

# The Creative Bali Tourist Destination Recovery Strategy After COVID-19 Pandemic

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## **ABSTRACT**

**Purpose:** This study aims to examine how the recovery of the tourism sector can be achieved as a more realistic and more competitive step for Bali which has a limited

agricultural land area, a dense population, and a culture of people who were used to working in the tourism sector.

**Theoretical framework:** The marketing mix in tourism marketing initially started by making a tourism market analysis. This analysis includes an analysis of tourist perceptions and preferences. In general, prospective tourists want a particular tourism product. Sociodemographic and psychographic factors have a large role in choosing tourism products and destinations. Starting from this data is how marketing should be done

**Design/methodology/approach:** The design of this research is an exploration of strategies to restore Bali's tourism sector was prepared using descriptive comparative and confirmatory research studies. The research instrument was taken from government reports related to health protocols for the tourism sector and then compared with reality in Bali Tourism Destinations.

**Findings:** The results are the potential for the Domestic Tourist market was very large because there are 25 million people who will spend their money to shop for tourism. The impact of tourism activities by the 25 million people will be able to drive the economy of the destination community if the destination community is also involved in the tourism service business so that the pattern of managing the tourism business with the Domestic Tourist market segment can involve MSMEs with local products, local culinary, local souvenirs, local accommodation, etc.

**Research, Practical & Social implications:** This research suggests that the local government should set a roadmap for Bali destinations that are considered to have the potential to be developed into domestic or other similar thematic destinations, to create and map the uniqueness of each so that the region can provide a variety of offers for domestic tourists. It was recommended that local governments develop domestic thematic tourist centers based on an expanded marketing mix concept with attention to the elements of attraction, access, amenities, ancillaries, and human resources as agents of change, and Adaptation to a new post-pandemic era.

**Originality/value:** The value of the study is finding a solution that the target market for domestic tourists has more potential, especially during a pandemic and when compared to the target for foreign tourists, this requires further research on the advantages and disadvantages of these two target markets.

**Keywords:** *Tourism Sector, Economic Recovery, Domestic Tourists, Marketing Mix, Domestic Marketing*

## 1. INTRODUCTION

Background of this study background by the impact of the COVID-19 outbreak prompted the government to officially appeal to the public to reduce activities outside the home to stop the spread of COVID-19 in Indonesia. Utilizing technology, work can be done electronically from home. The appeal is addressed to the public so that activities such as study, work, worship, and other activities involve many people. After all, quarantine is one of the ways that the government tries to stop the spread of infectious diseases although its success depends on the students of the person and the surrounding environment. Quarantine is generally carried out for people or groups who have no symptoms but are exposed to the disease. It keeps them away from other people so they don't infect anyone. This is not the only way to protect ourselves during an outbreak like

the coronavirus COVID-19 (Bhaskara & Filimonau, 2021); (Arumsari & Yosintha, 2021).

Bali has almost forgotten negative growth because it has never happened in more than 20 years since the 1998 currency crisis. Even when Bali was hit by two bombs that rocked the world, none of them made Bali's economic growth negative. It is not too difficult to predict that the contraction of the Bali economy this time is mainly due to the outbreak of the disease caused by the new coronavirus (COVID-19), which limits people's movements to stop the spread of this pandemic to prevent or contain. very threatening (Wuruwu et al., 2022); (Kartajaya, 2005); (Waruwu et al., 2023).

Until now, Bali still relies on the tourism sector as the best in terms of economic development. Judging before the outbreak of COVID-19, the role of tourism in its contribution to Bali's GRDP seems to be increasing. The economic development of the Bali region was further developed through three sectoral strategies which in the end were able to increase the economic growth of the Bali region so that economic growth in 1996 reached 8.16%, above the national economic growth of 7.82% (Mahadewi, 2021); (Utama et al., 2021).

The structural performance of Bali's economy in 2020 shows an imbalance where the primary sector is only 14.50%, the secondary sector is 18.80%, and the tertiary sector is 69.71%. This structure shows that there is an imbalance, where in 1971 the primary sector was 67.90%, secondary 8.34%, and tertiary 23.76%. In 2020 it will be 14.50% of the primary sector, 18.80% of the secondary sector, and 69.71% of the tertiary sector (Adnyana & Nurwulandari, 2020).

