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LIBRARY AS A SURVIVAL EFFORT FOR A TOURISM VILLAGE IN THE PANDEMIC ERA: A CASE STUDY IN *KAMPUNG LAWAS MASPATI* SURABAYA

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Abstract

This paper aims to examine how library in a tourism village is able to help local residents to survive in the pandemic era as well as to progress to edu-tourism attraction. Since 2016, Kampung Wisata Lawas Maspati (Old Tourism Village of Maspati) has been one of featured destinations in Surabaya. The COVID-19 pandemic then brought tremendous undesirable impacts on the village. This community-based tourism village has experienced plunging number of visitors, which greatly impacted the community. To attain the research goal, qualitative research design was used in this study. In-depth interview was conducted with the residents and administrators of the tourism village. Results suggest that despite the low number of visitors, administrators and people in Kampung Lawas Maspati have made a breakthrough by reactivating the library self-subsistently or with their own resources. This library ultimately became one of tourism village's strategies to survive. Many locals used the library as a public space to seek information or share information to each other. An interesting aspect was the internet connection facility added to the library soon transformed it to a 'school' for children and helped people with their information searching. Furthermore, the library in Kampung Wisata Lawas Maspati is more directed to and accentuates the educational elements known as edu-tourism.

Keywords: A Survival Effort, Library, Tourism, Tourism Village, Edu-tourism

BACKGROUND

The outbreak of COVID-19 virus since the wake of year 2020 has claimed a lot of casualties. Until today, record shows that 54 million people around the world have been infected with this virus. In Indonesia, 471,000 are infected with death toll reaching 4,022 people. The high number of cases in Indonesia made it the 19th most infected country in the world (Shalihah, 2020).

The extraordinary circumstances of the pandemic impacted on a number of sectors, mainly tourism sector. Records suggest that tourism became the most vulnerable industry to

crisis and disasters (Zenker, S., & Kock, F., 2020). This is due to the vulnerable element of tourism in which it highly depends on the environment where it is located (Scott and Predaux, 2008; Qiu, R. T. R., Park, J., Li, S., & Song, H. (2020). When the novel corona virus struck, it paralyzed various world tourist destinations such as Universal Studio and Tokyo Disneyland (liputan6.com). Meanwhile in Indonesia, main destinations like Bali, Yogyakarta, and Lombok saw a drastic decrease in the number of visitors due to the travel warning policy from many countries to Indonesia. Tourism in Bali was recorded to have dropped by up to 70% due to the absence of foreign tourists and the reduced number of domestic tourists (cnnindonesia.com, 2020).

The prolonged COVID-19 pandemic has also hit local tourist destinations such as Kampung Lawas Maspati in Surabaya. Since its establishment as Surabaya's new leading tourist destination in 2016, Kampung Lawas Maspati has grown into one of tourists' favorites to visit in Surabaya. The preserved old buildings, historical relics and traditions as well as the reforestation, nurseries and urban farming developed in Maspati attract many visitors to come. About 5-7 groups of guests visit Maspati each week. Unfortunately, the pandemic made guests postpone their visit, and Kampung Lawas Maspati had been closed for some time, which caused a decrease in community tourism activities. People who used to serve tourists become unemployed. On top of that, the economy of the people in Kampung Lawas has also deteriorated. The village became quiet since the residents stayed at home.

During the pandemic, the residents of Kampung Wisata Lawas Maspati continue to carry out activities to keep tourist activities in motion. Residents take advantage of the library as one of the interesting attractions in Kampung Wisata Lawas Maspati. Many residents have revived the library and used it as a place for joint activities. The existence and activities of the library are in line with tourism activities since one of the functions of library is as a place or recreation for visitors or the community. This is in accordance with Law No. 43 of 2007 on Libraries. Article 1 paragraph 1 states that a library is an institution that manages collections of written works, printed works, and/or records in a professional manner with a standard system to meet the needs of education, research, preservation, information and recreation for visitors. In addition, Article 3 also states that the library functions as a facility for education, education, research, conservation, information and recreation to increase intelligence and empowerment of the nation. Based on

this, the existence of the library in Kampung Wisata is more directed to and accentuates the educational elements known as edu-tourism (education tourism).

