Staycation as Complementary Tourism in Bali

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Submission History:
Submitted: January 12th, 2023
Revised: February 5th, 2023
Accepted: May 2nd, 2023
Available Online: June 30th, 2023

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Abstract

Staycation is a strategy used by accommodation providers in Bali to increase room occupancy rates. Staycation travelers, are local people, also take tour packages to spend time with family, self-healing for those who are not married, and even for those who work remotely. This study aims to analyze staycation offers during the low season or when the Covid-19 Pandemic hit Indonesia, especially the island of Bali which relies on tourism to support the movement of its economic sector. The method used in this research is descriptive qualitative by conducting in-depth interviews with 5 (five) staycation tourism connoisseurs who are doing staycation at least 3 (three) times during the Covid-19 Pandemic. The results of this study state that it is proven that staycation is a complementary tourism during the Covid-19 Pandemic or in the Low Season, because local people / tourists who have contributes high numbers to the room occupancy rate in Bali. The relatively cheaper price that can be paid by local tourists compared to domestic or foreign tourists, but can still pay for the operational costs of accommodation service providers which have a positive impact on the tourism sector which is able to boost the economic sector on the island of Bali in particular. This complementary tourism is expected to reduce dependence on foreign tourists and can provide new appreciation for local/domestic tourists and can be relied upon as a promotional strategy not only during the Covid-19 Pandemic, but beyond.

Keywords: Accommodation Providers, Complementary Tourism, Staycation, Staycation Connoisseurs
INTRODUCTION

The decline in foreign tourist visits has disrupted the tourism sector which has an impact on all lines of life in Indonesia and especially on the island of Bali. This can be seen in Table 1 which shows the decline in foreign tourist visits to Indonesia by airport in 2017 - 2020 that visits through the Ngurah Rai entrance have decreased from 2019 by 5,180,345 people. From the decline in the number of tourists due to the Covid-19 Pandemic, Bali Island, which is the tourism sector that drives the Indonesian economy, has experienced problems. Many business owners engaged in tourism have difficulty getting up or struggling to keep their businesses open. Many strategies have been carried out by tourism actors in order to maintain economic sustainability in Indonesia, especially in Bali. One of them is through staycation. Staycation, which is a way of traveling for local people with a short distance, has become an alternative to tourism on the island of Bali (Suyasa, 2021). The interest of local tourists to travel through staycation is increasing due to low prices, facilities with star hotels, and especially providing a travel experience that is not far from where they live but is meaningful, increasingly felt as a necessity and opportunity. For stakeholders, staycation is no longer seen as an alternative tour but has become a complement in the world of tourism. In accordance with the results of Suyasa’s research, it is explained that staycation is chosen by many families to improve the quality of relationships between individuals and also as a way to help the tourism sector stay alive so that the wheels of the economy in Bali continue to run. Four (4) Star and Three (3) Star accommodation providers in the Denpasar area and Badung Regency are trying to meet the needs of local tourists through Staycation packages as a potential to maintain their business during the pandemic. The need for facility maintenance, fixed operational costs, and humanity towards employees to continue to have jobs and income are prioritized by the management of accommodation providers.

The complimentary approach that has been taken by domestic tourists through staycation to the level of foreign tourist visits or vacation is expected to continue to increase local tourist visits. This is due to the uncertainty of the end of the pandemic, so that shared vulnerability, the same level of development, shared economic improvement is expected to increase and provide economic opportunities for more people can be mutually beneficial.
METHOD

The research design used was a qualitative method research design. Data were obtained through structured interviews with 5 (five) staycation lovers during the covid-19 pandemic. Local tourists who enjoy staycation are those who have stayed at hotels and taken staycation packages at least 3 times both during the pandemic and recovery period. The questionnaire covered 1) Understanding the meaning of staycation; 2) Staycation experience during covid and recovery period; 3) Motivation for choosing staycation both internal and external; 4) Understanding the potential of staycation as substitute tourism; 5) Understanding the potential of staycation as complementary tourism; 6) The strategy of accommodation providers in the future and the impact for staycation enthusiasts on local tourist destinations. The results of the interviews were then analyzed descriptively qualitative.

FINDING AND DISCUSSION

Aspects of Staycation for Local Travelers

The pandemic has not dampened people's desire to go on vacation, especially when accommodation providers can provide comfort and safety by implementing CHSE at their properties. Based on Suara.com (Rossa, 2021), Agoda stated that there are five trends related to the behavior of Indonesian tourists through its survey that 42% of Indonesians tend to take short trips, 37% of respondents want to explore new local tourist destinations, and 30% want to find experiences as part of their accommodation. 29% of respondents use online travel sites such as Agoda to book trips and 27% treat accommodation as a destination rather than just a place to rest. This shows that accommodation as a destination is not just a place to sleep or rest but local tourists choose accommodation that provides more than just a room. Tourists use accommodation as a tourist spot for Selfie or making family photos, familiarizing themselves between family members, and relieving the fatigue of the Covid Pandemic.

