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## **New Normal Acceleration Strategy for Bali Tourism Destination Recovery with E-Tourism and Special Health Protocol for the Tourism Sector**

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**Abstract.** Virtual tourism is accepted make an advantage for bosses small scale of travel industry through the offer of access administrations, however, all in large scale virtual tourism will affect essentially on the travel industry goals in the truth of the experience since they can't be provided by the supplier. Virtual tourism just give looks and impressions, yet unfit to give a taste, smell, feeling, fulfillment, dedication, and dependability. Arranging a traveler visit may utilize different proposals offered by different suppliers. For booking travel tickets inside the nation, traveloka will be their decision with different advantageous installment choices gave. For booking global travel tickets they may pick TripAdvisor. For the choice of goals to be visited, potential sightseers will no doubt utilize the suggestions offered by Indonesia Virtual Tour, and TripAdvisor may be for determination of facilities, imminent travelers get more suggestions, however, who can show evaluations that are probably going to be trailed by expected voyagers. Regardless of how straight forward virtual tourism is, they have a significant job as an extension between the travel industry makers and likely voyagers. E-tourism created in Indonesia right now has not addressed the most significant part of giving data and assurance to sightseers when they decide to visit vacationer goals. The vast majority of the suppliers that fabricate virtually the travel industry frameworks have the point of building up a business association or business affiliations with entrepreneurs, for example, convenience administrations, tagging administrations, eatery administrations, and different administrations focused on business. Another technique arranged to quicken the recuperation of Bali's travel industry is to make and set explicit wellbeing gauges. Explicit Health Standards arranged for the travel industry as expressed in Circular Letter Number 3355 of 2020 concerning the new ordinary Protocol for the Bali Tourism Sector.

**Keywords.** e-tourism, destination, convenience, tickets, health standard

## **1. Introduction**

The study conducted by Tourism Australia found that almost 20% of consumers have used Virtual to choose tourist destinations and around 25% of tourists said that they plan to use Virtual in the future to help them decide on vacation destinations. Overall, research by Tourism Australia found that Virtual can image destinations and make potential tourists consider traveling to places they previously considered (Williams, at al, 1995; Braun, 2002). This Virtual Tourism will be a surefire strategy for imaging Bali tourism destinations in the post-normal era (post-COVID-19) (Utama, 2020). What is the E-Tourism Model as a New Bali Normal Tourism Recovery Strategy

Various awards that have been obtained by Indonesia related to tourism and various efforts that have been carried out seemed to be in vain when the COVID-19 pandemic plague almost all over the world, including Indonesia. Various parties are trying to find and try to find strategies and solutions to be able to restore the level of tourist arrivals to Indonesia as previously targeted. It has been almost four months that tourism workers have not worked and income in this sector is also at the zero lines. Computer system practitioners, photographers, artists, architects, multimedia, tourism workers, linguists try to collaborate to develop strategies that can immediately restore tourism to a new normal. E-Tourism is believed to be the solution to this. According to research conducted in Germany by Statista, nearly 50% of people will use E-Tourism as a tool to choose their destination (as long as it's free). 13% of those surveyed are willing to pay for the Virtual services they use (Hildebrandt, 2011).

The government is currently passionate about maximizing tourism potential and this spirit found its momentum with a surge in foreign tourists along with an increase in foreign exchange into the country. The government, in this case, the Ministry of Tourism, is increasingly excited because it has won several prestigious awards, both at the Asia-Pacific and world level. The most recent awards are the 2017 Travel Award, the 2017 World Best Tourism Video at the UNWTO Award, the world number one destination in the Tripadvisor 2017 version won by Bali, and the Destination of the Year 2017 Asia Pacific TTG Travel Award version. Indonesia's Tourism Competitiveness Index according to the World Economy Forum (WEF) also rose, from 50 in 2015 to 42nd in 2017 (Tae, 2014).