**Table 1.**

Development of Bali's Economic Structure 1970-2020

Year	Sector		
	Primary	Secondary	Tertiary
1970	54.64%	2.76%	40.60%
1980	50.58%	9.81%	39.70%
1990	34.96%	11.39%	53.64%
2000	19.98%	13.93%	66.09%
2010	18.67%	16.73%	64.60%
2020	14.50%	18.80%	69.71%

**Source Data: Bali in Numbers (2021);** (Sanjiwani & Pujani, 2020)

As shown in Table 1, the contribution of each economic sector to Bali's GRDP in 1970 was dominated by the primary sector 54.64%, secondary 2.76% and tertiary 40.60%. The condition of the dominance of the primary sector both in the contribution of GRDP and employment prompted the government at that time to reorient policies to encourage increased economic development in the Bali region and realize a balanced role between sectors in the economy. the Balinese region. To create a new balance in Bali's economic structure, three sectoral policies were issued, namely agricultural development in a broad sense, development and development of the tourism sector, and development of the small industrial sector (Mahadewi, 2021); (Wulandari & Arif, 2022).

From Table 1 concerning the Development of Bali's Economic Structure from 1970-to 2020, temporary conclusions can be drawn, and at the same time the problem that Balinese people will find it difficult to return to the primary sector (agriculture). Carrying out the recovery of the tourism sector is a more realistic and more competitive step for Bali which has a limited agricultural land area, a dense population, and a culture

of people who are used to working in the tourism sector (Garcia & Soelistianingsih, 1998); (Pambudi et al., 2009).

In some previous research, it was explained that with Indonesia's large population of 270 million, it certainly has great potential to be targeted as a tourist market for Bali. The experience of the COVID-19 pandemic has provided valuable lessons for Bali that Bali is indeed very dependent on the tourism sector, and very much still places international tourists as more important than domestic tourists, even though Indonesia has enormous potential in this domestic market potential (Wirawan et al., 2014); (Nadra et al., 2022); (Utama, 2023); (Utama et al., 2022); (Utama et al., 2020); (Trimurti & Utama, 2021). The objective of the work problem is to formulate the market for domestic tourists as a tourism recovery strategy for Bali, Indonesia.

## **2. LITERATURE REVIEW**

Tourism marketing initially started by making a tourism market analysis. This analysis includes an analysis of tourist perceptions and preferences. In general, prospective tourists want a particular tourism product. Sociodemographic and psychographic factors have a very large role in choosing types of tourism products and destinations. Starting from this data is how marketing should be done (Kartajaya, 2002); (Herawati, 2016); (Utama, 2014).

Marketing is a social and managerial process in which individuals and groups get what they want through the creation and exchange of products and value freely with other parties. From this understanding, it is clear that in the marketing process, the product owner must be able to adjust to the wishes of tourists or adjust to the tourist segment that is interested in the types of products they have (Kotler, 2005); (Anshori, 2010); (Pitanatri & Pitana, 2019).

Marketing as a social process must be implemented by all levels of society. Marketing actors are not only the tourism industry or parties who are currently competent in tourism marketing. Marketing policies must already encourage the possibility of the role of ambassadors of the nation who are currently abroad, such as Indonesian Migrant Workers, students, and students as well as Indonesian traders. Anyone in any interest they are positioned as a tourism marketer. The strategic step that needs to be taken is to place information platforms and leaflets or booklets about tourism in the emigration offices that will take care of passports for overseas travel. They are required to bring this information to their overseas partners about their area (Hitchcock & Putra, 2007); (Aprianingsih et al., 2020).

Marketing as a managerial process. The implementation of marketing must be planned, implemented, monitored, and more importantly, carried out the evaluated. In tourism marketing, evaluation is very important because it is quite different from marketing goods that are easily packaged or repaired. Tourism is selling images and services whose improvement requires a complex and lengthy process (Meng et al., 2008); (Esichaikul, 2012); (Prasad et al., 2022).

