

## **URBAN GEOTOURISM: GOVERNANCE IN THE NEW NORMAL**

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### **ABSTRACT**

*The North Bandung area is a protected area and a tourism destination, this triggers high tourist visits. The existence of the Covid-19 pandemic has triggered destination managers to innovate, especially in tourists' management. The purpose of the research is to identify tourism governance since the new normal era. In addition, this study also takes an inventory of tourist attractions and interprets them as urban geotourism. This research was conducted from February to July 2021 in the Taman Hutan Raya area of Ir. H. Djuanda. The qualitative approach in this research with primary data acquisition through observation and interviews, while secondary data obtained through policy documents related to tourism. An online interview was conducted through the zoom meeting application to the manager of Taman Hutan Raya Ir. H. Djuanda in finding information related to the implementation of tourism governance during the new normal. Online interviews with geotourism experts from a local university, were also conducted. The informants were selected using the purposive sampling technique. Content and descriptive analysis are the analytical techniques in this study on the data obtained. The results showed that the tourist attraction in Taman Hutan Raya Ir. H. Djuanda has the potential as a geotourism attraction. Curug Dago is one of urban geotourism attraction in Bandung City. Manager of Taman Hutan Raya Ir. H. Djuanda innovated during the pandemic by distributing entrance tickets through digital media. In addition, the manager also makes other innovations by collaborating with third parties in creating new tourist attractions in the new normal era.*

*Keywords: Geotourism, New Normal, Taman Hutan Raya Ir. H. Djuanda, Tourism Governance*

### **INTRODUCTION**

Covid-19 was first designated as a global pandemic in March 2020 and has affected global travel patterns, especially since the government established a large-scale social restriction policy (Gossling, et al. 2020). The pandemic has triggered tourism destination managers to change the governance model by innovating in the new normal (Oxford Analytica 2020). Good tourism governance during the new normal, helps destination managers to survive during the pandemic (Robina-Ramirez, et al. 2021). Furthermore, the entry of the new normal era changes the tourism governance model to remain productive and sustainable (Vargas, 2020).

Comprehensive tourism governance is needed in tackling the Covid-19 pandemic (Cakar and Uzut, 2020). Previous research has shown that tourism governance in the new normal period provides security and convenience through the provision of health facilities for local communities and tourists in South Korea (Choi, et al. 2021). The role of tourism governance is to provide tourists with accurate information about health facilities in China, which is due to changes in tourist lifestyles since the pandemic (Wen, et al. 2020). Government policies tend to influence tourism governance strategies that direct tourism destination managers to go online and invest in health-related infrastructure (Oxford Analytica, 2020). Meanwhile, in Indonesia, research related to tourism governance has been studied in Indonesia's priority destinations such as Mandalika, Borobudur, and Bromo Tengger Semeru (Wulung et al. 2021a; Wulung et al. 2021b). The destination managers focus on building health-related infrastructure to adapt to the new normal-era (Wulung et al., 2020).

Previous studies tend to focus on assessing destination governance on the development of physical infrastructure and government policies in limiting the movement of tourists. However, there is limited research on tourism governance that focuses on the use of technology, information, and communication, especially on digital platforms. Tourism governance in urban areas desperately needs digital platforms in the new normal era to stay connected despite social restrictions (Minoia and Jokela, 2020). In addition, studies on the development of tourism activities are also limited as an effort to manage tourism in the new normal era. The implementation of tourism governance can be through digital innovation to overcome social restrictions known as smart tourism (Lee et al., 2020). Meanwhile, in geotourism destinations, the use of digital media in creating destination brands during the pandemic plays an important role through co-creation with stakeholders (Tiago et al., 2021).

This study aims to identify tourism governance since the new normal era. In addition, this study also takes an inventory of tourist attractions and interprets them as urban geotourism. This research has the opportunity to provide benefits for tourism destination managers to implement appropriate tourism governance in the new normal era, given the lack of adaptation of tourism governance through digital media as a strategy.

## **METHODS**

The research was carried out for five months, starting from February to July 2021. The scope of this research area is in Bandung City, especially along the Cikapundung river and Taman Hutan Raya Ir. H. Djuanda. A qualitative approach is used in this study by determining the object of research is studied before making observations. The object of this research is the implementation of tourism governance in Taman Hutan Raya Ir. H. Djuanda. In addition, tourist attractions located along the Cikapundung River, Bandung City, are also the object of research.

