



Adapt or Perish: Women's Resiliency in Tourism Village during the COVID-19 Pandemic in Nglanggeran

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A B S T R A C T

The growth of tourism villages is a central tenet of Indonesia's tourism development policy. Nevertheless, based on the number of affected workers, the tourism village is one of the types of Indonesian tourist destinations hardest impacted by the COVID-19 pandemic. The pandemic has nearly entirely paralyzed the majority of tourism-related activities in the tourism village of Nglanggeran in Java. However, one unit has remained operational, namely Griya Cokelat, the women-led cocoa processing work unit. The aim of this study is to examine the effects of the COVID-19 pandemic on women employed in Griya Cokelat, their ability to adjust to technology as a means of resilience, and the consequences for relationships at home. The data collection included observing the working conditions of women in the tourism industry during the pandemic, conducting interviews with eleven informants, and examining pertinent literature. The research findings demonstrate that Griya Cokelat has significantly bolstered the resilience of this tourism village, since it remains the sole business that continues to operate amidst the ongoing COVID-19 pandemic. The women participating in Griya Cokelat have had to acquire a more profound understanding of technology in order to transition their sales from offline to online. Consequently, the technological adaptation of the tourism village has contributed to its resilience efforts and facilitated the shift in gender roles within families, as men momentarily experienced a loss of their economic resources.

A. INTRODUCTION

The magnitude of the negative impact of the COVID-19 pandemic on tourism quickly became a source of concern for global academics (Lew et al., 2020). Because of the COVID-19 outbreak, human contact and mobility are not advised. At the same time, many countries and tourist destinations impose travel restrictions for tourists, both foreign and domestic Aiello et al., 2020; Chen et al., 2020; Fong et al., 2020; Hall et al., 2020; Niewiadomski, 2020; Tremblay-Huet, 2020; Persada & Aji, 2021). The COVID-19 pandemic has disrupted the entire tourism supply chain and value chain, like airlines, hotels,

restaurants, and cruise ships must deal with risks and uncertainties (Chen et al., 2020; Chua et al., 2020; Dube et al., 2020; Gallego & Font, 2020; Gössling et al., 2020; Ou & Wong, 2021; Pan et al., 2021; Persada & Aji, 2021; Quintal et al., 2022). Not only private businesses, but also communities and local organisations involved in the tourism industry, are forced to face difficult circumstances due to disruptions in their livelihoods (Carr, 2020; Ioannides & Gyimóthy, 2020).

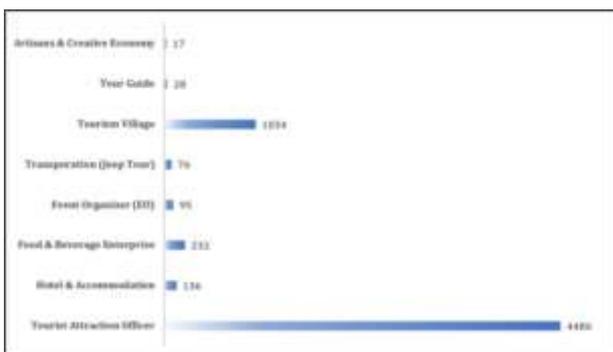
The tourism industry's bleak face in the midst of the COVID-19 pandemic can be seen empirically in Gunungkidul Regency, Yogyakarta Special Region (DIY), Indonesia. During the COVID-19 pandemic, Gunungkidul was one of the areas that did not escape the devastation.

According to statistics released by the Gunungkidul Regency Tourism Office, there were 7,005 workers who lost their jobs, three of whom were laid off, and 7,002 other workers who were forced to be laid off or did not receive pay. Figure 1 details the workers in the tourism sector in Gunungkidul Regency who have been affected by the COVID-19 pandemic.

The deprived condition in the tourism industry is thought to be even worse for women, including those in Gunungkidul. The reasons in general are, first and foremost, the culture of the majority of Indonesians, which is still patriarchal, so there is an understanding that certain jobs in the tourism sector require male employees specifically (Cukier et al., 1996; Tajeddini et al., 2017; Wilkinson & Pratiwi, 1995). For example, in the context of providing transportation services as one of the pillars of the tourism industry, men are almost always involved or recruited (Wilkinson & Pratiwi, 1995). Second, especially for married women, it is widely assumed that staying at home and caring for children is a form of moral obligation compliance (Cukier et al., 1996). As a result, married women must generally be willing to be excluded from the formal sector of tourism-related work and remain in the informal sector, where the range of businesses being run does not require special skills or education; requires little capital investment; can be done as a secondary job in addition to routine activities; and does not require government permits or strictly adhere to government regulations (Cukier et al., 1996; Cukier & Wall, 1994; Wilkinson & Pratiwi, 1995). In more recent studies, it has been discovered that the position of men and women in tourism is unequal. For women working in tourism, the concept of empowerment remains a challenge (Cole, 2018).

The precarious status of women in the tourism industry as a result of gender discrimination, combined with the tourism sector's crisis situation during the COVID-19 pandemic, constituted the beginning point for this study. The goal is to learn how women, particularly those involved in and working in the tourism industry, carry out their activities during the COVID-19 pandemic. Furthermore, in order to broaden the discussion, this study intends to investigate how women working in tourism assess, adapt, and innovate, or what is commonly referred to as resilience (Khan et al., 2021; Norris et al., 2008; Ntounis et al., 2022), to the disruption caused by the pandemic. In terms of preliminary literature searches, there are few studies, particularly in Indonesia, that discuss women workers in tourism in crisis situations and how they develop resilience.