Marketing is a process of exchanging products and value. To have a product with high selling value there is a strategy that is carried out. How can we have a quality product? At this time the products we have that are of very high quality and have high competitiveness are cultural and natural values that have specific local authenticity. Philosophical values, community life (living culture), noble values/meaning of human life, knowledge of residents related to nature, and wisdom of local communities are national products that are not owned by other nations, let alone Western nations. There is a crisis of identity, starting the process of changing rational thinking into new spiritual

thoughts in their lives, and the urge to visit Asian countries is getting bigger. Meanwhile, product development that replicates what exists in developed countries is no longer attractive to foreign tourists. Especially for mature tourists who have started looking for something new in order to get life enrichment by seeking new knowledge and expansion of life (Putra et al., 2021); (Gayatri & Pitana, 2005); (Kotler, 2005).

In tourism marketing, it needs to be arranged. Because marketing is a management process. Therefore, there are 3 stages in marketing. The first part provides information. Providing information can be done by many parties, the main thing is information about what they know. For beginners, of course, what is known is the area where they live or the tourist objects they have visited. The stages of providing this information can also be carried out through IT (Information Technology) and exhibitions. The second is negotiation. The buying or purchasing process is carried out by a reliable negotiator. The third is the process of packaging and serving tourists who have visited tourist destinations. Quality services will provide evaluations and recommendations for their trips as repeaters or recommendations for others to visit the area (Hermawan, 2019); (Hermawan, 2019); (Kartajaya, 2005); (Prasad et al., 2022).

This research has conducted a study of secondary data, as well as the facts of the situation on the ground during the COVID-19 pandemic attacking Bali's tourism destinations. The tourism sector is a sector that is interrelated with other sectors and tourism is very dependent on other sectors, but the success of the tourism sector can also have a multi-sector impact on various sectors in a tourism destination.

### **3. MATERIAL AND METHODOLOGY**

There are many reasons that the tourism sector is a sector that is interrelated with other sectors and tourism is very dependent on other sectors, but the success of the tourism sector can also have a multi-sector impact on various sectors in a tourism destination. especially Bali which has been dependent on this sector. For this reason, this research was very necessary to do (Gayatri & Pitana, 2005); (Herawati, 2016).

An exploration of strategies to restore Bali's tourism sector was prepared using descriptive comparative and confirmatory research studies. The research instrument was taken from government reports related to health protocols for the tourism sector and then compared with reality in Bali Tourism Destinations (Sigit Soehardi, 2001).

One of the indicators used in this study was the implementation of (CHSE) Clean, Health, Safety, and Environment in the accommodation, restaurant, and tourist attraction industries, as well as explaining the health protocols that apply to the tourism industry in Bali Tourism Destinations (Circular Letter Number 3355 the Year 2020 concerning the New Era Protocol for Bali Tourism), and other policies related to the recovery of the tourism sector. Expert Judgment was also used to strengthen the results of this study. The research results were presented in various views such as tables, as well as narrative descriptions which are presented chronologically, systematically, and interpretively (Suradnya, 2006); (Pitanatri & Pitana, 2019).

### **4. RESULTS AND DISCUSSION**

#### **4.1 Policy during and after the Covid-19 Pandemic**

The strategy for accelerating the recovery of Bali tourism was to create and establish certain health standards. The special health standards prepared for the tourism industry as stated in Circular Number 3355 of 2020 concerning New Era Protocols in the

Bali Tourism Sector were as follows: Tourism Destination Managers have officers in the field of monitoring visitors/tourists and traders in the era of compliance with life order protocols (Suidarma & Afrita, 2021).

Provision of COVID-19 prevention facilities, including (1) hand washing facilities and equipment in tourist destinations in large numbers and distances, (2) reasonable and easily accessible; (2) Instructions for placing handwashing stations and hand sanitizers in an easily visible place; (3) hand sanitizers at tourist destinations, at least at the entrance and exit; (4) body temperature measuring devices with values adjusted to the capacity of visitors/tourists at tourist destinations; and (5) masks for visitors/tourists are provided free of charge or paid (Tunjungsari, 2020).

