from the NVivo 12 coding analysis are: supervision; competition and efficiency (figure 4).

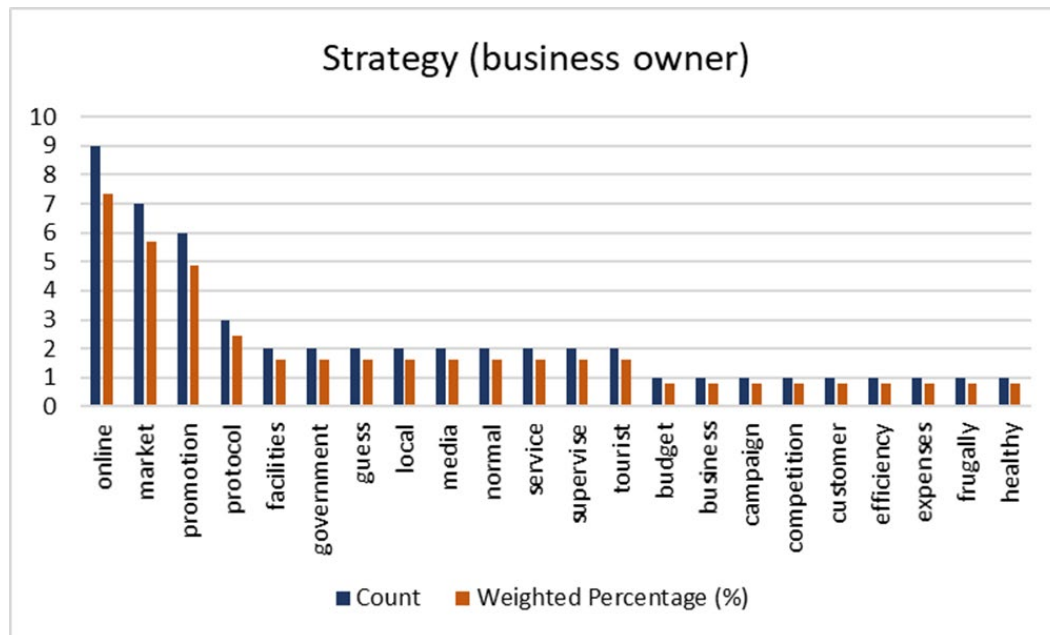
Figure 4. Coding- strategy (business owner)

Strategy (business owner)				
Word	Length	Count	Weighted Percentage (%)	Similar Words
online	6	9	7.32	online
market	6	7	5.69	market, marketing
promotion	9	6	4.88	promote, promotion
protocol	8	3	2.44	protocol
facilities	10	2	1.63	facilities, facility
government	10	2	1.63	government
guess	5	2	1.63	guess, guesses
local	5	2	1.63	local
media	5	2	1.63	media
normal	6	2	1.63	normal
service	7	2	1.63	service, services
supervise	9	2	1.63	supervise
tourist	7	2	1.63	tourist
budget	6	1	0.81	budget
business	8	1	0.81	business
campaign	8	1	0.81	campaign
competition	11	1	0.81	competition
customer	8	1	0.81	customer
efficiency	10	1	0.81	efficiency
expenses	8	1	0.81	expenses
frugally	8	1	0.81	frugally
healthy	7	1	0.81	healthy

Of the ten keywords obtained from the coding analysis, it shows that the strategy carried out by business owners in the tourism sector is to conduct online promotions both locally and internationally. Promotions are regularly carried out with an online system and online media. Online promotion for products or services that are owned by the tourism actors is marketed by giving special discount of packages. This would be very attractive to local and foreign tourists so that tourists are interested in immediately making a booking. Another thing that is the concern of respondent includes improving health facilities with new health protocols. This is very important because it will provide comfort and safety for tourists when visiting tourist areas in Bali. If a health problem occurs, it will quickly be detected and handled properly. This requires support from the local government so that health facilities with new health standards can be provided in all tourist

areas in Bali. This is very important for Bali tourism to improve the image that not only serves tourists for entertainment purpose but also could serves proper health service for tourist.