Figure 1. Number of workers in the tourism sector affected by COVID-19 in Gunungkidul



(Source: Gunungkidul regency tourism office, 2020)

The study was carried out in the Nglanggeran Tourism Village, which is located in the Gunungkidul region (refer to Figure 2). As evidenced by the number of affected employees in Figure 1, the tourism village is one of the categories of tourist destinations in Gunungkidul Regency that was most severely impacted by COVID-19. For these reasons, the village was selected as the research site. Furthermore, Nglanggeran was officially designated as a pilot tourism village in the district, as per the Gunungkidul Tourism Office. In June 2020, the village commenced a limited operational trial scheme to welcome tourists for the first time amidst the COVID-19 pandemic. Due to the implementation of a partial lockdown, Nglanggeran remained inoperable until July 2021, at which point this study was undertaken (PPKM). Last but not least, the women-operated chocolate production unit is the only operational unit in the tourism village that has persisted in operation despite the pandemic.

The COVID-19 pandemic has rendered the tourism sector in Nglanggeran completely paralysed. The tourist village, which was established in 1999 and became the best tourist village in ASEAN that implemented Community-Based Tourism in 2017 (Ristiawan & Tiberghien, 2021), immediately saw a significant decrease in tourist visits. This is evidenced by the fact that only 61,650 tourists visited in 2020. In the previous year, or before the pandemic, the number of visitors reached 110,547. The main factors are the existence of visitation restrictions and the closure of tourist villages on several occasions to comply with PPKM policies. Such circumstances have resulted in the cessation of almost all tourism business fields in the tourist village. As a result, this condition has an impact on Nglanggeran's revenue from entrance tickets/retributions and tour package sales, which only total 1,119,133,000 IDR. The figure is three times lower than in 2019 when it was 3,254,225,400 IDR. However, Nglanggeran still has a business unit, Griya Cokelat, which can contribute even when tourism activities are suspended.

Nglanggeran Village is situated in the Gunungkidul Regency of the Yogyakarta Special Province of Indonesia. During the period spanning from the 1950s to the 1960s, Gunungkidul was considered an impoverished region distinguished by a dearth of human and natural resources (Fachrurozi, 2020). Historically, this area was infamous for its severe poverty, which led to elevated suicide rates and repeated droughts (Darmaningtyas, 2002). Nglanggeran Village is notorious for its substandard natural resources, which have contributed to its status as a labour exporter of particular emphasis on female migrant workers (Kirana et al., 2017). The objective of the New Order administration (1966-1998) was to enhance the region's economic resilience through the implementation of the green revolution, an initiative that entailed the advancement of plantation technology (Fachrurozi, 2020). Since the 1980s, when the New Order administration frequently distributed free seedlings to the local populace in an effort to improve the local economy through agricultural diversification, cacao growing has been practiced in Gunungkidul. At present, a cocoa garden is maintained in the front yard of virtually every residence in Nglanggeran Village. The cocoa plant functioned as an additional medium of exchange employed by the peasants to purchase essential items on a regular

basis. They would present the item in pristine shape and deliver it to the intermediary for an exceptionally low price. They had not been familiar with cacao seed fermentation before.

In the 1990s, young people in the village of Nglanggeran began developing a tourism industry, albeit at a slower rate than expected. In 2006, this region and all of the surrounding provinces experienced a significant earthquake. This quake's impact was significant enough to compromise the resilience of the village of Nglanggeran. The second phase of tourism development in this village began in 2007, spearheaded by a Yogyakarta-educated village youth. Beginning at that time, tourism development in this village grew rapidly. This village has won local, national, and even international tourism competitions multiple times.

Figure 2. Map of Nglanggeran Tourism Village location



(Source: Authors – Created using ArcMap 10.2.2, 2021)

Along with the growth of tourism, cocoa is beginning to be viewed as an asset that can be marketed to tourists, both as a product and as a component of a sellable experience. Tourists can purchase cocoa education packages by obtaining explanations directly from farmers. In 2010, cocoa came to be taken more seriously as a regional essential. Female members of Pokdarwis were sent to receive training in cocoa processing, financed by Bank Indonesia's Corporate Social Responsibility (CSR) Program. The superintendent of Pokdarwis then established a chocolate production unit called Griya Cokelat (literally House of Chocolate). Griya Cokelat then purchases at a premium the finest fermented cocoa beans from local farmers.

By means of the Family Empowerment and Welfare (PKK) group, a state-sanctioned women's organization that was founded during the New Order regime, women employed and engaged in the tourism industry may attain greater social prominence and central roles. Thus far, the PKK's involvement in the coordination of tourism-related endeavours has been limited to supplying tourists with food on a rotational basis and manufacturing cocoa-based dishes (Sushartami, 2016). Nonetheless, the cocoa processing work unit remains operational, in contrast to other tourism activities in Nglanggeran that have been rendered nearly non-functional due to the COVID-19 pandemic. As evidenced by the implementation of emerging norms, the consolidation of trust, and the

formation of stakeholder partnerships, Nglanggeran effectively utilized their social capital to endure the COVID-19 pandemic (Persada & Aji, 2021). Throughout the course of the pandemic, the women who participated in Griya Cokelat have continued to maintain employment. Examining the challenges faced by women employed in the tourism industry and their endeavours to strengthen resilience amidst the COVID-19 pandemic, with a specific focus on Nglanggeran, is pertinent in light of the aforementioned information. The participation of women in tourism is not exclusive to Nglanggeran. Numerous studies have shown that tourism participation is gendered.