Provision of information media that requires health protocols. Implement a waiting system at the entrance or exit and maintain a minimum distance of 1 meter. Remote Managers, Visitors and Merchants conduct Rapid Tests for Managers and Merchants at independent cost. setting up cashless payment options and trying to sell tickets online; Determination of operating hours with guidelines set by the regional government in the provisions of laws and regulations. Carry out disinfecting cleaning of places and facilities at the end of each activity at a tourist destination or at least once every 4 hours. Committed to sanctioning violators and traffickers in accordance with applicable regulations, as well as facilitating staff training regarding the implementation of the New Era of Life Order Protocol (Do, 2021).

**Table 2.**

Number of Direct Arrivals of Foreign Tourists to Bali in 2019-2020

Month	Year	
	2019	2020
January	455,570	528,883
February	437,456	363,937
march	449,569	156,876
April	477,069	327
May	486,602	36
June	549,516	32
July	604,323	47
August	606,412	22
September	590,398	83
October	567,967	58
November	498,088	-
December	552,403	-

**Source Data: Bali in Numbers (2021);** (Suidarma & Afrita, 2021)

Looking at the Table 2, it can be seen that starting in February 2020 the number of foreign tourists began to decrease by 31.19% compared to January 2020. Tourism activities in Bali were completely paralyzed in April 2020 with the number of visits of 327 foreign tourists, a decrease of almost 100% compared to the previous month and year. The situation worsened in the following months with the number of foreign tourists visiting less than 100 per month. With almost no foreign tourist visits to Bali based on the table above, it also directly had an impact on the hotel room occupancy rate which has decreased drastically as shown in Table 3 below.

**Table 3.****Occupancy Rate of Star Hotel Rooms in Bali 2019-2020**

Month	Room Occupancy Rate (%)	
	2019	2020
January	53.27	59.29
February	56.48	45.98
march	55.43	25.41
April	60.33	3.22
May	51.56	2.07
June	60.37	2,07
July	61,71	2.57
August	67.10	3,68
September	63.22	5.28
October	63.30	9.53
November	59.46	-
December	62.55	-

**Source Data: Bali in Numbers (2021); (Soehardi Soehardi, 2020)**

Table 3 shows that the occupancy rate of star-rated hotel rooms began to decline in February 2020, the same month foreign tourist visits to Bali began to decline. As in Table 3, the room occupancy rate fell in April 2020 with a ROR of only 3.22%. No significant changes in the following months. In October 2020, there was an increase in room occupancy by 4.25 points. Already dominated by domestic tourists, but not significantly (Soehardi Soehardi, 2020).

With more than 500-star hotels in Bali, room rates of less than 10% since April 2020 forced the hotel industry to close. Hotel closures in Bali due to the pandemic have resulted in hotel workers and employees losing their jobs. As of April 13, 2020, the number of employees who were laid off was 800 people and 46,000 employees, most of whom worked in the hotel and restaurant sector, were sent home (kompas.com, 2020). With the increasingly severe condition of the COVID-19 pandemic, more and more employees were laid off until September 13, 2020, more than 2,500 employees were laid off and more than 73,000 employees were laid off. The Covid-19 pandemic has not only caused thousands of hotel employees to be laid off but also threatens the surviving hotel employees. Hotels that have remained operational during the pandemic were only hiring a minimal number, just to keep the hotel operational. Those who were still working not only received less wages in comparison, and all employees were also anxious about situations beyond their control and uncertainty. The hotel may suddenly decide to repatriate or even lay off employees due to the hotel's unstable economic conditions (Bhaskara & Filimonau, 2021); (Do, 2021).