The positive trend achieved has made the government more optimistic that the acquisition target of 15 million tourists that have been pegged in 2017 and makes the tourism sector as the number one foreign exchange winner beating crude palm oil (CPO) can be achieved. Furthermore, the target of 20 million foreign tourists in 2019 hopes to be achieved, the movement of domestic tourists to reach 275 million, and the tourism sector contributing 8% of gross domestic product (GDP), bringing in foreign exchange of Rp240 trillion, and opening jobs for 13 million people, and the tourism competitiveness index perched at 30th in the world is not a broad daytime dream. Likewise, Indonesia's target can defeat Malaysia and Thailand tourism. The government must be optimistic about setting tourism targets. The government is also all-out attracting foreign tourist visits with various marketing strategies, in this case, branding, advertising, and selling (BAS) as it has been done so far. However, on the other hand, the government has also worked hard to prepare various supporting instruments to welcome the surge of foreign tourists, such as human resources, infrastructure, and others. It is important not to let foreign tourists who have come even disappointed and will melt the image of Indonesia's tourism that has been built (Prawibowo, at al, 2019).

## **2. Theoretical Framework**

### **2.1 E-Tourism**

Modern tourism has now been accelerated by the process of globalization, and also by the rapid development of information technology. The WTO also noted that the internet has become the main media in finding information about tourism destinations that will be visited by potential tourists and an estimated 95% of tourists get information via the internet. Along with that, the growth of

internet users continues to grow up to 300% in the next five years along with the rapid advancement of information technology. Another fact is also noted that it is estimated that 80% of tourists visiting destinations in Indonesia come from developed countries who are accustomed to using the internet as a source of information in making tourist travel decisions. However, it must still be realized that the use of information technology advancements in the tourism business is still very limited, only seen in large companies or international networks, even though small industries can utilize information technology at affordable costs, as long as some want to start it (Trimurti and Utama, 2020).

Of course, tourist visits to Indonesia will continue to increase if the destinations we have already have a quality that exceeds tourists' expectations. By carrying out tropical destinations that are in high demand by tourists, we also have a diversity of natural and cultural resources, which should be an unmatched attraction for potential tourists. However, it must also be realized by all related components that world tourism has become increasingly competitive, where tourists no longer stop at the image, but rather prioritize the quality of the destination (Du Cros and McKercher, 2020).

Three important things are usually indicators of destination quality, including destination's ability to conserve natural resources, minimization of pollution levels including traffic jams, and cultural uniqueness. These three things become the main consideration for potential tourists in determining the destination to be visited. To promote and provide an overview of these three things, the media that can best describe it, for example, a visualization that can inspire potential tourists to visit in this case the role of virtual imaging such as e-tourism will be very effective. E-tourism is a form of utilizing internet information technology to support the tourism industry, travel agencies, hotels, and other tourism-related industries (Utama and Trimurti, 2020).

Many reasons strengthen optimism that e-tourism is very effective as a system and media for promoting Bali tourism, among which are: (1) this system can shorten the distribution chain, and the tourism market share of Bali has become accustomed to the use of information technology, (2) relatively inexpensive, is very different from door-to-door promotions so that the limitations of promotional funds and the weakness of the marketing network that has been owned so far will be overcome by making intelligent use of advances in information technology. It only needs a little support, sincerity, and sensitivity of the government and tourism business people to make a planned plan that is oriented not only to a short time and to diversify products with various innovations and sustainable creations. Information technology-based tourism is known as E-Tourism. E-tourism is seen as one of the most effective ways of introducing tourism in an area or country (Hussein, et al., 2010).

This is on the grounds that data innovation is currently viewed as an indistinguishable piece of human life. The idea of e-tourism is an idea that is still new and has not gotten the consideration of different gatherings occupied with the field of the travel industry, particularly in Indonesia. It is still observed as something that despite everything should be inspected further in regards to its reality. In spite of the fact that then again in the improvement of the travel industry the accentuation on Internet use is as of now high, this isn't joined by the web application as a travel industry advancement instrument. Henriksson states that there are four fundamental qualities in the event that we need to create E-Tourism, specifically: 1) Tourism Products; 2) the chain sway brought about by the travel industry; 3) the structure of the travel industry, and 4) accessibility of correspondence and data innovation foundation. Ericsson further expressed, in setting up the qualities of E Tourism, advancement should be completed to accomplish enhancements in the electronic commercial center, for example, 1) the inheritance of the current framework; 2) decent variety of data; 3) there is no worldwide standard in information trade; 4) consistent interoperability (Mahadewi, 2016).