Women are an important part of the tourism industry because of their complementary and reciprocal relationships (Figueroa-Domecq et al., 2015; Westwood et al., 2000). On the one hand, tourism is beneficial to women because it provides opportunities for employment as well as business and entrepreneurial opportunities (Figueroa-Domecq & Segovia-Perez, 2020; Figueroa-Domecq et al., 2015; Ghodsee, 2003; Hanson, 2009; Muoz-Bullón, 2009; Sinclair, 2005). Women's positions, on the other hand, are critical for the tourism industry because they are strategic consumers of tourism products (Berdychevsky et al., 2013; Figueroa-Domecq et al., 2015; Westwood et al., 2000). Given the close relationship between tourism and women, it is surprising that studies on women in tourism only began to be presented intensively in the 1990s, alongside Ireland (1993), Swain (1993, 1995), Harvey et al. (1995), Kinnaird and Hall (1996), Purcell (1996), and Burrell et al. (1993), all of whom used a gender approach to tourism (Aitchison, 2005; Alarcón & Cole, 2019; Figueroa-Domecq et al., 2015; Jeffrey, 2019; Westwood et al., 2000).

The implementation of a gender approach in the tourism sector has made a scientific contribution in terms of conveying gender segregation on a wide range of issues, ranging from disparities in positions to work in the tourism industry to unequal business and entrepreneurship opportunities between men and women (Figueroa-domecq, 2020). Ironically, women must face gender discrimination even when purchasing tourism products (Berdychevsky et al., 2013). Women, for example, are not encouraged to travel alone or to participate in extreme tourism activities that are perceived to be only for men (Berdychevsky et al., 2013; Jordan & Gibson, 2005; Wilson & Little, 2008). This is an example of gender inequality caused by social constructions that divide what is considered feminine and masculine (Deen et al., 2016; Figueroa-Domecq & Segovia-Perez, 2020; Jucan & Jucan, 2013). Gender inequality is thought to be a barrier to achieving sustainability in the tourism industry (Alarcón & Cole, 2019; Bidegain Ponte & Enríquez, 2016; Ferguson & Alarcón, 2015). As a result, the gender approach becomes critical as one of the foundations in understanding the tourism sector in order to realize a sustainable tourism agenda through: a) poverty alleviation; b) policy formulation that is fair to all; and c) framing activities related to more strategic and implementable community empowerment work (Alarcón & Cole, 2019; Bidegain Ponte & Enríquez, 2016; Ferguson & Alarcón, 2015; Ferguson, 2011; Scheyvens, 2000).

The use of a gender approach in tourism research is increasing (Alarcón & Cole, 2019; Figueroa-domecq, 2020; Figueroa-Domecq et al., 2015). These research interests are

diverse and broad, ranging from tourism marketing, business and entrepreneurship in tourism, community empowerment, and human resources to tourism planning and development (Figueroa-Domecq, 2020; Pritchard & Morgan, 2017). The gender perspective is considered particularly important in the context of tourism in rural areas or the countryside—commonly called rural tourism (Bramwell, 1994). This claim is founded on the assumption that women's participation in rural areas plays a vital role in tourism support, and that tourism professionals' behaviour and attitudes influence how tourists are treated and their views of the town (Wilson et al., 2001). Furthermore, rural tourism is mostly made up of small enterprises owned by local families that rely on women's participation to give services to tourists and sponsor special events that coincide with local tourist attractions (Dimitrovski et al., 2012; Lane, 1994). As a result, rural tourism is intricately related to rural community cultural activities (Lane, 1994), which are inexorably linked to women's participation.

Subsequently, studies with a gender approach in tourism are evolving, with the goal of taking a closer look at the capabilities possessed by women (communities) in seeking resilience to various pressures. Rydzik and Anitha (1996), for example, conducted research on the resilience developed by female migrant workers in the tourism sector in the United Kingdom. According to the research, migrant women working in tourism face exploitation and discrimination due to their gender and migrant status. To be able to respond decisively while minimizing exploitative and discriminatory treatment, their efforts are focused on adapting and developing capacity by improving English language skills and gaining experience in the field of work in which they are involved.

In 2020-2022, the global tourism industry encountered challenges as a result of the COVID-19 virus's widespread transmission. Destinations were required to adjust to the circumstances in order to achieve resilience. Considering the context of tourism during a pandemic, the subsequent account explores the gendered nature of resilience and adaptation.

Within tourism studies, research on resilience has predominantly focused on economic resilience, highly vulnerable systems, short-term disasters and hazards, and long-term climate change impacts (Adams et al., 2021; Bec et al., 2015; Dogru et al., 2019; Hamzah & Hampton, 2013; Larsen et al., 2011; Lew, 2014; Persada & Aji, 2021). As widely recognized, resilience can be formed by a series of adaptive capacities (Norris et al., 2008). Resilience can be defined as an individual's or a community's ability to learn, adapt, or even innovate in order to continue moving forward armed with capacity (Becken, 2013; Berkes & Seixas 2005), which is formed from skills and knowledge in dealing with disturbances, stress, or distress caused by stress, both arising from natural disasters and uncertainty caused by socio-economic situations (Adger, 2000; Amir et al., 2015; Coles & Buckle, 2004; Egeland et al., 1993; Hirani et al., 2016; Kimhi & Shomai, 2004). Nonetheless, resilience can be effectively formed with a variety of supporting factors such as social support, leadership and community participation, political partnerships, infrastructure, flexibility and creativity, and economic resource diversity (Norris et al., 2008). As a result, in the context of tourist

destinations, the resilience that is built must consider aspects of value, culture, power relations, and the community's inherent livelihood strategies (Becken, 2013; Calgaro et al., 2014; Dahles & Susilowati, 2015).