The worry felt by employees was a sign of Job Insecurity. Job Insecurity is a concept that describes the uncertainty and lack of control over the continuation of an employee's work in the future. All workers and employees in all industries experience job insecurity because no industry can guarantee a stable job, but the feeling of job insecurity was getting worse with the COVID-19 pandemic. Job insecurity can be felt and spread to all employees due to two specific factors: first was the change in the company caused by quantitative job insecurity, such as layoffs, downsizing, and mergers that affect employees by triggering feelings of job insecurity, and second the emergence of job

insecurity. threats that cause stress which is seen as job insecurity by employees (Purwahita et al., 2021).

Employees experience an increase in job insecurity due to uncertain job status and wage levels, increasing employee turnover intention. With the current unstable condition of Bali tourism without providing a clear picture of when Bali tourism will recover, it can be assumed that hotel employees who have survived the pandemic experience job insecurity (Paramita & Putra, 2020).

Another strategy prepared to accelerate the recovery of Bali tourism was to create and set certain health standards. The Special Health Standards prepared for the tourism industry as stated in Circular Number 3355 of 2020 Concerning New Era Protocols for the Bali Tourism Sector are as Table 4.

**Table 4.**  
CHSE Standard Indicators

<b>Clean</b>	<b>Safety</b>
a) Wash hands with soap/use hand sanitizer	a) Procedure for escaping from the disaster
b) Availability of hand washing facilities with soap	b) Availability of first aid kit
c) Cleaning public spaces and items using disinfectants/other cleaning fluids that are safe and appropriate;	c) Availability of fire extinguishers
d) Free from vectors and carriers of animal diseases	d) Availability of assembly points and evacuation routes
e) Clean and sanitize toilet equipment	e) Ensure electronic devices are turned off when leaving the room
	f) Media and communication mechanisms for handling emergencies
<b>Health</b>	<b>Environment</b>
a) Avoid physical contact, maintain a safe distance, and prevent crowds	a) Use of environmentally friendly equipment and materials
b) Don't touch your face, especially your eyes, nose, mouth	b) Efficient and healthy utilization of water and energy sources to maintain the balance of the ecosystem
c) Check body temperature	c) Processing of sewage and liquid waste is carried out in a thorough, healthy, and environmentally friendly manner
d) Wear the necessary PPE	d) The surrounding environment is beautiful and comfortable, both naturally and with technical engineering.
e) Ethics for coughing and sneezing	e) Monitoring and evaluating the implementation of guidelines and SOPs for the Implementation of Cleanliness, Health, Safety, and Environmental Sustainability
f) Clean and hygienic management of food and beverages	
g) Simple medical equipment and supplies	
h) Public spaces and work spaces with good air circulation	
i) Handling visitors who experience health problems while on the move on site.	

*Source: CHSE Guidelines as One of the Government's Efforts to Prevent and Control Novel Coronavirus Disease (Covid-19) in the Implementation of the Indonesian M-I-C-E Industry (Mahadewi, 2021); (Suidarma & Afrita, 2021)*



Bali tourism destinations were currently opening destinations only for domestic and local tourists and are dealing with the implementation of The Indicator of Clean, Health, Safety, Environment (CHSE) standards. All CHSE standards must be applied relating to human body contact for all aspects and areas. See Table 5 below.

**Table 5.**  
CHSE Implementation Standards

<b>Hotel</b>	<b>Restaurant</b>
a) The entrance to the hotel area	a) Entrance area
b) Lobby (reception & concierge)	b) Food and drink service
c) Guest room	c) Payment and exit
d) Restaurant/coffee shop	d) Food and beverage delivery service
e) Banquet	e) Kitchen
f) Hotel facilities and other public places	f) Room administration
g) Kitchen	g) Employee room
h) Housekeeping	
i) Office	
j) Employee room (changing room & dining room)	
<b>Tourist Attraction</b>	<b>Homestay</b>
a) Entrance area	a) Reception area
b) Counter	b) Bedroom
c) Tourism operations and activities	c) Bathroom/
d) Other public facilities and places	d) toilet
e) Go out	e) Kitchen
f) Office	f) Rooms and other areas
g) Employee room	around the homestay/cottage

Source: CHSE Guidelines as One of the Government's Efforts to Prevent and Control Novel Coronavirus Disease (Covid-19) in the Implementation of the Indonesian MICE Industry (Mahadewi, 2021); (Suidarma & Afrita, 2021)

## **4.2 Capturing the Potential of Domestic Tourists as the Direction of Bali Tourism After the Covid-19**

Researchers answered several questions about the future direction and management strategies for Domestic tourism. The fact was that Indonesia has become a large share of several products from foreign countries because of its large population. We should start to look at the potential of this domestic tourist.

