

# Recovery of Indonesian Tourism during the Covid-19 Pandemic Period (January – July 2021)

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**Abstract:- Tourism is an industry that is very vulnerable to issues that affect the comfort of its tourists. Indonesia is one of the countries affected by the spread of the COVID-19 virus outbreak. In the tourism industry, it can be seen in a large decline in arrivals of foreign tourists as well as cancellations of flights, airline tickets, hotels and a decrease in bookings.**

The purpose of this research is to review the Government's handling of the COVID-19 pandemic and the tourism recovery strategy affected by COVID-19 so that the tourism industry in Indonesia can bounce back with the implementation of health procedures in the new normal era. The research method used in this study is library research using descriptive analysis methods, namely by collecting data, compiling and clarifying, compiling and interpreting it.

The results of the discussion in this study, the Government has made various policies and implemented standards through the Clean Health Safe Environment Environment (CHSE) Health Protocol in tourist destinations by synergizing and collaborating with stakeholders in Indonesia.

**Keywords:- Mitigation, Tourism, COVID-19.**

## I. INTRODUCTION

Tourism is an industry that is very vulnerable to crises and disasters, it can even be said to be very sensitive and fragile, because tourism is easily affected by changes and events around it. (Henderson, 1999)<sup>1</sup>. Tourism is a business activity that requires a conducive climate. When small things happen that can become an issue in the community, it will have an impact on reducing tourists from visiting, such as disasters, this directly results in a drastic decline in the number of tourist visits in an area. (Ritchie, 2004)<sup>2</sup>. Tourism is also a business that is closely related to the service and comfort of its tourists. Natural disasters or epidemics are considered as things that can reduce the comfort of tourists when visiting a tourist destination. (Yomantoko, 2019)<sup>3</sup>.

Over the past two decades, there have been disasters that have affected tourist destinations around the world. Events such as the terrorist attacks and Hurricane Katrina in the United States, the severe acute respiratory syndrome (SARS) epidemic that occurred in several Asian countries, the mouth and nail disease outbreak in the UK, and the Indian Ocean tsunami had a widespread adverse impact on

tourism. international at that time (Page et al, 2006)<sup>4</sup>. Several previous studies found about tourism that was affected by a disaster seen from several approaches, namely the approach to the system and the resulting tourism performance and then defining and applying the conceptuality in the tourism system itself. Furthermore, research on the impact of disasters on the performance of the tourism industry is relatively new.

While previous studies have also shown the impact of disasters on tourism, most of these studies have only been based on the impact of a single event, on a relatively small area and single destination. For example, previous research such as, hurricanes (Higgins, 2005)<sup>5</sup>, flood and tsunami, (Calgaro & Lloyd,2008)<sup>6</sup>, (Cheung & Law 2006)<sup>7</sup>, earthquake, (Huang & Min 2002)<sup>8</sup>, volcanic eruptions (Carlino et al, 2008)<sup>9</sup>. and forest fires (Armstrong & Ritchie, 2008)<sup>10</sup>, In addition, several studies have focused on the occurrence of non-natural disasters, such as foot and mouth disease in the UK (Rodway-Dyer & Shaw, 2005)<sup>11</sup> or SARS in Asia (Au et al., 2005 )<sup>12</sup>.

Currently, countries around the world are shaken by the COVID-19 pandemic which has impacted various sectors in human life. The COVID-19 virus spread from China, the pandemic quickly spread to 210 countries including Indonesia. The COVID-19 pandemic is a big shock to the global economy including Indonesia. Data recorded from the Central Statistics Agency, the number of foreign tourist arrivals in February 2020 experienced a contraction of up to 30.42% compared to January 2020, and decreased by 28.85% compared to the same period last year.

Some of the tourism sectors in Indonesia that have experienced powerlessness during the COVID-19 pandemic are: (1) The accommodation sector and the provision of food and drink. Revenue from sales decreased drastically due to cancellations and restrictions on the number of domestic and foreign tourists. The occurrence of many cancellations of activities such as meetings, meetings/meetings, conferences at hotels by government and private agencies; (2) Processing Industry Sector, namely the Food and Beverage Industry, production and sales decreased due to declining product demand from abroad; (3) Rail and air transportation which experienced an extraordinary decline, this was due to the small number of passengers due to government policies prohibiting flights and a lockdown in Indonesia which eventually also resulted in the cancellation of train and plane

trips that were not operating due to concerns over the spread of COVID-19 (Tusianti, 2020)<sup>13</sup>.