However, the conceptualization of resilience has not adequately accommodated gender understanding (Hirani et al., 2016). Factors that contribute to this lack of gender sensitivity arise from traditional views of gender position and dominant social views of what is called power in biological understanding, resulting in a separation of what behaviours are expected to be present as a response to adversity. What men must do when confronted with adversity differs from what women must do when confronted with hardship (Hirani et al., 2016). This explains why, because the social domain related to resilience in women is missing in many studies on resilience, the conclusions from various studies are likely to be consistent, namely that women are interpreted as less resilient when compared to men (Hirani et al., 2016).

In addition to the concept of resilience, a more in-depth examination of adaptation strategies within groups of women working in the tourism sector is required. Adaptation, which originated in biology, has long been used in social science to understand socioeconomic vulnerability as a result of climate change, so that adaptation to ongoing changes is required (Brace & Geoghegan, 2010; Butzer, 1980; Smit & Wandel, 2006). In its literal sense, adaptation refers to a group's ability to transform its structure in order to survive in the face of ongoing threats by utilizing resource accumulation, information management, participation level, and risk dissemination processes (Adger, 2000; Kaján & Saarinen, 2013; Pelling, 2011; Pielke, 1998; Smit & Wandel, 2006). Vulnerability is a fundamental concept in understanding a system's ability to deal with climate change by incorporating a number of important factors such as human behaviour, culture, history, and institutional capacity (Burton et al., 2002; Handmer et al., 1999). Füssel (2007) also discusses four dimensions of vulnerability: system, hazard, attributes of concern, and temporal reference.

Over the last 15 years, the literature review on climate change adaptation in the context of tourism has grown rapidly, and it has been divided into four study areas: business, consumer, destination, and policy (Kaján & Saarinen, 2013). The business sector is used as a conceptual framework in this study to determine adaptation strategies in micro, small, and medium enterprises. However, the primary concern, accounting for up to 40% of all adaptation strategies, is climate change, which has an impact on sky tourism because it is heavily influenced by climate change (Weaver, 2011). As a result, during the current COVID-19 pandemic, the discussion of non-physical adaptation strategies must be expanded even further. Several research findings also mentioned various adaptation mechanisms, such as diversification of tourism products (Buzinde, 2010; Dubois & Ceron, 2006; Marshall, 2011), physical building adaptation (Kaján & Saarinen, 2013), and selling alternative products (Kaján & Saarinen, 2013). However, in the case of micro and small businesses, this strategy is far from beneficial to the local economy (Hall, 2006). Furthermore, the literature on gender-based adaptation strategies is still limited and largely ignored (Adger et al., 2007).

Despite the fact that businessperson play an important role in a destination, adaptation strategies must be pursued with the participation of local communities (Kaján & Saarinen, 2013; Roman et al., 2010). This is an attempt to avoid future clashes between tourism businesses and the community (Roman et al., 2010). Adaptation strategies, as they were during the pandemic, include looking for alternative jobs for workers, innovating products, and increasing sales (Kristiana et al., 2021). Similarly, the government helps its subordinate organizations deal with crises (Pedroza-Gutiérrez et al., 2021). As a result, the COVID-19 pandemic period can serve as a catalyst for the development of a more adaptable business model that is not dependent on the currently constrained international market.

The crisis management framework is divided into three distinct time periods during a pandemic, each of which can be further subdivided into several steps (Dayour et al., 2020). The first time period is an occurrence that takes place during a crisis and becomes a real issue that micro and small businesses must deal with. It is divided into three sections during this time: virus combat, awareness, and coping mechanisms. The recovery period, which is further subdivided into short-term and long-term recovery, occurs during the second phase of the crisis. The final period is a resolution period in which they can take lessons when a crisis occurs in order to find the best composition to deal with the crisis.

According to the framework above, coping mechanisms are part of the period during the crisis event. In general, the strategy is to keep the virus from spreading by adhering to health protocols such as wearing masks, washing hands, and checking the temperature before entering a room (Dayour et al., 2020). Another approach can be used in the tourism sector's coping strategy for micro and medium-sized businesses. Managers, for example, can diversify their product offerings, shift their target market, and promote themselves via social media (Dayour et al., 2020; Hong et al., 2012). Furthermore, the availability of government assistance, such as stimulus packages and tax breaks, is a critical component of putting a coping strategy in place (Dayour et al., 2020; Foo et al., 2020). To keep the business balance sheet stable, owners must cut costs by temporarily laying off employees, terminating contract workers, reducing remuneration, retaining senior employees, and even not being paid during that period (Gössling et al., 2020).

The objective of this study is to analyse the circumstances of female employees in the tourism village amidst the pandemic, evaluate the extent to which women are capable of acquiring technological competencies to enhance the resilience of the tourism industry, and explore the effects of these endeavours on domestic relationships.

METHOD

This study employs a qualitative strategy to investigate situations in a particular context with a distinctive setting (Merriam & Tisdell, 2016), which was faced by female tourism workers in Nglanggeran and the resilience efforts they put in place during the COVID-19 pandemic. In order to answer the research questions, the

researchers need observational data on the condition of women working in the tourism sector during a crisis situation caused by the COVID-19 pandemic, interviews with women working in Griya Coklat, and literature data relevant to the research topic. Researchers made observations while visiting Nglanggeran and witnessing first-hand how female tourism workers carried out their duties during the COVID-19 pandemic. The observation was conducted throughout the period spanning from April to September in the year 2021. In addition to this, the authors have prior research experiences in the respective tourism communities dating back to 2016.