This edu-tourism program usually aims to combine the concept of education and entertainment, so that users feel comfortable and happy when they visit the library. The edu-tourism program can also change the formal (rigid) atmosphere into a more relaxed and light atmosphere. In other words, in the context of tourism, libraries are able to become an attraction and selling power with all the potential information services they have to meet the needs of the community and tourists both psychologically and intellectually.

In order to create lively and delightful atmosphere, the edu-tourism program activities in the Tourism Village are tailored to become as attractive as possible. The program is designed accordingly and appropriately for children, adolescents, and parents. Residents in Kampung Wisata Lawas Maspati have made tour packages with the theme of edu-tourism. Tourists are invited to tour Kampung Lawas Maspati and visit the library, which has been equipped with traditional games that visitors can play at any time. The library has also added its collections and entertainment reading, designed the reading room to be as ergonomic as possible decorated with various symbols, pictures and colors, as well as revamping the room concept into a library cafe. In response to the conditions of the COVID-19 pandemic that weakened the tourism sector, researches on the resilience and survival of tourist destinations need to be conducted. This is important to learn how tourist destinations can survive difficult times and how they can rise after the pandemic. This paper will try to see how the people of Kampung Wisata Lawas Maspati made the efforts of using the library as a way to survive in the pandemic and develop a sustainable edu-tourism.

THEORETICAL FRAMEWORK

The Continuity of Tourism in Times of Crisis

Mistilis and Sheldon (2014) stated that tourism in an area will collapse greatly when crises and disasters hit. In this regard, tourist destinations have three stages, namely disaster management which includes prevention and pre-disaster planning, disaster situation management, and post-phase that includes disaster resolution and recovery to normal situation. Therefore, tourism destination management contains two important points, namely a knowledge management system which includes the first two stages of prevention planning, and disaster

management which includes knowledge framework for disaster management in tourist destinations (Harlt, 2002).

According to Faulkner (2001), there are 5 phases that represent people's response and general framework for tourism disaster strategies: pre-event, prodrome (disaster imminent), emergency, medium-term recovery, and long-term recovery. Each of them relates to elements of disaster management response (precursor, mobilization, action, recovery, reconstruction, reassessment and review) and to the main ingredients of disaster management strategy (disaster risk and contingency assessment). Elements of Faulkner's (2001) framework that directly relate to knowledge management are risk assessment, priority protocols, community capability audits, central disaster management command, media and monitoring activities, warning systems, flexibility and involvement in education, and review.

Crisis and disaster categorization is important in the knowledge management system while the response and communication required for each crisis category may differ. Crisis and disaster categories include, for example, those related to political events (riots, coups, ethnic chaos, threats and terrorist attacks), natural disasters (earthquakes, volcanic eruptions, fires, floods, avalanches, tsunamis, hurricanes, tornadoes, oil spills, extreme weather), epidemics (SARS, avian flu, foot and mouth), terrorism and war (Beirman, 2003). Financial events such as stock market crashes and severe exchange rate fluctuations can also affect tourism (Beirman, 2003). Each of them has its own level of scale or magnitude, which will affect the amount of information required. Dimensions such as proximity and duration of the disaster, level of control; level of damage; affected communities and stakeholders must also be considered. Faulkner (2001) argued that crises and disasters are different. Crises are caused by actions so that no organization requires information systems that are mostly internal to the organization, whereas disasters are events caused by natural phenomena, which require extensive information systems incorporated with weather detection systems or by external human action.

A further implication of looking at crisis recovery from a systems perspective arises from the view that objectives are stakeholder networks that can be reconfigured into more efficient structures after a crisis. This differs slightly from the view of Faulkner and Vikulov (2001), who suggested that disasters may have positive outcomes but this is mainly due to new infrastructure rather than reorganization or creation of new social networks. Crises can also lead to more cohesive industries - broad response mechanisms or community-wideism, better information

flows and indeed the development of new organizational structures (Quarantelli, 1988). Emphasis on information flow as a critical issue in crisis management has led to the idea of social network analysis as a structural analysis tool for these 'flow' of information through communication channels. This is an important element of crisis recovery that needs further analysis. For example, Pikkidang and Peters (2005, 99) discussed the important role of networks in tourism innovation. 'All the experts agree on the most promising vehicle for innovation that includes cooperation, alliances and/or networks in areas such as technology, marketing distribution, and human resource sharing. 'In recovering from a crisis, innovative solutions and clear leadership are more needed than just a focus on rebuilding.