Obtaining data through online interviews, observation, and desk studies. An online interview with the manager of Taman Hutan Raya Ir. H. Djuanda was conducted to find information related to the implementation of tourism governance during the new-normal. Online interviews with geotourism experts from a local university, were also conducted. The informants were selected using the purposive sampling technique. Observations were made to collect primary data regarding the coordinates of the location of tourist attractions by tracing the Cikapundung River starting from the BBWS Cikapundung Terrace to the Taman Hutan Raya Ir. H. Djuanda. While the desk study was obtained through online media related to the implementation of the management of the Taman Hutan Raya Ir. H. Djuanda. In addition, secondary data is sourced from previous research on urban geotourism and tourism governance.

The unit of analysis of tourism governance studied is accessibility related to ease of information, online reservation, coordination of tourism stakeholders, destination crisis management, and destination marketing (Caragliu et al., 2011; Buhais and Amaranggana, 2013; Morisson, 2013; Novianti and Wulung, 2020). Meanwhile, the unit of analysis for the reinterpretation of tourist attractions as geotourism is a geotourism box that includes process, form, tourism, geobasic, geohistory, and geo-tourism indicators (Wulung et al., 2021c).

Map analysis is carried out to design tourist routes. The stages of map analysis are data entry, data management, data plots, and data conversion using a geographic information system application, namely ArcGIS, and digitized using Adobe Illustrator. Content analysis and qualitative descriptive analysis were also conducted on policy documents and previous research.

## **DISCUSSION AND RESULT**

Bandung City as the capital city of West Java Province has interesting geological records. The formation of Bandung City today started from the process of lifting the earth's surface from the shallow sea to form a lake (Bandung Ancient Lake) which eventually receded into swamps and small lakes (Brahmantyo and Bachtiar, 2009). This is identified by the naming of areas in Bandung City which are identical to swamps (ranca) and lakes (situ), such as Rancasari, Rancakendal, Cisit, Situ Aksan, and Situ Saeur. Currently, there is one river that passes through Bandung City, namely the Cikapundung River that has educational, economic, and conservation values as a geological heritage. The value of geological heritage has the potential as a thematic tourist attraction, namely geotourism (Gordon, 2018).

### **1. *Urban Geotourism in Bandung City***

The geological heritage contained in the Cikapundung River is the result of the lava flow process from the eruption material of the Ancient Sunda Volcano (currently Mount Tangkubanparahu) in the north of Bandung City. The lava flow forms a unique relief, one of which is Batu Batik. Batu Batik is located in the Taman Hutan Raya Ir. Djuanda is a manifestation of the lava flow from the eruption of Ancient Sunda Mountain (Badan Geologi, 2014; Wulung and Brahmantyo, 2019). From a cultural perspective, the Cikapundung River plays an important role in life in Bandung City. Since the era of the Dutch East Indies government, the Cikapundung River has been used as a source of power generation, irrigation, conservation, and tourist attraction. This is evidenced by the existence of the Dutch East Indies cultural heritage along the Cikapundung River, including Watervang Leuwilimoes, Dago Bengkok Hydroelectric Power Plant, and the Sunda Nature Museum (currently Curug Dago and the Taman Hutan Raya Ir. Djuanda). Curug Dago has become a tourist attraction since the Dutch East Indies era as evidenced by the King of Siam Inscription, while the Sunda Nature Museum is an effort to conserve geological and cultural heritage initiated by Dr. W Docters van Leeuwen in 1917 (Brahmantyo and Bachtiar, 2009; Brahmantyo and et al., 2006).

The results of the inventory of geological heritage and cultural heritage along the Cikapundung River, become a reference for observations in designing urban geotourism routes. The tourist attractions on the Cikapundung River include 1) BBWS Cikapundung Terrace, 2) Watervang Leuwilimoes, 3) Kampung Pelangi Cikapundung, 4) Curug Dago, 5) Dago Bengkok Hydroelectric Power Plant, and 6) Taman Hutan Raya Ir. Djuanda.