Web applications in the travel industry are reflected in a travel industry circulation framework that is progressively coordinated towards the change of the improvement of the travel industry from customary go-betweens towards web middle people. Some travel industry get to frameworks utilize the web for aircraft tickets, dwelling, vacationer transport vehicle rental, and different administrations. The web has a significant job as an extension between the travel industry makers and the travel

industry likely zones, in offering types of assistance to the travel industry makers. E-tourism created in Indonesia as of now has not addressed the most significant part of giving data and assurance to visitors when they decide to visit traveler goals. When contrasted and other ASEAN nations, for example, Thailand and Singapore, it tends to be said that Indonesia is slacking in the improvement of e-the travel industry (Wellem, at al., 2009).

### **2.2 Will virtual reality replace travel?**

A logical and rational question, just as all three traditional travel agencies are restless and agitated by the presence of an online travel agent. In a study conducted by European Travel Company Italy Real, found that 81% of adults said that Virtual cannot replace travel. Most of the 92% said that visiting a destination through the Virtual application is not the same as visiting it in real life. Furthermore, 77% cite local food sampling as important to them. E-Tourism will certainly not be able to replace reality including the overall smell and atmosphere created by humans and animals (Braun, 2002; Utama, 2020).

### **2.3 E-Tourism as an LDR medium (Long Distance Relationship) with Tourism Destinations**

Virtual Reality refers to interactive images or video that allows visitors to explore the full 360 degrees of a scene. In the travel industry, virtual reality can be used to see tourist destinations uniquely and profoundly. This can be done using a special camera and software. Finished content can then be viewed on a normal computer or mobile device. Initially, Virtual used in the tourism industry was to run the function of destination or hotel marketing to shape the image of a tourist destination impressively and more deeply. One of the greatest strengths of Virtual is that it allows users to experience the feeling of being "there". While ordinary pictures and videos can function well to show what a destination has to offer. Virtual in tourism can put the user's heartbeat at the scene and make it easier to imagine them in the location (Braun, 2002; Utama, 2020).

### **2.4 E-Tourism as a Collaborative Creative Industry**

Technology Virtual in tourism is collaboration between technology and tourism. Virtual can be used in various ways in the tourism industry. This technology is developing very fast and the use of Virtual in tourism is developing along with the technology. Is Virtual in tourism the same as Game?. Virtual works like a normal video that can be viewed on social media or websites, but not like a normal video because users can explore the entire scene while the video is playing. This collaboration requires e-Tourism photography that functions as a tourism video then a free display to pan or swipe the image to see the entire scene required by technology and software applications. Virtual applications in tourism include (1) Virtual reality travel experiences, (2) E-Tourism content for social media or websites, (3) Hotel tours, or destination tours. This virtual travel experience aims to create the same feeling as being in a real destination. The virtual reality travel experience provides users with something truly unique and memorable. The number of travel agents and travel companies that use this technology continues to grow and they promise a bright future in this industry (Braun, 2002; Utama, 2020).

### **2.5 Recovery of Bali Tourism Destinations with E-Tourism**

E-Tourism will benefit Nano (micro) tourism entrepreneurs such as application providers E-Tourism through the sale of access services, but overall (macro) E-Tourism will have a real impact on the tourism destination in reality because it cannot be provided by E-Tourism service providers, such as humans functioning in their five senses. E-Tourism can only provide looks and impressions but is unable to provide taste, smell, emotion, satisfaction, loyalty, and loyalty. For managers of Bali tourism destinations and together with hotel, restaurant, and entertainment establishments, they can collaborate with E-Tourism service providers, and also collaborate with all tourism stakeholders by

considering collaboration, synergy, and synchronization and harmonization in 4A (Attractions, Access, Amenity, Ancillary) and involving the local community. This strategy is believed to accelerate the recovery of Bali's tourism destinations in the near and long term (Braun, 2002; Utama, 2020).

### 3. Method of Analysis

This exploration was led in Bali Tourism Destination was structured utilizing a comparative and confirmatory research study. The research instrument is taken from the E-Tourism indicator and then compared with the reality of the Bali Tourism Destination. The indicator used in this study is the application of E-Tourism in the industry's accommodation, restaurant, and tourist, and also explains health protocols that apply to tourism industries in Bali Tourism Destination (Banerjee and Bonfield, 2019; Circular Letter Number 3355 of 2020 Concerning The New Era Protocol For The Bali Tourism Sector).

### 4. Results and Discussion

#### 4.1 Acceleration strategy with the application of e-tourism platform

The application of E-Tourism in the form of a Startup that offers tourist services, such as booking airline tickets, hotel reservations, or travel packages has been built by many internet businesses. The following are several popular travel sites and startup websites that have become popular as part of tourism e-commerce.