Figure 5. Graphic- Strategy (business owner)



From the important words, it can be said that another strategy carried out by business owners in the tourism sector is to continue to supervise their businesses, products and services. This is done to maintain the quality of their business. If one day Bali tourism is reopened, they will already have the capability to accept tourists. Supervision is also carried out to maintain the quality of their business so that they can apply new health protocol properly. These actors also maintain relationship with both with local tourism businesses and with tourism businesses abroad to see future cooperation. Another strategy done by business owners is by making efficiency in all fields to reduce expenses because their businesses have closed when the Covid-19 case gets worse, and causes the closing of the gates of entry to Bali both nationally and internationally. (Gössling. et.al, 2020) mentioned tourism crisis is often happened and the ability of tourism industry to survive has been proven many times. He suggests that local and sustainable form of tourism without substantial institutional and government intervention is one thing to considers due to the impact of COVID 19. (Ulrike Gretzel, et, al.2020) mentioned that COVID 19 has brought the most devastating impact to economy than any other crisis in recent history especially in tourism industry. The way to adapt with the condition and finding solution to this situation is challenging to each stakeholder in tourism and also research communities. E-tourism could be a temporary alternative for tourism industry since the borders and gate are still closed to avoid the spread of the virus. People will have a different experience while they are stuck at home by enjoying virtual tourism and e-tourism has

not been affected by the crisis. Some museums have opened virtual doors to do exhibition and this provide different experiences to stay at home tourist during quarantine (Ulrike Gretzel, 2020). This suggestion would be very helpful for Bali tourism. Since the uncertain situation happened and the Indonesia government suggested that the international border should be closed based on KEMENHUNKAM Regulation No.305/ 2020 on March 31st, 2020. E-tourism for Bali would be a good temporary option for some attractions or sightseeing of tourism object since physical sightseeing is not allowed. Thus, this also a good strategy for Bali and be an e-promotion for Bali tourism.

Figure 6. Strategy (worker)

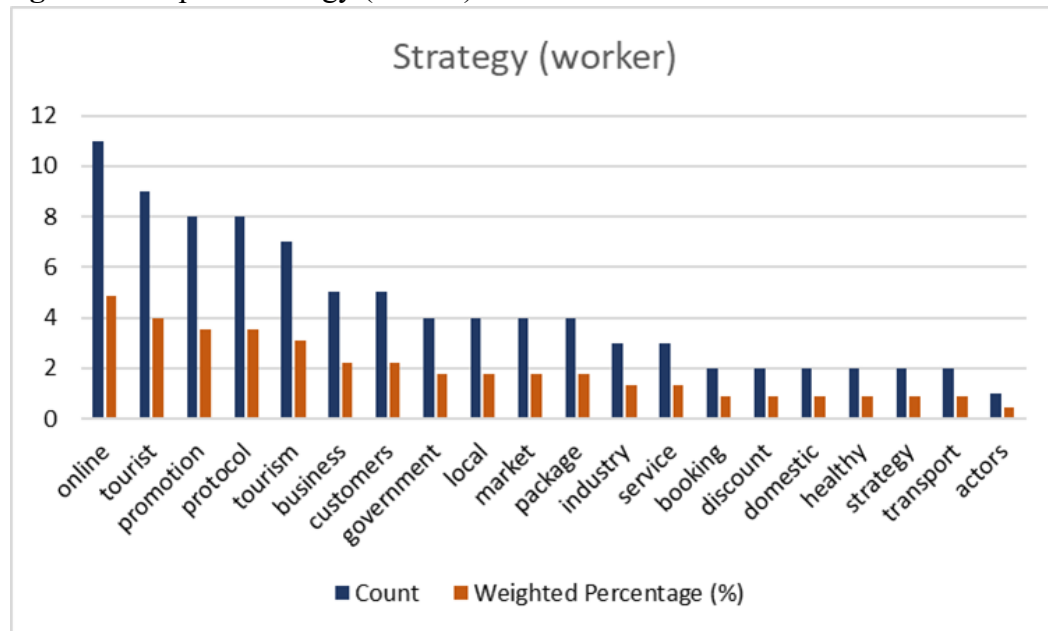
Strategy (worker)				
Word	Length	Count	Weighted Percentage (%)	Similar Words
online	6	11	4.85	online
tourist	7	9	3.96	tourist, tourists
promotion	9	8	3.52	promoting, promotion
protocol	8	8	3.52	protocol
tourism	7	7	3.08	tourism
business	8	5	2.20	business
customers	9	5	2.20	customer, customers
government	10	4	1.76	government
local	5	4	1.76	local
market	6	4	1.76	market
package	7	4	1.76	package
industry	8	3	1.32	industry
service	7	3	1.32	service, services
booking	7	2	0.88	booking
discount	8	2	0.88	discount
domestic	8	2	0.88	domestic
healthy	7	2	0.88	healthy
strategy	8	2	0.88	strategy
transport	9	2	0.88	transport, transportation
actors	6	1	0.44	actors