The tourism sector is the sector that is most affected by social restrictions to reduce the spread of COVID-19. Various sectors ranging from transportation, textile industry, transportation equipment industry, handicraft industry, trade, hotels, and restaurants are not working (Nazara, 2021)<sup>14</sup>. On March 11, 2020, WHO declared COVID-19 a pandemic. This epidemic has spread to 187 countries and regions in the world (CSSE at JHU, 9 May 2020) one of which is Indonesia. COVID-19 has a direct impact on the Indonesian economy. Based on the exposure of the Fiscal Policy Agency of the Ministry of Finance (2020), there is a potential for an increase in the unemployment rate from 5.18% to 7.33% which also has an impact on an increase in the poverty rate from 9.15% to 9.59%. Key sectors such as tourism, trade, manufacturing and agriculture are under significant pressure. (Fortuna, 2020)<sup>15</sup>.

The tourism industry has been in free fall since early March 2020, there have been many business actors related to the tourism sector who have or will close their businesses. Until April 7<sup>th</sup>, 2020, around 1504 hotel units throughout Indonesia were temporarily closed due to the COVID-19 virus outbreak (PHRI, 2020)<sup>16</sup>. Even the hotel chain Airy, with 2000 properties and 30,000 rooms, will permanently close its business at the end of May 2020, after laying off around 70% of its employees in April 2020. (Maulana in Tech in Asia, 2020)<sup>17</sup>. At that time, at the beginning of 2020 until now the dynamics of the COVID-19 pandemic in the tourism sector in particular were still rolling and there continued to be insulation at tourism entrances that had not been fully opened and there was still a sense of doubt that tourism recovery due to the pandemic was still difficult to do. The tourism industry has seen a large decline in arrivals of foreign tourists as well as cancellations of airline tickets, hotels and a decrease in bookings. This is also a decline due to the slowdown in domestic travel, especially domestic tourists, the reluctance of the public to travel, fear of the spread of the impact of COVID-19 in tourist areas.

## II. RESEARCH PURPOSES

Based on the above background, the purpose of this research is to review the Government's handling of the COVID-19 pandemic and the tourism recovery strategy affected by COVID-19 so that the tourism industry in Indonesia can bounce back with the implementation of health procedures in the new normal era.

## III. LITERATURE REVIEW

### 3.1 Impact of the COVID-19 Pandemic on Global Tourism

Looking at previous research related to COVID-19 which has an impact on the tourism sector, which has emerged regarding tourist behavior, tourist perceptions, the perspective of international media reporting related to Covid-19 with the stigma that COVID-19 is a Chinese virus, this greatly affects the mentality of tourists from China to

travel (Zheng, et al, 2020)<sup>18</sup> Furthermore, it also has an impact on the perception of other foreign tourists when meeting tourists from China, this is very worrying so that there will be long-term effects on the Chinese tourism industry. (Hoque at al, 2020)<sup>19</sup>. Future research looks at the possibility of an evolutionary transformation in world tourism (Brouder, 2020)<sup>20</sup>; Niewiadomski, 2020)<sup>21</sup>. Other research on how tourism can recover and can be sustainable after the COVID-19 pandemic so that it makes a difference to the world (Chang et al, 2020)<sup>22</sup>. Tourism during the new normal era will have the opportunity to transform for the better, because it will think about the direction of tourism development that pays attention to social and environmental carrying capacity. (Desbiolles, 2020)<sup>23</sup>. Afterwards Karim et al,(2020)<sup>24</sup> examined the impact of PSBB in handling the crisis due to COVID-19 on the tourism sector in Malaysia, while Wen et al, (2020)<sup>25</sup> conducting research on the impact of the COVID-19 pandemic has a multiplier effect on all sectors so that this research also encourages multidisciplinary research.