In light of the foregoing context, the following research questions are proposed:

RQ 1 How did female tourism workers in Nglanggeran fare during the COVID-19 pandemic?

RQ 2 To what extent did the women-led work unit contribute to the resilience initiatives of the tourism sector in Nglanggeran amidst the COVID-19 pandemic? and

RQ 3. How have gender relations at home been impacted by the resilience of women in the tourism sector amidst the COVID-19 pandemic?

Because of the imposition of restrictions on community activities (partial lock-down, PPKM) for approximately two months during the research period, the researchers used a mixed-methods approach to data collection via interviews. Parts of the interviews were conducted in person, while others were conducted over the phone and through WhatsApp chats, per the requests of the interviewees. These requests were made owing to both time constraints and safety concerns. The research was done during a period when community activities were still restricted because to COVID-19. Observations and interviews were conducted on the spur of the moment, according to a timetable established by the resource persons. The observations were undertaken by actively participating in the women's daily activities, both at their homes and in their workspaces. A purposive sampling strategy was used in this study to determine selected informants, with the principle that interviewees are key actors in the Nglanggeran Tourism Village who possess knowledge of the issues and can provide accurate and reliable information about the study's focus and objectives. Eleven people were interviewed, including five female Griya Coklat employees and their spouses, as well as the unit's manager. The semi-structured interviews lasted about 50-60 minutes per informant. Aside from the manager, a young man, a list of the ten informants, which includes five couples, is provided below:

Table 1. Details of Informants with an Anonymizer Code

Couple #	Name	Sex	Age	Occupation	Organization Involved	No. of Children
1	Ret	F	28	Griya Coklat	PKK, Griya Coklat	1
	Yul	M	30	Vehicle service	-	
2	Sam	F	44	Farmer, Griya Coklat	PKK (hamlet and village levels), Griya Coklat	2
	Sub	M	50	Farmer	-	
3	Sri	F	39	Griya Coklat	PKK (hamlet level), Griya Coklat	2
	Sug	M	40	Day laborer	-	
4	Sud	F	40	Farmer, Griya Coklat	PKK (hamlet and village levels), Griya Coklat	1
	Suw	M	40	Farmer	-	
5	Sur	F	40	Griya Coklat (Coordinator)	PKK, Griya Coklat, Pokdarwis	2
	Tri	M	40	Village official	Pokdarwis	

Thematic analysis was used in this study to extract themes from the socially constructed experience of resilience and adaptation among women involved in tourism activities and their spouses. The qualitative research method allows the researchers to be subjective in their interpretation and meaning-making of the data. The researchers analysed the collected data by transcription, coding, and identification of main themes as overarching conceptual patterns that emerged (Braun & Clarke, 2019). The researchers coded the data set after transcription, which involved identifying recurring patterns in the data set. The analysis was then carried on with the assistance of second coding, which extracted the main themes as well as significant patterns.

RESULTS AND DISCUSSION

The research findings that follow provide sequential responses to each of the aforementioned research questions.

1. How did the female tourism workers in Nglanggeran fare during the COVID-19 pandemic?

During the COVID-19 pandemic, Griya Cokelat, which is run by women, became the only work/business unit in the tourism sector that survived in Nglanggeran Tourism Village. Despite travel restrictions, it continued to operate and routinely produce during the pandemic. Looking back, women have been involved in tourism implementation in the Nglanggeran Tourism Village since its inception. Initially, the women in the Purba Rasa Group were tasked with meeting the consumption needs of tourists who come to the area to participate in tourism activities. Not only that, but they were also involved in other tourism activities such as managing homestays, outbound activities, and chocolate production.

Women’s activities were gradually institutionalized into a work unit in the tourism sector known as Griya Cokelat. This business unit was created as a result of the cocoa commodity downstream program, which was funded by Bank Indonesia’s Corporate Social Responsibility (CSR). The program then developed into an embryo that gave birth to Griya Cokelat, which produced cocoa from farmer groups. In 2014-2016, the results of CSR assistance from

Bank Indonesia, Indonesia’s central bank, totalled around 300 million IDR to support the development of business units led by women’s groups. Aside from financial assistance, various forms of training were provided to improve skills and innovation in the production of chocolate products (personal communication with SH, Business Manager of Griya Cokelat and Former Chairman of Pokdarwis Nglanggeran, June and August 2021).

At this time, Griya Cokelat comprises a total of fifteen members, all of them are female, save for one manager who is male. Groups have been formed for each of these women in accordance with their respective responsibilities. The work division of Griya Cokelat is comprised of two primary sectors: the cocoa powder division and the finished products division. Eleven individuals are responsible for processing the finished product, whilst four individuals oversee the production of cocoa powder. The final goods include, among others, chocolate bars, chocolate bananas, chocolate drinks, and chocolate taffy (Figure 3).

Griya Cokelat obtains all of the raw materials for its chocolate products from nearby farms. Their cocoa beans are transmitted through intermediaries who are also Nglanggeran farming group members. Afterward, the farmer collective implements the drying and fermentation processes. At that stage, the cocoa beans are deemed suitable for processing into chocolate powder. The historical discourse surrounding cocoa cultivation practices in Nglanggeran dates back to the 1980s. Government activities were responsible for the introduction of a number of valued commodities, notably cocoa, to Nglanggeran (Persada & Aji, 2021). However, it is important to note that the cocoa cultivation technique in Nglanggeran is regulated at the household level, not on a big scale, as part of the development.