Keywords from respondents 'opinions about how the tourism workers' ability related to the opening of Bali tourism with the new normal protocol can be seen in figure 7. The ten key words obtained in the analysis with NVivo 12 are: online (4.85%); tourist / tourist (3.96%); promoting / promotion (3.52%); protocol (3.52%); tourism (3.08%); business (2.20%); customer / customers (2.20%); government (1.67%); local (1.67%); market (1.67%). Meanwhile, other important words obtained from the coding analysis are: transport / transportation (figure 6).

The keywords obtained are related to the strategies undertaken by tourism workers to prepare themselves for the opening of Bali tourism with the new normal protocol shown through several strategies. The important thing that has been done is to carry out promotions on online media personally and maintain relationships with well-known tourists by maintaining online communication so that business relationships are well maintained. Improve the quality of themselves by complying with the new protocol. This is very important, so tourism workers become accustomed to it, then will be able to serve tourists with the new normal protocol properly. Another strategy is to collaborate with local business parties and be able to improve their quality to serve tourists properly. Respondents really hope for government assistance such as providing training assistance for tourism workers so that they are able to serve tourists effectively and improve their personal quality. Wren-Lewis (2020) suggest that this coronavirus world pandemic has caused economic collapse by reduction in economic growth and labor supply then it caused higher production cost, and temporary inflation, then reduced social consumption. Therefore, government support for tourism actor is needed, so they can enhance their ability and personal quality to be able to survive; create business; finding alternative jobs and be able to work in tourism industry when the condition is possible.

Figure 7. Graphic- strategy (worker)



From the important words obtained according to the analysis, it can be concluded that the tourism workers have a strategy to prepare themselves by developing a good and more effective transportation system so that they are able to provide good services for tourists. Transportation is an important word for tourism workers because when they do not have jobs in the tourism sector, many of them start a private business by selling online and delivering goods. So, that have the opportunity to learn and understand better transportation system of goods and services.