### **1) Bali targets Domestic Tourists**

The fundamental weakness in Domestic tourism marketing in the context of targeting domestic tourists so far can be conveyed as follows: Domestic tourists are still accustomed to traveling in groups. The groups in question were traveling with colleagues, office, professionals, agreement, and others. The implication of traveling in groups was that credit occurs in all components of the supply of tourist destinations (Do, 2021); .

This creditworthiness can have an impact on two sides. On the supply side of tourism services, the potential for unhandled complaints was getting higher so it had an impact on tourists who were dissatisfied with tourism services. Domestic Tourists' concern for public facilities provided by tourism service providers is usually lower than International Tourists. It would be clear if we compare it, the Tourist Attractions which

were massively visited by Domestic Tourists look more unkempt, less clean, and some are damaged. (Compare Kuta Beach with several beaches in the Sanur area for example). Another fundamental weakness was the unavailability of records or databases on Domestic Tourists visiting a domestic destination so it becomes very difficult for stakeholders to make estimates of proper service provision (Tafel & Szolnoki, 2020)

## **2) Setting up a Creative Strategy to Capture the Domestic Tourist Market**

Overall, tourism destinations were experiencing marketing problems which can be seen from the low level of visits, and accessibility problems due to inter-provincial travel restrictions during the Covid-19 pandemic. Concerning the COVID-19 pandemic, tourist destination managers should immediately prepare themselves for real CHSE Certification. And of course, everything goes back to the enthusiasm of the people to improve themselves, so that they can give a good image to potential tourists. There was support from various elements of pent helix PEST: Political, Economic, Social, and Technology which focuses on people services. On the political side by providing regulations that make it easier for tourists to travel, but on the tourism service manager side they must remain disciplined in implementing CHSE (Morupisi & Mokgalo, 2017); (Sinulingga, 2021); (Kunt & Gülcan, 2021).

On the economic side, the government and non-government can empower local MSME entrepreneurs to participate in the business of providing tourism services, this is very possible because MSMEs tend to be able to sell their products according to the purchasing power of Domestic Tourists. On the social and cultural side, the development of tourist destinations can be differentiated by promoting community culture as a unique destination. On the technology side, currently, the use of information technology is believed to be able to overcome the limitations of promotional costs by providing online brochures in the form of digital marketing consisting of websites, social media, and the use of influencers. Apart from that, it provides tour programs/packages so that tourists are more interested in staying at accommodations managed by MSMEs. This approach has a more direct impact on increasing demand for rooms and culinary because of the domino effect of many tourists visiting hotels and culinary delights more crowded and merchandise was given as part of the promotion of tourism services and products managed by MSMEs (Ariffin et al., 2020); (Jaafar & Rasoolimanesh, 2015).

## **3) Setting up Digital Creative promotion channels**

During the Covid-19, there was quite an important shift in interest in domestic tourism before and after the Covid-19 period. Among these shifts, domestic tourists were more likely to choose domestic destinations due to the many restrictions on visiting foreign destinations, especially the COVID-19 vaccine issue. The purchasing power of domestic tourists was not as strong as before the COVID-19 period, so they have substituted destinations for domestic destinations. The impact of Picture of Talk (PoT), Video of Evidence (VoE), and Location of Share (LoS) was also increasing on potential domestic tourists. They were interested in directly proving what they heard, what they saw, and what they understood directly (Taiminen & Karjaluo, 2015); (Peter & Dalla Vecchia, 2021); (Palaniswamy & Raj, 2022).