Table 1. E-Tourism Service

Provider	Areas	Benefits for Destination	Benefits for Businesses	Benefits for tourists
www.agoda.com	Ticketing	Yes	Affiliated Partners Travel	Planning Travel
	Accommodation	Yes	Affiliate Partners	Selecting Accommodation
	Restaurants	Not Sure	Not Sure	Not sure, Not sure Not
	Tourism Attraction	Not Sure	Not Sure	Not sure Not sure
	Full E-Tourism	Not sure	Not sure	Not sure
www.tripadvisor.co.id	Ticketing	Yes	Partner Affiliates	Planning Travel
	accommodation	Yes	Partner Affiliates	Selecting Accommodation
	Restaurant	Yes	Affiliate Partners	Affiliate Partners
	Tourism Attractions	Yes	Not sure	Not sure
	Full E-Tourism	Yes	Not sure	Not sure
www.hotelscombined.com	Ticketing	No	Not Sure	Not Sure
	Accommodation	Yes	Affiliated Partners	Selecting Accommodation
	Restaurant	No	Affiliated	Not Sure
	Tourism Attractions	No	Not Sure	Not sure
	Full E-Tourism	No	Not Sure	Not sure

Provider	Areas	Benefits for Destination	Benefits for Businesses	Benefits for tourists
www.traveloka.com	Ticketing	Yes	Affiliates Partners Travel	Planning Travel
	Accommodation	Yes	Affiliate Partner	Selecting Accommodation
	Restaurant	Yes	Affiliate Partner	Dining planning
	Tourism Attractions	No	Not Sure	Not sure
	Full E-Tourism	No	Not Sure	Not sure
https://indonesiavirtualltour.com	Ticketing	Not Sure	Not Sure	Not Sure
	Accommodation	Yes	Not Sure	Selecting Accommodation
	Restaurant	Yes	Not Sure	Meal planning
	Tourism Attractions	Yes	Not Sure	Travel planning
	Full E-Tourism	Yes	Not Sure	Planning a visit

Sources: (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

As an honor winning site, Agoda.com guarantees quick, simple to-utilize administration and utilizations world-class innovation to give moment affirmation to each reserving from a huge number of recorded inns. Notwithstanding different selections of facilities and rooms, a huge number of certifiable 100% legitimate lodging audits are sent by clients after they get done with remaining at their inn. Giving 24-hour client help administrations in different dialects we help rapidly and dependably. Agoda likewise offers clients the greatest arrangement of inn decisions and consistently endeavors to offer the most serious costs. By doing this, Agoda would like to make travel progressively reasonable, open, and pleasant for clients around the globe (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

TripAdvisor cases to be the world's biggest travel site that assists sightseers with arranging and book dream trips. TripAdvisor likewise offers guidance from a huge number of sightseers just as different travel arranging choices and highlights with speedy connects to booking apparatuses that check many sites to locate the best lodging costs. The TripAdvisor site is the biggest vacationer network on the planet that arrives at 350 million novel guests every month and shows in excess of 290 million surveys and feelings on 5.3 million facilities, cafés, and attractions. This site works in 47 nations around the globe. TripAdvisor, Inc. (NASDAQ: TRIP) oversees and works sites for 23 other the travel industry media names (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

Hotelscombined claims to have a global team with different backgrounds and interests. What unites Hotelscombined is its obsession to continuously improve the quality of its services. Hotelscombined is a technology and Technology Company that is at the core of all Hotelscombined activities. HotelsCombined uses data and thought to base its decisions so that he can focus on the important things (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

If observed, Traveloka can display the price of cheap plane tickets that have been analyzed and processed from a network of official sources. Traveloka is the largest online flight ticket search website in Indonesia, which is currently also expanding accommodation, restaurants, and other businesses (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

Indonesia Virtual Tour will be a choice for tourism destinations. This site seems to have featured a choice of Accommodation, Restaurants, Travel Attractions, and Full E-Tourism . Planning a tourist visit may use various recommendations offered by various providers above. For booking travel tickets within the country, traveloka will be their choice with various convenient payment options provided. For booking international travel tickets they may choose TripAdvisor. For the selection of destinations to be visited, potential tourists will most likely use the recommendations offered by Indonesia Virtual Tour, and Tripadvisor. But for the selection of accommodation, it can prospective tourists get more recommendations, but who can display the rating that is likely to be followed by potential tourists (Banerjee and Bonfield, 2019; Pradana and Setyawan, 2016; Górecka, 2020; Sumarsono, 2019).