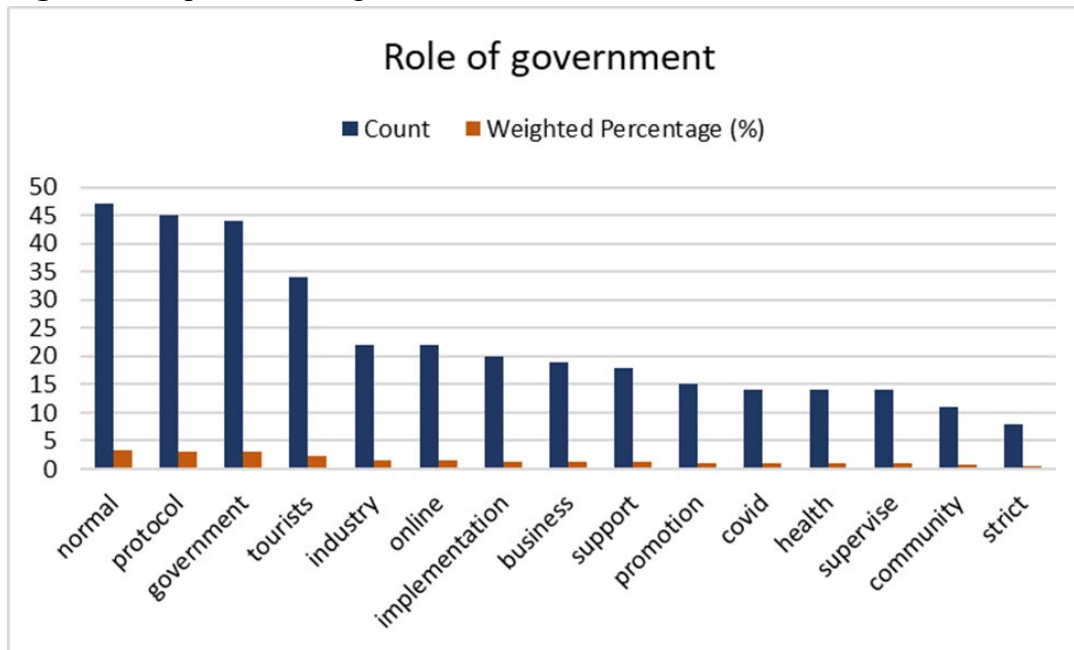
The next question is how the respondent's opinion regarding to 'the role of government in the new normal era so that it can run well' can be seen in figure 9. Coding analysis shows that there are ten main keywords, namely: normal (3.21%); protocol (3.07%); government (3.00%); tourists (2.42%); industry / industries (1.50%); online (1.50%); implement / implementation / implemented / implementing (1.36%); business / businesses (1.30%); support (1.23%) and promote / promote / promotion (1.02%). Meanwhile, the important words found from the results of the analysis other than the keywords are: supervise / supervised / supervising / supervision; communication / communities / community (figure 8).

Figure 8. Role of government

Role of government				
Word	Length	Count	Weighted Percentage (%)	Similar Words
normal	6	47	3.21	normal
protocol	8	45	3.07	protocol
government	10	44	3.00	government, governments
tourists	8	34	2.32	tourist, tourists
industry	8	22	1.50	industries, industry
online	6	22	1.50	online
implementation	14	20	1.36	implement, implementation, implemented, implementing
business	8	19	1.30	business, businesses
support	7	18	1.23	support
promotion	9	15	1.02	promote, promoting, promotion
covid	5	14	0.95	covid
health	6	14	0.95	health
supervise	9	14	0.95	supervise, supervised, supervising, supervision
community	9	11	0.75	communication, communities, community
strict	6	8	0.55	strict, strictly

From the ten keywords, it can be concluded that all respondents think that the government has a very important role so that the implementation of the new normal protocol can run well. Respondents argued that the implementation of the new normal protocol must receive intensive supervision from the government. If this is not done, then the new normal will not be implemented properly and will worsen the world of tourism in Bali. Supervision from the government is very important so that tourists can have a comfortable vacation, indirectly it will increase the promotion of Bali tourism as well, and this will help to heal Bali tourism industry which is currently experiencing a rapid decline.