The BBWS Cikapundung Terrace is a park located on the banks of the Cikapundung River which was inaugurated in 2016. The BBWS Cikapundung Terrace was once a gathering place for artists in Bandung City, now it is revitalized to reforest areas in the city of Bandung. In the north of the BBWS Cikapundung Terrace, there is a settlement that has a tourist attraction because of its location on the banks of the Cikapundung River, the settlement is named Kampung Pelangi. Kampung Pelangi is a village assisted by the Bandung City government which aims to reduce slum settlements.

Currently, Kampung Pelangi is neatly arranged with the roof color like a rainbow. This village has similarities with settlements in Rio De Janeiro, Brazil.

Watervang Leuwilimoes is one of the cultural heritages of the Dutch East Indies that can still be found in Bandung City. This cultural heritage functions as a divider for the flow of the Cikapundung River before entering the center of Bandung City. Watervang Leuwilimoes plays a role in controlling the volume of water and as mitigation for flood disasters. Another Indian cultural heritage is the Dago Bengkok Hydroelectric Power Plant which was built in 1923. Operating since 1928, the Dago Bengkok Hydroelectric Power Plant has a long history of being built by Bandoengsche Electriciteit Maatsppij with a capacity of 3.15Kw.

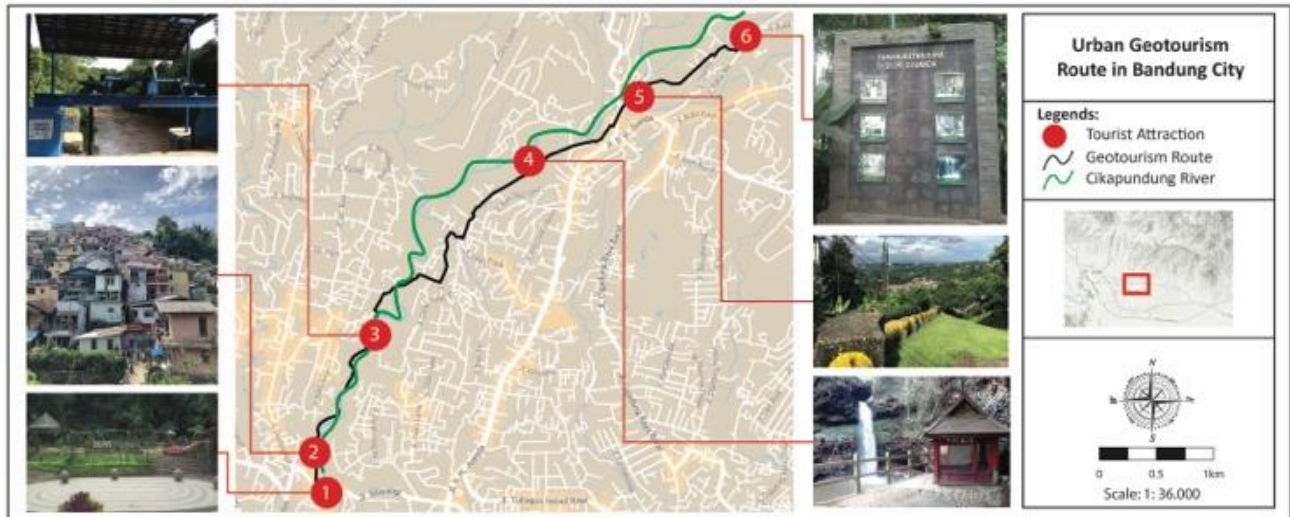


Figure 1. Map of Urban Geotourism Route in Bandung City (Analysis, 2021)