Understanding and Implementation of Staycation for Staycation Connoisseurs

The meaning of the word staycation for local tourism is a close vacation to find a new atmosphere. Staycation is a contemporary trend to spend time with family (6, 2022). The interviewee, a private employee who is also a hotelier, said that he believes that Staycation is "a person's activity with family without staying overnight and can use the swimming pool and hotel facilities at an affordable price" (8, 2022). All respondents understand that Staycation is a way of
vacationing with a short distance and not too expensive. They felt this because they did a staycation during the Covid Pandemic in 2020 to 2021. Four out of five interviewees said that during the Covid Pandemic, they did it at least 3 times by choosing different areas. However, one respondent said they only started doing Staycation after Covid flattened. 100% of interviewees used the opportunity of low prices to enjoy Staycation during the Covid pandemic, but after the recovery period from Covid, the prices offered by accommodation providers increased and this had an impact on the respondents' desire to carry out Staycation. The factors driving them to reduce Staycation are because prices have gone up, because Covid has leveled off, companies or business sectors have returned to normal so that many families have become busier and have limited vacation days.

**Staycation Connoisseur Motivation**

Motivation is a psychological state of an individual that arises because of the need to take an action (Mohammad J. Khan, 2018) and based on the Hierarchy of Needs theory by Maslow, states that tourist motivation based on its level has five levels, namely: the need for relaxation, the need for security, the need for relationships, the need for self-esteem and ways of self-development, and the need for self-fulfillment. During the Covid-19 period that hit the whole world, local Balinese people took a staycation to "spend time with family" (9, 2022) (10, 2022) especially children can still be taken on vacation together" (6, 2022) (7, 2022). "Spending time with friends, because I am Single and the price is still affordable, so I often use Staycation as a Self-Healing concept with other single friends (8, 2022). People want to avoid making long vacation plans and waiting a long time to be able to take a vacation. Of course, the waiting period for a vacation makes people tired and expect something good. Workers want to rest after working for a long time, but at the same time, they also try to avoid work after the vacation period. Therefore, for working people, they prefer a short vacation for the good of their mental health rather than taking a long vacation. People's needs in staycation that accommodation facilities have swimming pools, in addition to traveling, people can also use it for exercise. Outdoor activities by tracking, walking to enjoy the natural atmosphere around with family / relatives (Suyasa N. L., 2021). As for the external motivation to do a staycation to add insight, especially for staycation enthusiasts who work in hospitality. Doing a staycation is felt to be able to help teaching material in the field of tourism/hospitality, "as a tourism lecturer I can see firsthand the application of CHSE in the check-
in to check-out process. The difference in service and provision of guest supplies or amenities between before Covid and during Covid. What I feel and see, is teaching material that I can share with my students" (6, 2022). External motivation for people who are single, is to spend time with friends, "I always look at online travel agent websites to find affordable staycation prices, especially after receiving a salary. The invitation of friends is also the biggest external motivation to do a staycation because with low prices, we can share expenses between friends" (8, 2022) (10, 2022). All interviewees said that affordable prices that can be seen on social media are a factor why they choose to do a staycation.

From the internal and external factors that have been conveyed by the interviewees, the researcher then asked whether there was a change in motivation after the spread of the Covid-19 virus along with the reopening of tourism on the island of Bali for foreign tourists. 2 out of 5 staycation enthusiasts said that their motivation changed due to price. Accommodation prices during the Pandemic are said to be affordable (Suyasa N. L., 2021) people choose accommodation with a price range of Rp. 500,000 (Five Hundred Thousand Rupiah) including breakfast, taxes, and services. Meanwhile, after tourism opened, the easing of the PPKM policy for domestic tourists and the opening of flights to Bali for foreign tourists resulted in increasing accommodation rental prices. "Now we are looking for accommodation with a price of Rp. 500,000/room/night/include breakfast/net. Most prices have increased to Rp. 750,000 - Rp. 1,000,000/room/night/include breakfast for 2 people" (7, 2022) (8, 2022). As for families who have small children / babies, seeing the opening of tourism to the public, makes them undo the intention to return to staycation. This is because with so many people, CHSE will not be implemented properly, "because I have small children, I decided to stay at home, especially since outside tourism has entered, my fear is that there will be a virus and its spread will attack children" (9, 2022). Interviewee 10 said that his motivation has increased to do a staycation because the relaxation of PPKM and the opening of access for tourists to come to Indonesia has shown that Indonesia, especially the island of Bali, is ready for the implementation of CHSE in all areas, so he said "I am more courageous to do a staycation after the reopening of tourism, because my family and I feel safer because I believe domestic and foreign tourists have received proper vaccines for traveling. When the people around us are healthy or trying to protect themselves, that's when I feel safe to do a staycation with my family" (10, 2022).
The Right Package Deal for Staycation Lovers

Diversified staycation tourism products are offered to provide options to travelers, such as: Day Use Package, the use of hotel facilities without staying overnight where tourists can use the room and enjoy hotel facilities for 4-5 hours. Family staycation is offered specifically for families, where the rooms are more spacious and provide occupancy to 4 people (two adults & 2 children). Families prefer accommodation with free extra bed and breakfast for children. This adds comfort for travelers because they can rest well and by getting breakfast for 4 people, it will certainly reduce expenses while at the hotel. Providing early check-in time and check-out time flexibility is also very popular with family travelers, because families can enjoy hotel facilities and room facilities with satisfaction without having to rush to leave the hotel. For those who choose the Day Use Package, prefer accommodation with a swimming pool and are allowed to have a barbecue with the family. Accommodation providers certainly try to implement health protocols and try to provide innovations according to the facilities and layouts that are already owned by the hotel/accommodation itself and the expectations of staycation lovers (Gupta, 2022). Package prices such as pay 2 nights can stay 3 nights are also attractive to staycation lovers, because they get a cheaper price than the normal price. The pay 2 nights stay 3 nights policy is widely applied by star hotels as a strategy to increase room occupancy even though it is considered that revenue is sufficient to cover operations alone.