Figure 9. Graphic- role of government



The important words obtained from the analysis process show that the respondent asks the government to supervise the implementation of the new normal properly and apply discipline to all tourist facilities in the tourist area. Having good communication with all tourism actors and people in tourist areas during the implementation of the new normal protocol. Therefore, the rules regarding the new normal are clearly communicated so that all level of society understand how to do it properly and correctly. If all people can obey and carry out well, then Bali tourism will be able to run well and can recover soon. Due to the impact of pandemic, this means that in some locations, individuals, businesses and communities will find a way to transform or change how the tourism sector and hospitality will be conducted (Nunn, 2020; Tourism from Zero, 2020). Desbiolles (2020) mentioned that COVID 19 has made us to re-think the concept about tourism. It is suggested that it is important to reset the definition of tourism by build tourism based on the rights and interests of local communities and local peoples, and will bring more positive impact to social and ecology. It is obvious that Bali government should think about new tourism concept for Bali which based on local communities to create more sustainable tourism in the future. Since the carrying capacity of Bali for mass tourism is questionable, then a new concept of sustainable tourism should be applied. Cole (2012) mentioned that 65% of total water supply in Bali has been consumed by tourism industries since this industry are unaware of this condition then government should really strictly regulate water supply before sea water intrusion, decreased water discharge and degraded water quality getting worse. Suryani, 2011 (Prajnawrdhi, 2015) mentioned that water supply in Bali is only 4.7 million m³ per year, while the use of water is 5.4 million m³ per year and



water crisis will happened to Bali soon. Further, the environment degradation in Bali is getting worse from the waste and pollution to the environment especially in the water area such as public beaches, and this condition has no adequate solution to tackle it, this due to Bali's high population both from local and tourist (Marshall, A 2011). Siddharta (2019) mentioned that tourist produce 1.7 kg waste/day and local produce 0.5 waste/ per and only half of the total waste in Bali has been well managed while the rest of it are not managed well the some of the wasted especially plastic are ended up at the ocean. Therefore, the need to conserve the environment of Bali from tourism exploitation and protect the culture is one important strategy for future tourism. Further, it is so important that tourism concept in Bali should create more economic benefit to empower local communities, tackle waste and pollution and responsible tourist.

CONCLUSION

To conclude, it is obvious that Bali tourism is ready to apply new normal. Of all the key words and important words obtained from the coding analysis shows that the word 'government' is the common word mentioned by the respondent in all the questions that have been asked. It can be concluded that the role of government is the most important thing for all respondents. To revive Bali tourism industry, it really needs support from the government in real terms. Things that can be done are to improve the quality of public areas in tourist areas by adding facilities that have proper new health protocol standards. This will help increase tourism in Bali. Besides that, supervision of the implementation of the new normal protocol must be monitored properly and strictly so that there is no fraud in its application. The reward and punishment system for tourism actors should be implemented so that all parties can be disciplined in implementing the new protocol. In addition, government should collaborate with tourism actors and researchers to find temporary solution of tourism concept for Bali such as planning e-tourism. This solution would be able to help to slowly revive Bali tourism and at the same time would become an e-promotion as well. To sum up, there are few specific strategies need to apply to revive Bali tourism. The government and tourism actors should work together to promote Bali with e-tourism as one of specific strategies during this uncertain world pandemic. Further, the ability of all Balinese communities not only tourism actors to get used to the new normal is very important, and a good strategy to revive Bali tourism. All sectors should apply new normal in appropriate way, then this will gain the recognition and trust from other countries as a safe place to visit. During this time frame while the tourism activities is paused, it is a perfect time to rethink what is best for Bali tourism to be sustain in the future. Thus, the new concept of sustainable tourism should be applied to Bali to protect the environment, culture and local community from the negative impact of tourism industry. New government regulation of sustainable tourism and responsible travelers is needed and strictly implemented and supervised for future Bali tourism.



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Author Bio:

Tri Anggraini Prajnawrdhi lives in Bali, Indonesia. Holds her basic Architecture degree from Udayana University, Bali, a Master's degree in Architecture from the Institute of Technology, East Java- Indonesia, and a Masters and PhD in Urban and Regional Planning from University of South Australia. Since 1999, Anggraini is attached with Udayana University where she holds a senior lectureship and heads their Architecture Studio1, and coordinates the Architecture Department's International Class, apart form teaching into bachelors and master program in architecture.



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