A tourist attraction that has the potential as a geotourism attraction is Curug Dago. Curug Dago is one of the geotourism attractions in Bandung City, this is indicated by the existence of geological phenomena and cultural heritage (Wulung et al., 2021c). Geologically, Curug Dago has perforated basalt rock from gas eruptions from the Ancient Sunda Volcano which was 125,000 – 48,000 years ago. The geological form is a waterfall (waterfall) with a height of 12 meters and is located in the Cikapundungan River flow with an altitude of 800 meters above sea level. The main access to Curug Dago can be reached by foot and motorbike. There are food and beverage facilities equipped with a children's playground aimed at facilitating the needs of tourists during a visit to Curug Dago. Basic knowledge of geology, volcanology, archeology, and culture to be geobasic is very important to understand Curug Dago. Several researchers have studied Curug Dago, including geoarchaeological studies in the Sunda Natural Museum (currently Taman Hutan Raya Ir. H. Djuanda) (von Koenigswald 1935; von Koenigswald 1935; Rothpltez 1951). The connection between Curug Dago and cultural heritage is the visit of the King of Siam in 1818 and in 1902 two slate inscriptions were left by King Rama V (King Chulalongkorn) and King Rama VII (Pradjathipok Pharaminthara) from the Chakri dynasty. The inscription is interpreted: "King Rama V visited Bandung at the age of 34, as a commemoration of the 120th capital of the Thai Kingdom Ratanakosin".

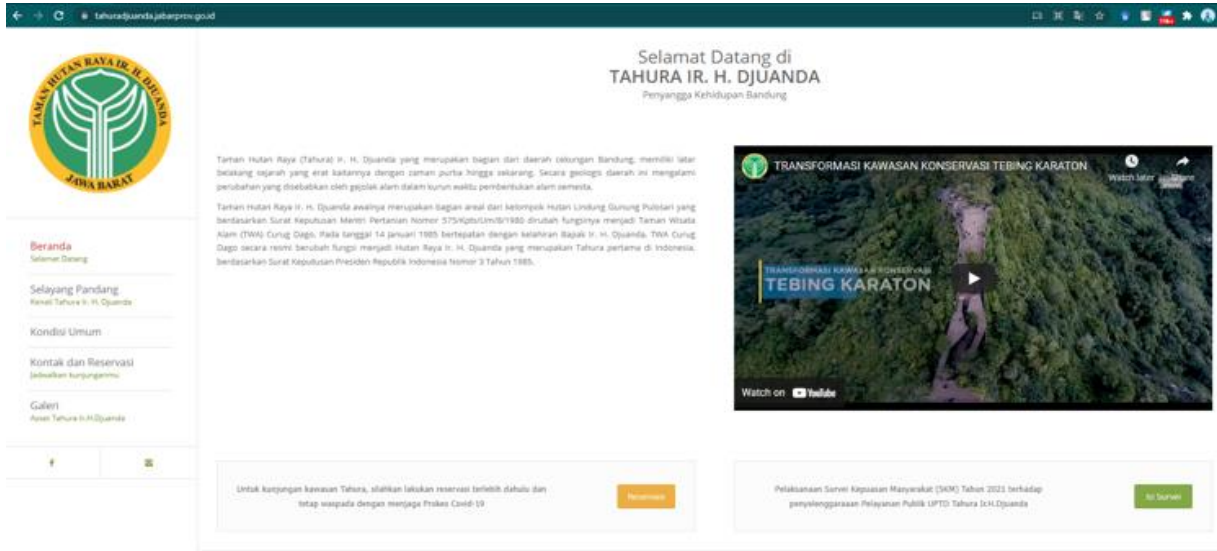
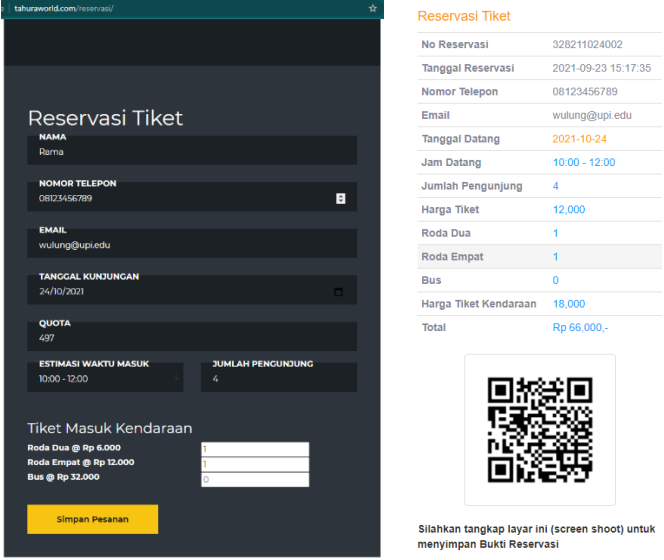