Promotional channels by utilizing internet information technology have been carried out both in business and voluntarily because currently, social media applications are available which can be utilized by tourism service managers as an effective medium because there are many users. Android devices owned by the majority of domestic tourists have encouraged new promotional channels that were no longer limited to Word of Mouth but were more effective than that, for example, Picture of Talk (PoT), Video of Evidence

(VoE), and Location of Share (Los). Inserting was an embedded part of most social media applications such as Facebook, Instagram, Twitter, YouTube, TikTok, and so on (Haenlein et al., 2020); (Su et al., 2020).

Search results for users of social media applications such as Facebook, Instagram, Twitter, YouTube, and TikTok can currently illustrate that Indonesians using social media applications have been detected through Google trends in the last year as follows: 76% of Tiktok users, 47% of YouTube users, 24% Facebook users, 20% Instagram users, 19% Twitter users, and others. Tourism service providers should be able to use the social media option as an effective and efficient promotion channel. Using public figures as influencer marketing can also be done because it is believed to have a large impact on travel decisions (Haenlein et al., 2020); (Su et al., 2020).

#### **4) Preparing Religious and Educational Holiday Tour Packages**

Still related to the choice of promotional channels above, the segmentation of domestic tourists based on social media users mentioned above was mostly the segment of young people, groups of junior high school, high school/vocational school students, universities, companies, conference participants, seminars and the like who travel regularly. grouped and organized. The group of tourists who travel independently was also increasing along with the advancement of land, sea, and air transportation technology. They were usually crowded when long holidays arrive such as Christmas and New Year holidays, Eid Al-Fitr holidays, and other major religious holidays (Decrop, 2006); (Gardiner et al., 2013).

#### **5) Preparing Tourism Products for Domestic Tourists**

Products were suitable to be offered to domestic tourists according to the identification in the segmentation above, for example, seminar/conference tour packages arranged with tourist attraction visits, group tour packages, travel incentive/reward packages, and educational tour packages, all of which are supported by the provision of culinary centers at each spot for tourist visits, provision of accommodation managed by local MSME entrepreneurs, and the like (Decrop, 2006); (Gardiner et al., 2013); (Porto et al., 2022).

#### **6) Providing incentives to stimulate Indonesians to travel during the pandemic.**

The incentives given to stimulate Indonesians to travel during this pandemic can be seen from 2 sides, namely the supply side by holding cultural events such as the Bali Arts Week (PKB), sports events such as Motor GP, Lake Fishing Events, etc. Therefore, this event can involve stakeholders with a PEST approach: Political, Economic, Social, and Technological. Incentives in the form of discounts on accommodation, discounts on souvenirs, etc. (Van der Wagen, 2010); (Jones, 2017); (Hussin & Aziz, 2021).

## **5. CONCLUSION**

The potential for the Domestic Tourist market was very large because Indonesia's population is indeed large. If only 10% of Indonesia's 250 million people travel domestically, then there are 25 million people who will spend their money to shop for tourism. The impact of tourism activities by the 25 million people will be able to drive the economy of the destination community if the destination community is also involved in the tourism service business so that the pattern of managing the tourism business with

the Domestic Tourist market segment can involve MSMEs with local products, local culinary, local souvenirs, local accommodation, etc.

The following points are suggested: Local governments are recommended to map destinations in their territory that are considered to have the potential to be developed into Domestic or other similar thematic destinations, to create and map the uniqueness of each so that regions can provide diverse offers for Domestic tourists. Local governments are recommended to develop Domestic thematic tourism centers (in themed community-based tourism) based on an expanded marketing mix concept with attention to the elements of attraction, access, amenities, ancillary (institutional), HR as agents of change, and adaptation to a new life after the COVID-19.

The limitation of this research is that it uses more secondary studies, and collects data from available sources, so aspects of the current condition of the tourist market, especially the tourist destination of Bali, are only based on secondary data estimation. The researcher suggests other researchers to conduct market segmentation research through field surveys to get a more up-to-date reality 2 or 3 years after the COVID-19 pandemic was declared to be only endemic.

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## **CONFLICTS OF INTEREST**

The ideas and results of the research do not create a conflict of interest because the research is not related to health issues or other interests related to race, ethnicity, religion, and practical politics.”

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