Figure 3. Various chocolate end products produced by Griya Cokelat, Nglanggeran Tourism Village



(Source: Authors, 2021)

2. To what extent did the women-led work unit contribute to the resilience initiatives of the tourism sector in Nglanggeran amidst the COVID-19 pandemic?

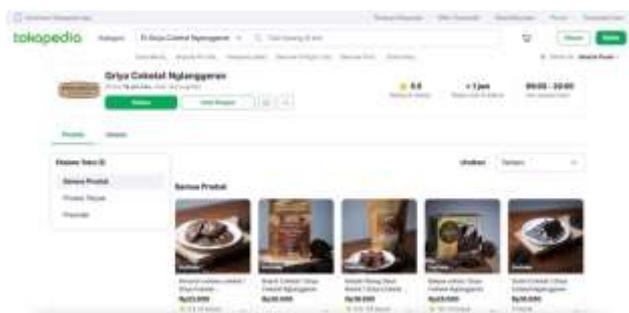
Despite being the only operational business unit in the Nglanggeran Tourism Village, Griya Cokelat was adversely affected by the pandemic and saw a significant decline in revenue. Prior to the onset of the COVID-19 pandemic, the anticipated monthly revenue of Griya Cokelat was between 50 and 60 million IDR. Amidst the pandemic, Griya Cokelat experienced a decline in its monthly revenue to approximately 7-8 million IDR, which accounted for a just 14 percent of its typical pre-pandemic turnover. The employees’ wages were directly influenced

by the decrease in Griya Cokelat's income. Before the COVID-19 pandemic, the daily wage for the female employees at Griya Cokelat was 50,000 IDR (3.47 USD). Nevertheless, as a consequence of the reduced business volume caused by the pandemic, the workers' daily wage dropped to Rp. 40,000 (2.77 USD).

The subsequent consequence of the pandemic was that the female employees of Griya Cokelat were unable to perform their duties consistently. Due to a decrease in product sales compared to pre-pandemic levels, chocolate processing production operations were not conducted on a daily basis. In order to meet daily production needs, a mere two to five employees reported to their posts. Consequently, a shift system was implemented to ensure that the workdays of the Griya Cokelat women were alternatively planned. This circumstance was in contrast to the pre-pandemic situation at Griya Cokelat, wherein every employee was afforded the option to report to work and receive daily compensation. The daily payroll system utilized by Griya Cokelat was proportional in value to the cash received. Correspondingly, the more the frequency of attendance at work, the greater the pay of these female employees.

The COVID-19 pandemic subsequently altered the sales strategy of chocolate processed goods. Before the onset of the pandemic, the proprietors of Griya Cokelat predominantly dealt with tourists who frequented Nglangeran and patronized the establishment through direct sales. However, with the decline in tourist numbers and the imposition of limits on human mobility and contact, they altered their sales approach to emphasize digital channels for indirect marketing. Thus far, the manager of Griya Cokelat has endeavoured to establish a digital sales ecosystem by using social media platforms, namely Instagram, Facebook, and WhatsApp, and online marketplace like Tokopedia (Figure 4).

Figure 4. Online market for Griya Coklat



(Source: <https://www.tokopedia.com/griyacokelat>, accessed on 25 February 2024)

Despite the manifold negative consequences of the pandemic, particularly for the female staff of Griya Cokelat, they argue that there are still benefits to be obtained in the midst of adversity. This viewpoint concerns the time that Griya Cokelat employees have at their disposal to adapt and improve their current skills as a result of the decreased volume of production and sales activities in comparison to levels prior to the epidemic. As stated in the following statement issued by the Head of Griya Cokelat's Finance Department:

"However, there is a silver lining to this pandemic. Because we can now better adapt and develop ourselves to manage digital platforms. We didn't have time before the pandemic. We've been extremely busy with the production and sale of chocolate (directly), which can last until late at night. Because tourists do not only visit during our business hours (09.00-16.00). Even if it's a little perplexing at first because, to be honest, we're not used to selling online. Tourists frequently visit here (Griya Cokelat), and we continue to serve them. We can immediately offer chocolate products and persuade customers to buy them in person. It is different when you go online or use social media. Because the language is different, our response must be different as well. The point is that you can't get as close to customers as you can when you meet them face to face. That is what initially perplexed us. But, yes, we continue to move forward because this [product sales and marketing] model is the most viable during the pandemic" (personal communication with Sur, August 2021).

Furthermore, it is evident from the preceding remark that during the pandemic, efforts were being made to establish and develop sales distribution channels and potentially market products. Although not specifically mentioned, it is evident that their lack of confidence stemmed from their unfamiliarity with indirect marketing; still, they were compelled to confront this obstacle. In contrast, Griya Cokelat seemed to receive a sigh of relief when Bank Indonesia regarded its endeavours to offer chocolate products for sale to consumers on the internet as an instance of innovation. Through its CSR initiative, Bank Indonesia subsequently supported Griya Cokelat's practice of selling items indirectly throughout the pandemic. Accordingly, in 2021, Griya Cokelat goods were able to reach the export market via a pilot project selling to the Singapore market, despite a decline in local market sales. The women who are employed at Griya Chocolate claim that this is an unanticipated development. They believed that their chocolate products were suitable solely for the local market, specifically tourists who were visiting the Nglangeran Tourism Village. It transpired that their chocolate products might, in fact, infiltrate the international market during a pandemic-induced crisis. Nevertheless, the quantity of exports has not been optimized to their fullest potential due to the fact that not all items have reached the quality standards of foreign markets.