Figure 2. Online reservation and online survey at Taman Hutan Raya Ir. H. Djuanda in the new normal era (UPTD Tahura Ir. H. Djuanda 2021)

The urban geotourism route ends at Taman Hutan Raya Ir. H. Djuanda. Taman Hutan Raya Ir. H. Djuanda is a protected forest area that has a good history from ancient times to the present day. Taman Hutan Raya Ir. H. Djuanda is identical to the Dutch Cave and the Japanese Cave, which are relics of the remnants of the colonial era. In addition to history, this area is the first Taman Hutan Raya in Indonesia which was inaugurated on January 14, 1985, based on the Decree of the President of the Republic of Indonesia Number 3 of 1985

2. **Governance of Taman Hutan Raya Ir. H. Djuanda in the New Normal**

The Covid-19 pandemic caused the operation of the Taman Hutan Raya Ir. H. Djuanda to stop, especially since the social restrictions were first announced in April 2020. The Manager of Taman Hutan Raya Ir. H. Djuanda innovates in providing accessibility for tourists by innovating online reservations that can be accessed through the Tahuradjuanda website.jabarprov.go.id. Two innovations are resulting from the management of Taman Hutan Raya Ir. H. Djuanda during the new normal, namely online reservations and online surveys (Figure 2). Online reservation aims to avoid crowds of tourists as an effort to implement the Covid-19 health protocol. Meanwhile, the online survey entitled Pelaksanaan Survei Kepuasan Masyarakat aims to determine the level of visitor satisfaction with the implementation of public services for the manager of Taman Hutan Raya Ir. H. Djuanda. Online reservations help managers to continue to earn tourism income while still practicing the Covid-19 Health protocol (Maulana et al, 2020).



(a) (b)  
Figure 3. Online ticket reservation service flow [38]

Innovations during the new normal by the manager of Taman Hutan Raya Ir. H. Djuanda is a manifestation of the government's policy of social restrictions. Online reservations answer the needs of tourism management d the new normal era. Tourists who plan to visit Taman Hutan Raya Ir. H. Djuanda must first fill in the online ticket reservation form as can be seen in Figure 3a. The online reservation automatically identifies the daily visit quota to Taman Hutan Raya Ir. H. Djuanda. If the daily quota reaches the limit, tourists will be transferred to the next session or the next day. After filling out the formula, prospective visitors will then receive proof of reservation containing information on the date and time of arrival, the number of visitors, and the total price of admission to Taman Hutan Raya Ir. H. Djuanda. (Figure 3b).

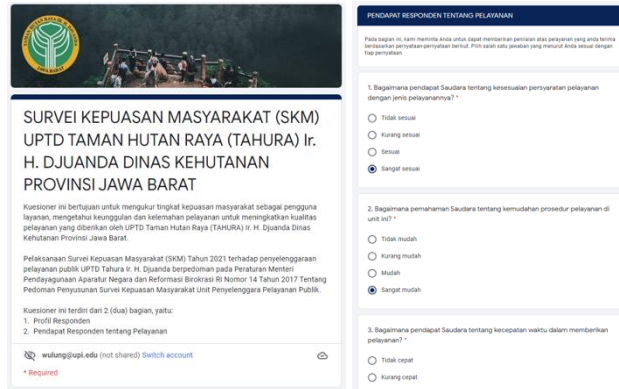


Figure 4. Online satisfaction survey of Taman Hutan Raya Ir. H. Djuanda [39]

The manager of Taman Hutan Raya Ir. H. Djuanda conducts a satisfaction survey every year. Since the pandemic, the manager has conducted an online survey through the Google Form application (Figure 4). The survey aims to measure the satisfaction level of visitors to service users as an effort to improve services by the manager of Taman Hutan Raya Ir. H. Djuanda. The survey is divided into two parts, covering the profile of tourists and their opinions about the services provided by the manager of the Taman Hutan Raya Ir. H. Djuanda.