Library as an Edu-Tourism Attraction

The concept of edu-tourism itself is a tourism concept in which tourists will usually travel to a place or location individually or in groups with the aim of being directly involved in the learning experience at that place (Rodger, 1998). The word edu-tourism comes from education and tourism (edu-tourism) which is generally considered an industry or service sector that can be formed and regulated at various geographical levels (Kamdi, Jamal, & Anuar, 2018). Edu-tourism package is a tourism program developed to produce human resources who are broad-minded, skilled, creative and innovative in the field of tourism and culture. Edu-tourism depicts events where people travel across international borders to obtain intellectual services (Abubakar, Shneikat, & Oday, 2014). This tourism concept is people looking for something new, new experiences, social and cultural norms. Then Ritchie, Carr and Cooper, (2003) explained that edu-tourism is a tourism brand that is motivated by the search for education and learning. However, many studies on edu-tourism discuss people traveling abroad to seek education or study abroad (Bello, Raja, Yuhani and Khairil, 2015; Becker and Kolster, 2012; Siti, Razak and Rohaizat, 2010). They see the potential of foreign students that can improve the national economy. Therefore, several countries have made policies to increase the number of international students to diversify tourism activities into what is known as educational tourism (Ibrahim, Meshall, Fahmi, dan Mohammed, 2018). Sari, Rahmawati, & Harafani, (2019) also said that edu-tourism is one of the most popular sub-types of tourism today that many countries in the world use as one of the main sources of income. However, the lack of promotion with good planning and good infrastructure makes edu-tourism on farms less attractive.

Method

This research used qualitative method. Qualitative research is significantly important for social research (Flick, 2002). So far, tourism research has been dominated by quantitative research methodologies (Tribe & Airey, 2007), but in its development the dominance of these methodologies has become less relevant (Veal, 2004).

The research was based on several data collection technique as follows: observations, interviews and document materials. Observations were conducted to collect primary data in the form of information needed verbally or in writing, and directly to the surrounding community with all activities related to how they use the library and its function to survive in the pandemic era. In addition to observations, unstructured interviews where in-depth questions were given to informants in a formal manner using interview guidelines were also carried out.

Interviews were conducted with the administrator of Kampung Lawas Maspati and 5 residents. The aim was to interview until a reasonable level of saturation was reached. Since there were no fixed rules for the sample size in this qualitative approach, the interviews for this study stopped at the point of 'redundancy' (Lincoln & Guba 1985, p. 202). Interviews aimed to give an opportunity to administrators and local residents to express their comments and ideas on how the residents feel and how the destination can survive in the pandemic era. The similar responses from the interviewees indicate the point of redundancy had been reached. The key themes of the interviews are as below:

- The strategy response to pandemic
- The impacts of the pandemic in the destination
- The function of the library in the destination
- The role of the library
- How often people use the library
- The expectation of the library

All individual interviews were conducted in the Indonesian language and were recorded (with the permission of the participants). In addition to the interviews and observations, the use of document materials in the form of photos or photo shoots was to document important events or things related to research.

Results and Data Analysis

The themes that arise from the questions of how the people of Kampung Wisata Lawas Maspati made the efforts of using the library as a way to survive in the pandemic are grouped into the following: optimism, innovation, information exchange, and a way to promote the destination. These themes will be further explored below.

Table 1. The Efforts of Using the Library as A Way to Survive In The Pandemic

	Themes	Codes
Library in Kampung Lawas Maspati	Optimism	Enthusiastic
		Positive thinking
		Happy
		Excited
	Innovation	Cafe
		Spending time
		Avoid boredom
		Interesting concept
	Information exchange	Main provider of destination information
		Library as a place to share information
		Coordination
	Promotion of the culture and tourism	A way to promote culture and tourism
		Added value for tourism
		Positive for tourism

During the pandemic, the managers of Kampung Lawas Maspati Surabaya made various breakthroughs to stay calm. The suddenly quiet destination encouraged the managers and residents to find a way to survive in these conditions. One of the key destinations for survival conveyed by the manager is to always innovate.