#### **4.2 Acceleration strategy with specific health standards**

Another strategy prepared to accelerate the recovery of Bali's tourism is to create and set specific health standards. Specific Health Standards prepared for the tourism industry as stated in Circular Letter Number 3355 of 2020 Concerning the New Era Protocol for the Bali Tourism Sector are as follows:

- 1) Tourism Destination Managers are required to prepare officers to supervise visitors / tourists, and traders following the New Era of Life Order Protocol;
- 2) Providing COVID-19 prevention facilities, including: (1) a place to wash hands with their equipment in the area of a tourism destination with the number and distance, (2) adequate and easily accessible; (2) directions for the location of washing hands and hand sanitizers in places that are easily seen; (3) hand sanitizers in the area of tourism destinations at a minimum at the entrance and exit; (4) body temperature gauges (thermo gun or thermo scanners) with an amount adjusted to the capacity of visitors / tourists of tourism destinations; and (5) masks for visitors / tourists given free or paid.
- 3) Checking the body temperature of the visitor / tourist with a thermo gun or thermo scanner, and if a body temperature is detected  $> 37.30C$  (2 times checking with a distance of 5 minutes), the person concerned is not permitted to enter the tourist destination area and / or coordinate with related parties to get further handling;
- 4) Provide information media appeal for health protocols;
- 5) Implementing a queuing system at the entrance or exit and maintaining a minimum distance of 1 meter;
- 6) Managing distance for managers, visitors and traders at least 1 meter; (g) conduct a rapid test for managers and traders on independent costs;
- 7) Prepare non-cash payment facilities and seek ticket sales online; determine operating hours in accordance with the policies stipulated by the Regional Government in the provisions of the Legislation;
- 8) Do disinfecting cleaning of places and facilities at the end of every activity in a tourism destination or at least every 4 hours;
- 9) Obligated to impose sanctions in accordance with the provisions in force for visitors, and traders who commit violations; and
- 10) Facilitate training of employees for the adoption of the New Era of Life Order Protocol.

### **5. Conclusions and Recommendations**

#### **5.1 Conclusions**

As straightforward as that e-tourism, they have a significant job as a scaffold between the travel industry makers and likely sightseers. It created in Indonesia as of now has not addressed the most significant part of giving data and sureness to sightseers when they decide to visit tourism destination (Hyun, 2002; Bonera, 2010, Utama, 2020).

Most of the providers that build e-tourism systems have the aim of establishing a business partnership or business affiliations with business owners or tourism service providers such as accommodation services, ticketing services, restaurant services, and other services aimed at business. So the e-Tourism model as a new Bali normal tourism recovery strategy can be done with a business-to-business (B2B) model between e-Tourism system providers and tourism service providers such as affiliate travel ticket sales, accommodation sales, restaurant services, tourist attraction services in the form of packages virtual tour, as well as direct visitation (Hyun, 2002; Bonera, 2010, Utama, 2020).

Models that can be developed as e-Tourism can be divided into two models, namely: a virtual model of tourism destination, and a virtual model for hotels (Hyun, 2002; Bonera, 2010, Utama, 2020).

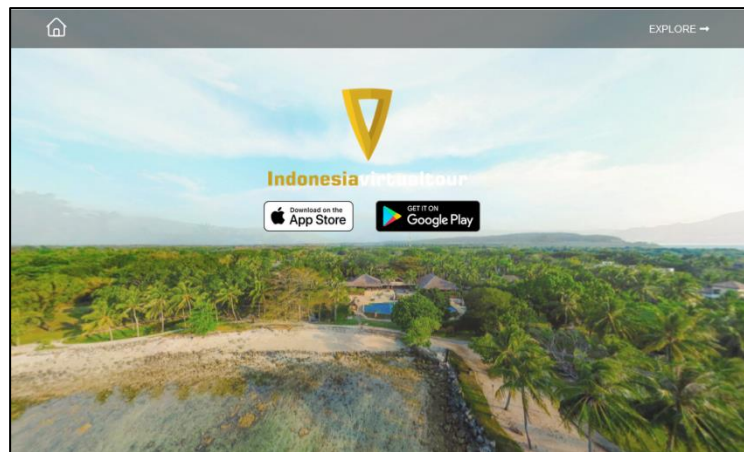


Fig. 1 Indonesia E-Tourism destination from <https://indonesiavirtualtour.com>

The E-Tourism Model of destination at least contains elements of destination icons that might be mountains, Sungai, lakes, beaches, heritage, ancient buildings and the like, destination profiles that contain interesting places to visit, city history and mythology of tourist attractions, and city maps that contain the distance of each tourist attraction (see Figure 1).