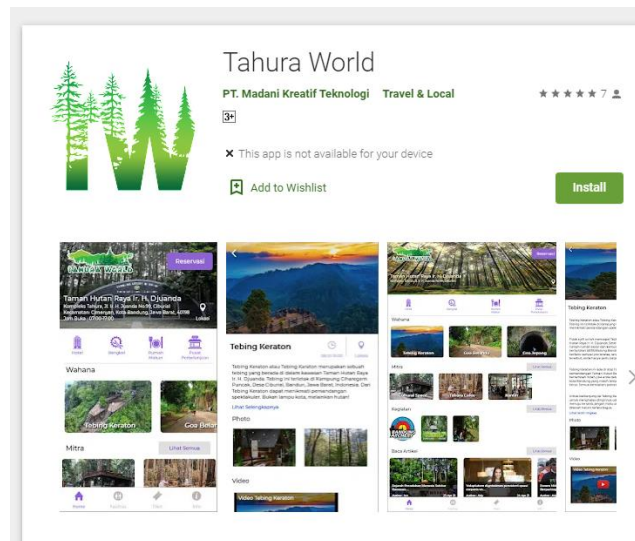


Figure 5 Tahura World smartphone app [40]

Another digital innovation during the new normal period is the existence of an android-based smartphone application called Tahura World (Figure 5). This application makes it easy for tourists to get information about tourist attractions in Taman Hutan Raya Ir. H. Djuanda, such as Tebing Keraton, Curug Dago, Goa Belanda, to Curug Maribaya. In addition, this application also has an online reservation feature. Accessibility owned by the manager of Taman Hutan Raya Ir. H. Djuanda provides convenience for tourists to access information and assists the government in overcoming the spread of Covid-19. These innovations are manifestations of the new normal era carried out by tourism area managers.

In addition, the manager of Taman Hutan Raya Ir. H. Djuanda collaborates with stakeholders to create new tourist attractions. The innovation is in the form of an attraction to explore the forest at night, which is called Hutan Menyala (Figure 6). Even though it's a new attraction, Hutan Menyala still applies the health protocol with social restrictions for both tourists and employees.



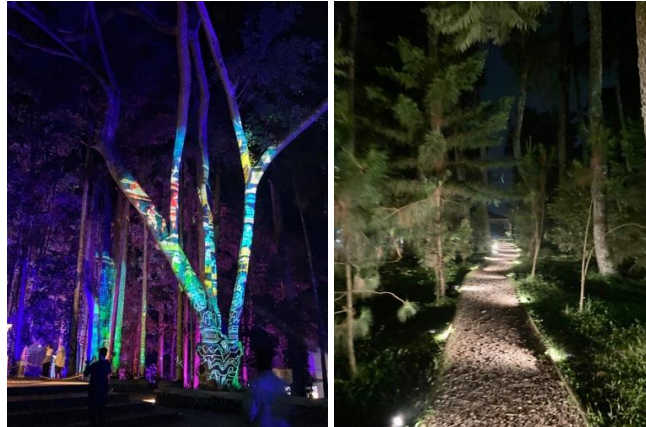


Figure 6 Hutan Menyala as a tourist attraction innovation during new normal in Taman Hutan Raya Ir. H. Djuanda (Survey, 2021)

### CONSLUSION

The existence of the Covid-19 pandemic has an impact on changes in the tourism governance of Taman Hutan Raya Ir. H. Juanda. Online reservations and smartphone applications are digital innovations that have been carried out by the manager of the Taman Hutan Raya Ir. H. Djuanda. In addition, the development of special interest tourism, namely geotourism and Hutan Menyala provides added value to attract tourists in Bandung City. The existence of an online satisfaction survey has become an evaluation effort for the manager of the Taman Hutan Raya Ir. H. Djuanda to maintain the quality during the new normal. Tourism governance carried out by Taman Hutan Raya Ir. H. Djuanda is an effort to reduce the spread of Covid-19 and still provide a quality tourism experience.

The limitation of this research lies in the scope of the research which only examines tourism governance in the Bandung City area. There are still several other destinations both inside and outside the Bandung City area that must be reviewed for tourism governance. The implications of this research can trigger the development of tourism governance for tourism destination managers by utilizing digital media. In addition, geotourism as an alternative to tourism can create experiences for tourists even though it is still in the new normal period.

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