It is possible to say that the diversification of activities led by women in Nglangeran through Griya Cokelat contributes to the economic resilience of the tourism industry, which is particularly susceptible to crises. Arguably, this finding confirms Bakas' (2017) statement that gendered entrepreneurial roles have been shown to positively impact community resilience, including in the economic aspect. Female entrepreneurship can contribute to community resilience by maintaining profitability and boosting the local economy (Bakas, 2017). Griya Cokelat demonstrated its ability to continue operations and production, as well as adapt and innovate, by forming collaborations with partners, Bank Indonesia, and developing new online sales and marketing channels via digital platforms in accordance with the CSR program scheme. Griya Cokelat's work supports the argument made by Kristiana et al. (2021) that business organisations should

focus on product innovation and increasing sales by applying creative methods as part of their adaptation strategies during the pandemic. Moreover, when examined within the framework of tourism research, these results indicate that tourist offerings in the form of tangible products are more resilient during a COVID-19 pandemic than services-based tourism products. Tourism products that are in the form of goods that can be relocated and distributed have the capacity to endure and persist despite travel restrictions, as they can still be enjoyed. This stands in contrast to tourism products that are in the form of services, which are predominantly in-situ and demand tourists or consumers to physically visit a particular location. Clearly, this is challenging to accomplish in the midst of the COVID-19 pandemic, when individuals' mobility is severely restricted for health reasons (controlling the spread of the virus).

3. How have gender relations at home been impacted by the resilience of women in the tourism sector amidst the COVID-19 pandemic?

Clearly, even the female employees of Griya Cokelat were susceptible to the detrimental consequences of the COVID-19 pandemic. Nevertheless, these women managed the chocolate-selling unit by enhancing partnerships with external parties and implementing strategies for adaptability and competency development. Consequently, these women managed to generate income, albeit to a lesser extent than prior to the pandemic, even during periods of low tourist activity or even visitor numbers in Nglanggeran. Moreover, in accordance with their own introspection, it is precisely the circumstances surrounding chocolate manufacturing and sales that have enabled them to maintain a healthy work-life balance during the pandemic. Before the pandemic, parents might well have perceived themselves as having little time to attend to household duties and spend quality time with their children. However, as the pandemic progresses, they might find themselves with additional time to devote to economic activities and remain at home.

"We have achieved a consensus in certain negotiations. The extent to which my spouse is employed is apparent in consideration of the prevailing economic conditions. Furthermore, there exist specific situations in which women are granted permission to manifest their creative abilities. We agree, provided that the activity occurs in a corridor that adheres to the measures that we have established" (personal communication with Sub, the husband of Sam, August 2021).

"Everyone is aware of each other's duties and obligations. My wife also finished her domestic duties, including cooking and housekeeping, prior to leaving for work. Certainly, address any urgent matters first if they arise. Aside from emergencies, we do not engage in any special discussions. For instance, in situations requiring my wife to remain up late or leave early in the morning, she will undoubtedly inform me in advance. When my wife is too busy to prepare meals, I prepare or purchase the food" (personal communication with Suw, husband of Sud, August 2021).

Through the implementation of a more flexible timetable in this fashion, the time management of the women would be significantly facilitated. For instance, certain individuals who have young children may find it easier to balance work and home responsibilities if the youngster is difficult to handle or if they have another familial obligation. Furthermore, the increased job flexibility enjoyed by the wives was valued by the spouses. Even if in smaller amounts than before the epidemic, the families' financial condition may be improved by the money their wives earned; also, everyone was delighted with the women's enhanced availability to the family. One of the staffs of the Griya Cokelat expressed the following viewpoint stance:

"Yes, as you may have noticed, we now have more free time. Furthermore, the work entry system is currently on a rolling basis. We used to be able to get permission not to come to work when we had a family matter, such as taking care of children or family or engaging in other economic activities such as farming, but there was no other person to replace us. During this pandemic, we can, for example, choose not to go to work today and instead ask friends who are not on a work schedule to assist us first. Later, it will be our turn to replace the work schedule. Yes, the point is that it used to be flexible, but it has become even more so during this pandemic" (personal communication with Ret, Staff of Griya Cokelat, August 2021).

The remark above is intriguing upon reflection. Notwithstanding their affiliation with economic activities and production that are intricately linked to the tourism sector, these women continue to reside in rural regions and are emblematic of the agriculture business. One could contend that their conception and understanding of the means by which they support themselves are, at best, inextricably linked to the tourism industry, and, on the contrary, not fully divorced from the agricultural sector. It is believed that this circumstance promotes the development of resilience, especially economically, at least within the domestic domain. Consequently, the extent to which women engage in economic diversification is contingent not just on changes in production modes within a given sector, but also on such variations spanning sectors. In a crisis situation precipitated by a pandemic, they are presented with a greater array of alternatives when it comes to determining which sectors possess the capacity to operate. Indeed, it may be possible for them to integrate many sectors in order to devise a strategy for managing livelihood resources that can endure a crisis of this nature (Chan, 2021).

Furthermore, the decreased intensity of chocolate manufacturing compared to the previous period granted the women greater autonomy in determining whether to report to work or remain at home to attend to domestic duties throughout the duration of the pandemic. As described by Esping-Andersen (1990), a process of de-commodification occurs with regard to the status of women upon closer inspection. This indicates that women, who are considered local residents in this context, are endowed with the autonomy to make decisions and manage their lives in accordance with their social rights, as opposed to the perspective that regards citizens, including women, as labour market commodities (Yu et al., 2019; Yuda & Rezza, 2021). Lastly, it is evident that the women

participating in Griya Cokelat exhibit greater resilience due to the fact that, other from engaging in productive economic endeavours to sustain themselves during a pandemic, they also possess the agency to dictate appropriate behaviour. They enjoy greater personal autonomy as they are not obligated to engage in daily labour within the intensive tourism sector. It is comparable to having a flexible lifestyle prior to the development of tourism in Nglanggeran.