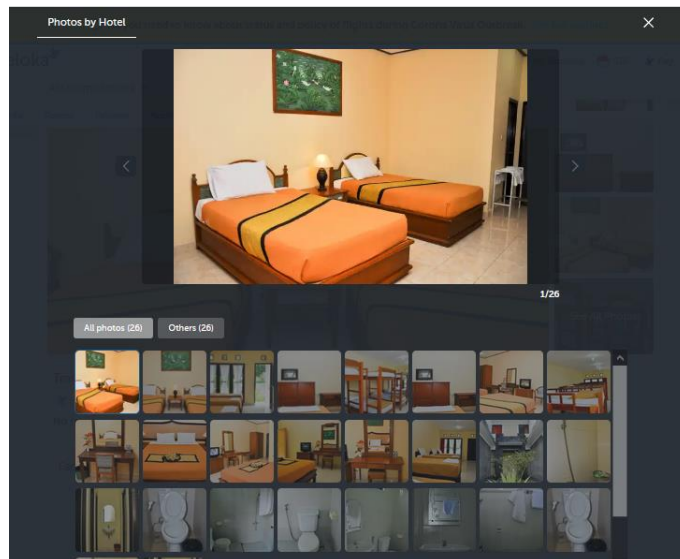


Fig. 2 Virtual Hotel from <https://www.traveloka.com/en-id/>

The Virtual Hotel model contains minimal elements of the hotel icon associated with the superior location of the hotel associated with mountains, Sungai, lakes, beaches, heritage, ancient buildings and the like, hotel profile which contains the type of rooms, additional facilities such as swimming pools, restaurants, cafes, spas, and the like. And also include the location of the hotel, the superiority of the hotel with the surrounding hotels, as well as the distance from the city center (see Figure 2).



Fig 3. Circular Letter Number 3355 of 2020 Concerning the New Era Protocol for the Bali Tourism Sector

The Virtual Hotel also explains health protocols that apply to a hotel. The health protocols are as follows: Arrival of guests Provision of disinfectant rugs for guest footwear and luggage available at the hotel entrance. Body temperature, health, and travel statements and guest contact details will be documented. Before entering the hotel area, guests must wear a mask. Guests will be advised to obey the rules of guarding a distance of 1 - 1.5 meters. Provision of Perspex screen at the front desk also explains to keep the distance between employees and guests. Services protocol explained health protocols that apply in public places Enforcement of the guard distance of 1 - 1.5 meters. The hotel provides markers on the floor throughout the hotel area to help. Only four people are allowed to enter the elevator at a time. Regular cleaning and disinfection at every point that is often touched by guests in public areas, as well as food and beverage outlets such as door handles or elevator buttons. Non-contact hand sanitizer dispensers are available in crowded areas. The guest capacity in the restaurant, bar, and elevator is reduced (World Health Organization, 2020; Circular Letter Number 3355 of 2020 Concerning the New Era Protocol for the Bali Tourism Sector).

E-Tourism is believed to benefit Nano tourism entrepreneurs such as Virtual application providers Tourism through the sale of access services, but overall (macro) E-Tourism will have a real impact on reality tourism destinations because it cannot be provided by E-Tourism service providers which only provides looks and impressions, but is unable to give taste, smell, emotion, satisfaction, loyalty, and loyalty (Utama, 2020).

### 5.1 Recommendations

For managers of Bali tourism destinations and together with hotel, restaurant, and entertainment establishments, they can collaborate with E-Tourism service providers, and also collaborate with all tourism stakeholders by considering collaboration, synergy, and synchronization and harmonization in 4A (Attractions, Access, Amenities, Ancillary) and involving the local community with a mutually beneficial Business to Business (B2B) affiliation model (Utama, 2020).

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