“Di sini kita tetep optimis saja mas, meskipun masih belum tau sampai kapan berakhirnya, ya kita berusaha melakukan inovasi dan inovasi. Kalau bukan kita siapa lagi...”

Translation: “We keep our positive minds here, even though it’s hard to see when this is gonna end. We try to keep making innovations. If it’s not us, who else...”

(Mr. Edi, manager)

The repetition of the word *'inovasi'* ('innovation') in the interview quote above shows that the manager realized that innovation is an important measure that must be taken in order to survive. In line with this, Ritchie (2003) suggested that organizational strategy development can help destinations limit the severity of changes caused by a crisis or disaster. This means that the management must be at the forefront of these innovations. In the quote above, the phrase *'kalau bukan kita siapa lagi'* ('if it's not us who else') refers to him as part of the management team who feels that he should invite and lead the community to innovate.

One of the innovations made by the manager was by developing a library or reading room. According to the management they already have a library, but it was upgraded to a facility designed for the residents to get fresh air or new atmosphere when they were not allowed to leave the house/village. Furthermore, the manager said that this breakthrough was intended to make residents feel at home and not get bored during the PSBB (Large-Scale Social Restriction).

“Untuk menghindari kejenuhan warga, maka kami membuat perpustakaan. Tujuannya ya supaya warga ndak jenuh selama di rumah”

Translation: “To help the residents get some fresh air and new scenery, we made a library. It's to help them out of their boredom”

(Mr. Edi, manager)

The residents warmly welcomed the mini library in the old village of Maspati. The children also seemed enthusiastic about reading the collection books in the reading room.

“Saya sangat senang dengan adanya ruang baca ini. Karena di sini ada café nya juga”

Translation: “I'm very happy with the reading room because it has a café now”

(Amir, resident)

“Anak-anak juga bersemangat membaca di sini. Mereka ndak boleh kemana-mana, ya sudah belajar dan bermain di sini”

Translation: “The kids are also excited to read here. They’re not allowed to go anywhere, so they play and study here”

(Mrs. Ani, resident)

According to Ogunsola (2004), library resources can be in the form of materials consisting of books, audio visual software, realia, audio visual devices, and other pedagogical materials used in the learning process. Regarding completeness of resource, library facilities must also be able to meet functional and environmental requirements that can affect the efficiency and productivity of its residents (Hassanain & Mudhei, 2006). The library resources and facilities in this village are provided in an attractive concept. Located in one of the old houses in the village, the library combines vintage style and a large collection of books. This is in accordance with the concept of Maspati's old village which emphasizes ancient elements, maintenance of old buildings, and traditions. This concept, according to the manager, is intentionally used to make the reading room a positive added value for tourism in the old village of Maspati.

“Ruang baca ini juga menjadi nilai tambah pariwisata di Kampung Lawas Maspati ini”

Translation: “This reading room also becomes a tourism added value to Kampung Lawas Maspati”

(Mr. Edi, manager)

“Koleksi di perpustakaan ini juga meruapkan upaya untuk mempromosikan budaya dan pariwisata di kampung ini. Biar tidak mati”

Translation: “This library’s collection is also a way to promote culture and tourism in this village. To keep it alive”

(Mr. Sabar, manager)

What the managers said above is very interesting. They believe that the library is one of the aspects that support tourism in the destination. Tourism is one of the efforts to promote tourism and culture in the old village of Maspati. Such a strong statement was made by Mr. Sabar where he said ‘*biar tidak mati*’ (‘to keep it alive’). The phrase ‘to keep it alive’ shows a

sense of optimism that tourism will rise and at the same time shows the strength of the library as an effort to solve slow-moving tourism in the region.

In line with what is conveyed in the quotes above, some scholars state that libraries can be a measure to promote culture and tourism (Lu and Liu, 2019). In a research on several Chinese Libraries, Lu and Liu (2019) found that libraries can strengthen the branding and cultural promotion of a destination. Efforts to strengthen cultural branding are in the form of collection of cultural books in the library, which further strengthens the branding of cultural tourism destinations.

In addition, the manager's statement that the reading room will provide added value to tourism in the old village of Maspati strengthens the idea of ... which prioritizes the integration of "library and tourism". Ozinsky (2002) stated that libraries play a major role in encouraging visits to destinations because libraries are the main provider of information about these destinations.