Staycation Can Support the Revival of Tourism in Bali

With the outbreak of the Covid-19 virus, the tourism pillar was disrupted with a drastic decline in tourist visits due to Lockdown and PPKM. However, from the results of the interview, it was stated that based on the experience of staycation lovers, they believe that staycation can be used as an alternative to traveling far away, such as leaving the island or going abroad. However, this alternative is still in accordance with the budget of each family. "For me, staycation can be used as an option for traveling compared to traveling out, but we still choose according to the family budget, which is 1 million to 1.5 million expenses per night per room" (6, 2022) (7, 2022) "For us workers, to get a little vacation, of course staycation can be used as an alternative to traveling far away. Especially after covid, workers are forced to re-collect costs for other things because during the pandemic many jobs were closed. So traveling abroad is still a hope. While waiting for foreign tourism to open, it is better to use the opportunity to staycation first" (8, 2022) "Because my children are still small, I have never traveled abroad, however, during a pandemic
we still have to try to revive the economy by helping each other. Therefore, during the low season, local people can still make a staycation as an alternative to traveling far away" (9, 2022).

How attractive is the staycation offered after the access door is opened for domestic and international tourists. Staycation will be more interesting if the place is more to the resort area compared to the city hotel. "Staycation will be much more interesting if tourists stay in villas compared to hotels, because villas have more privacy" (7, 2022). For young people, staycation is still interesting for healing but not for seeking new experiences because the areas visited have the same culture and customs.

According to staycation enthusiasts, they stated that staycation can make Bali survive the crisis if during the low season, accommodation prices are lowered like during the pandemic. This is because based on their experience, staycation will be the choice of local tourists. By doing a staycation they can enjoy the company of relatives, accommodation facilities, and get new experiences as tourists. However, if accommodation providers ignore staycation because tourism has reopened, then staycation enthusiasts believe that "the desire of local tourists to travel will decrease due to prices returning to normal, so we have to collect a holiday budget just to spend time in the hotel" (6, 2022) (10, 2022) "Apart from the price, of course, workers who return to their routine tasks will have problems finding time off with their families" (7, 2022) (8, 2022) (9, 2022).

**Stakeholder Strategies to Maintain Sustainability of Staycation as Complementary Tourism.**

Traveling is a pleasant period of time that gives us a break from our daily routines. But when Covid-19 hit, traveling activities were hampered not only to the needs of tourists for relaxation, but also the business of accommodation providers became increasingly declining. The impact of the decline in tourist visits due to PPKM and lockdown has made every accommodation provider entrepreneur try to survive in maintaining the business continuity of the hospitality industry both for its own business and globally. The strategy of choosing the staycation concept is one way to survive during the Pandemic. Staycation is in great demand by people who have families, still have income during the Pandemic with the ability to pay for accommodation packages of IDR 500,000 - IDR 1,000,000 per night/room/net (Suyasa, 2021).
CONCLUSION

In accordance with the experiences and motivations of 5 staycation lovers who have done a staycation at least 3 times during the Covid 19 Pandemic, they stated that accommodation as a destination is not only a place to sleep or rest but local tourists choose accommodation places that provide more than just a room. An example is a place for selfies and making family photos with hotel/villa facilities. Cheap and affordable prices, time to get closer to family, or just self-healing are internal motivations for staycation lovers. Due to the needs of local tourists for staycation, accommodation providers are expected to meet the needs such as Day Use Package, early check-in and late check-out without charge, adding extra beds in the room for family reservations. With the increasing interest of local tourists for staycation, it is stated that staycation is able to support the revival of tourism in Bali by staying for one or two nights to help accommodation providers run their economy. The strategy of choosing the staycation concept is one way to survive the Pandemic. Staycation is in great demand by people who have families, still have income during the Pandemic with the ability to pay for accommodation packages of IDR 500,000 - IDR 1,000,000 /night. The second strategy is to create various packages by looking at market trends, for example, school holidays offer more family packages with complimentary extra beds and breakfast for children, Public Relations of accommodation providers offer guests to make photo sessions (in accordance with the motivation of staycation lovers that tourists are more looking for unique places to capture beautiful moments of tourist togetherness). The photo results can be used as promotional material and provide a beautiful memory of family togetherness.

ACKNOWLEDGMENTS

Acknowledgement for Undhira Bali and LPPM (Research and Development Department) Undhira who granted the opportunity for this research

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