CONCLUSIONS

The shift towards tourism is frequently perceived as a means of generating revenue in numerous villages around Indonesia. This may have appeared to be the case prior to the pandemic, when a great number of locals placed their hopes in the tourism industry. Nevertheless, as the COVID-19 pandemic has proved, tourism cannot continue to be a viable source of revenue. Particularly perilous is the situation that ensues when the locals abandon their traditional way of life in favour of tourists. Tourism disrupts local ecosystems, communities, and cultures in addition to contributing to social and economic injustice, which are adverse effects of economic expansion (Trupp et al., 2020). Local communities could potentially deteriorate into poverty due to the failure of tourism initiatives (Lasso & Dahles, 2020) and their inability to revert to traditional means of subsistence if the transition to tourism work patterns is compelled and they are forced to abandon their traditional ways of life (Noorashid & Chin, 2021).

A notable decline in tourism revenue was also a consequence of the pandemic's influence on the Nglanggeran tourism village. We learn a great deal from the women who work in tourism in Nglanggeran regarding the perils of rural areas being overly dependent on tourism. Therefore, encouraging rural communities to diversify their revenue sources to reduce their dependency on tourism according to a gendered entrepreneurial model is a crucial initiative. The chocolate processing work unit, which is managed exclusively by women, was the only work unit that survived the decline in tourism activities in Nglanggeran as a result of movement and visitation restrictions. This endeavour is widely regarded as a noteworthy example of how substitute income-generating initiatives can improve the resilience of communities during times of crisis. Despite the reduction in production scale, it remained operational during the pandemic. Then, in response to the pandemic, these women modified their internet sales strategies. An alteration in their conditions compelled them to enhance their proficiency in digital literacy. With the assistance of Bank Indonesia, Griya Cokelat even managed to execute a pilot project for exporting chocolate to Singapore, albeit in a rather small quantity. As an extension of domestic labour, their occupation as chocolate makers can add to the current critique of the feminization of service jobs in tourism. Nonetheless, their work has been shown to persist despite the occurrence of a pandemic. Increasing the resilience of local communities in the event of disasters while decreasing dependency on tourism services can be accomplished through the diversification of tourism goods utilizing regional resources (Altejevic, 2020; Mulder, 2020; Person-Fischer & Liu, 2021). In this vein, promoting long-

term resilience planning with policies and programs that foster community-led gendered resilience ventures is an essential action in dealing with a global crisis like the pandemics, both recently and in the future.

The story twist was characterized by the favourable impression of the declining productivity and revenue of the female employees of Griya Cokelat. The women articulate their appreciation for the decreased work schedules and more schedule flexibility, as it empowers them to efficiently handle both their professional and personal obligations. The concurrent family duties of women who are employed in the public sector have become the subject of considerable criticism, resulting in a double burden for these women (Cole, 2018; Sinclair, 2005). Multiple factors, including the local community's perception and the contextual framework, must be duly considered while assessing women's empowerment (Cole, 2018). Contextual considerations, including historical and social elements, as well as parallels to current global economic trends, are crucial for the research of gender dynamics in the tourism industry (Cole, 2018; Feng, 2013).

Tourism villages are frequently developed within village communities in Java, Indonesia, with a predominant adherence to traditional gender roles and ways of life. Through this analysis, a regional comprehension of the role and responsibilities of women within the household, society, and public economic affairs should be discernible. Notwithstanding the apparent aim of empowerment efforts being the promotion of equality and equal authority, it is imperative to grasp the priorities held by these female employees (Cole, 2018). An analysis of Nglanggeran demonstrates the deep interconnection between gender and resilience (Hirani et al., 2016). The gender system that prioritises the unchallenged position of women within the domestic sphere and the resilience efforts of these women are inextricably linked. Notwithstanding the persistent nature of their endeavours to maintain resilience amidst this pandemic and their impact on the sustainability of local livelihoods, it is beyond dispute that the influence to maintain conventional gender roles remains more prominent in the context of an increasingly globalised tourism sector. However, the manner in which Griya Cokelat has modified chocolate manufacturing may initiate a fundamental change in the approach to product diversification in order to safeguard the tourism industry's sustainability during a pandemic. Furthermore, it has the potential to grant women increased independence in setting their priorities, encompassing the ability to manage work in the tourism sector while attending to familial obligations. To that end, policy-makers and stakeholders must prioritise and promote these sustainable practices as an expression of sustainable tourism development that respects communities, particularly women, in order to minimize negative impacts on local livelihoods threatened by crises such as pandemics.

To ascertain the continued validity of this finding in the aftermath of the pandemic, future studies represent a fruitful avenue of inquiry. After concluding their final visit to the research site in 2022, the authors noted that the tourism sector had nearly returned to its pre-pandemic condition, the women had resumed their regular work schedules, and an increasing number of tourists had made in-situ purchases of the products, thereby enabling the

women to engage in direct sales with a larger customer base. Despite this, online sales have experienced sustained growth and evolved into a diverse and complex sales channel. An area for research in the near future could be the investigation of whether the resumption of tourist activity causes concern among women who are once again occupied at the chocolate production unit catering to the tourists and struggling to juggle their domestic obligations. Additional research could contemplate whether the gender dynamics between female employees and their spouses in Nglanggeran, now that the spouses have resumed their professional jobs, will revert to their pre-pandemic state.

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