The library in Kampung Lawas Maspati, located in an old house and combines a collection of books and a café, is a place for residents to exchange ideas. Related to this, the library as a 'cultural communication' which is indicated in Lu and Liu's research (2019) also appears in Kampung Lawas Maspati.

Figure 1. Book collection in Kampung Lawas Maspati Reading Room



Source: Primary Data

The concept of combining a reading room and an old house is very interesting and creates added value to a tourist destination. As stated by Lu and Liu (2019), the integration of libraries with the tourism industry aims to meet the development needs of the two. With the advent of the

information age, libraries are playing an increasingly important role in cultural tourism services. Libraries can actively use these advantages to gather resources, expand service functions, gain a proper understanding of development trends of cultural tourism, and strengthen tourism cultural services (Lu and Liu, 2019, p. 2). Lu and Liu's (2019) statement strongly supports the findings of data in Maspati old village. The library at Kampung Lawas Maspati strengthens the historical and cultural tourism functions created by the village.

Discussion

The findings that show how some residents perceived the library as a place to share information and a gathering place may indicate that there is a shift from the function of the library itself. Libraries are no longer just places to read, but in this case, they function as a facility for residents to support each other during pandemic conditions. This strengthens the argument of Ariyani and Wirawan (2017) that the role of the library is no longer limited as a place to store books, but it has developed to a place for activities related to the community. In addition, while the research of Abdullahi, Barkindo, and Chioma (2021) shows that the library can actually foster economic growth and development in Nigeria, the research in Kampung Lawas Maspati has found that local people are not only getting benefit economically by the library, but also, as mentioned before, they can feel calm and optimistic by being supported and informed by each other through the coordination in the library.

In addition, the opening of residents' library to the public as a place for serving tourists with the information about the destination, as well as the provision of libraries with various available resources also show the library's increasingly function as edu-tourism. Edu-tourism activities indicate that tourists prefer a learning experience during their tourist visits (Sari, T. R., Rahmawati, E., & Harafani, H. (2019). Related to this, the library will be one of the attractions involved in the process of learning experience for tourists in understanding the history of the old village of Maspati.

Another interesting point is when guests were not allowed to visit the old village of Maspati due to the pandemic; it was the residents who frequently took advantage of the library itself. This is consistent with what Timothy (1999) believed, that local residents must feel happy and get advantaged by the presence of tourism in their area. Tourism must provide benefits for tourists as well as for local residents in the vicinity (Timothy, 1999). In the Kampung Lawas

Maspati, the happiness was facilitated by the existence of a library. During a pandemic they felt that in normal times, they took advantage of the presence of guests and additional income for them. However, in times of a pandemic the presence of a library can be perceived as providing benefits to local residents by being a place for coordination to support each other during pandemic.

The results show library as a place for sharing information leading to edu-tourism show a shift in the function of the library. While most literature on integration tourism and library mostly about library as a tourism information center and cultural exchange (Lu and Liu, 2019), the function of the library in fact has been strengthened by the library as now a place for discussion and coordination for the pandemic on top of a tourism information center.

Furthermore, implications and further research on how libraries at tourism villages in new normal times still need to be researched. Studies on how a tourism village adapt in post-pandemic era also needs to be done in order to maintain the sustainability of the tourism village itself.

Conclusion

Various efforts have been made by tourist destinations to survive in the pandemic era. The study has found that one way to survive during pandemic is by utilizing a library or reading room. In Kampung Lawas Maspati Surabaya, apart from a place of refreshing for the residents, the library is also a source of information exchange and a space for discussion. The location and design that are attractive and using one of the old houses in the area eventually made the library in the old village of Maspati develop as an edu-tourism attraction in Kampung Lawas Maspati. The library in the village provides added value for the development of branding and promotion of the culture of Kampung Lawas Maspati. Also, the library as a place for sharing information which has led to edu-tourism has shown a shift in the function of the library. The integration of tourism and library has been mostly about library as tourism information center where the library is a place to find tourist info. Indeed, there has been expansion o the role of the library itself. Not only for education, but the library is also perceived as a place for coordination and infromas exchange about the pandemic as well as it has been developed for on of key attractions for edu tourism in the village.

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