The entire tourism industry is one of the main sectors of the economy that has been damaged by the current events. During the twenty-first century, a number of events have had a far-reaching global impact on tourism. The 2001 terrorist attacks in the US drastically affected tourism and are unanimously considered a black swan event (The New York, 2004)<sup>26</sup>. The 2003 SARS epidemic had an impact up to five times greater than the September 11 attacks on international tourists (UNWTO, 2020a)<sup>27</sup>. The Global economic crisis of 2008–2009 is also referred to as the black swan event (Financial Times, 2010)<sup>28</sup>. Finally, the recent COVID-19 pandemic that began in 2019 will be the most disruptive event in tourism history, despite being considered a white swan by Taleb (The New Yorker, 2020)<sup>29</sup>.

There are several reasons why the number of tourists decreases in visits to disaster areas in the aftermath of an event. The most direct inhibitor is related to the damage caused by the disaster, this prevents the affected area from engaging in tourism activities. Second, the decrease in tourist arrivals is due to the community's perception of risk and avoiding areas that are considered unsafe (Kozak et al., 2007)<sup>30</sup>; (Sonmez, Apostolopoulos, & Tarlow, 1999)<sup>31</sup>. Third, and related to the second problem, is that potential tourists may feel uncomfortable or have ethical issues when traveling to a disaster area. In many cases, disasters pose significant physical constraints on service delivery in tourism activities, thereby severely limiting the supply side of tourism destinations (Shaw, Saayman, & Saayman, 2012)<sup>32</sup>. Disasters that occur in an area depend on the type and level of disaster, in this case the infrastructure is very important, cannot be used or is dysfunctional. For example, critical infrastructure such as airports and ports, land transportation infrastructure, electricity and telecommunications networks (Ghobarah, Saatcioglu, & Nistor, 2006)<sup>33</sup>; Parajuli & Haynes, 2006)<sup>34</sup>. Core tourism assets can be damaged and unavailable for business, such as accommodations and key attractions that cannot be used. For example, the 2015 earthquake in Kathmandu, Nepal, resulted in the extensive destruction of a UNESCO-listed

World Heritage site, and some trekking routes are considered unsafe due to the risk of rock falling and movement following aftershocks or when heavy rains hit. (Becken, 2015)<sup>35</sup>. The dimensions of the impact of the COVID-19 outbreak raised by the literature are the complexity of the tourism system.

### 3.2 The Impact of the COVID-19 Pandemic Disaster on the Indonesian Tourism Sector

UU no. 10 of 2009 concerning the definition of tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local governments. The tourism industry is a collection of interrelated businesses or industries to produce goods or services needed by tourists in the tourism business and the implementation of tourism to meet the needs of tourists who come to tourist destinations.

The tourism industry is an industry that is closely related to other sectors, because tourism is a combination that has a reciprocal relationship, namely the mutual interaction between tourists, tourism industries, government, tourist destinations and the people who live in the area. (Anggraini, 2021)<sup>36</sup>. Economic activity The tourism industry is mostly influenced by the image of the destination, the negative image of the destination affects the performance of the tourism industry itself. The tourism sector, which has been predicted as the second largest source of foreign exchange contribution for Indonesia, experienced a drastic decline from 2020 to 2021. A number of stimuli prepared by the government to revive the tourism sector were unable to stem the negative impact of COVID-19. COVID-19 is a global outbreak that has a devastating impact on the human and social dimensions. Given the experience of previous disasters the tourism industry continues to grow both locally and globally and this growth is a major source of economic development in many countries (Ferdiansyah, et al, 2020)<sup>37</sup>

The absence of tourist visits both at home and abroad has caused many tourist attractions to be closed, the majority of hotels throughout Indonesia have also experienced a decline and it can be interpreted that there is no income for people who work in the tourism sector and budget revenues for provincial and local governments., (Mutiah, 2020)<sup>38</sup>.

The decline also occurred due to a slowdown in domestic travel, mainly due to the reluctance of Indonesians to travel, worried about the impact of COVID-19. The decline in the tourism and travel business has greatly impacted MSME businesses related to the tourism industry, and disrupted employment opportunities. Whereas so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the impact of the multiplier effect that follows, including other derivative industries formed under it. negative impact of COVID-19 (Sugihamretha, 2020)<sup>39</sup>.

The pressure on the tourism industry is most evident in the massive decline in foreign tourist arrivals with massive cancellations and a drop in bookings. The decline also

occurred due to a slowdown in domestic travel, mainly due to the reluctance of Indonesians to travel, worried about the impact of COVID-19. In 2020, the top 5 foreign tourists recorded by the Central Statistics Agency, as seen in Figure 1 below.

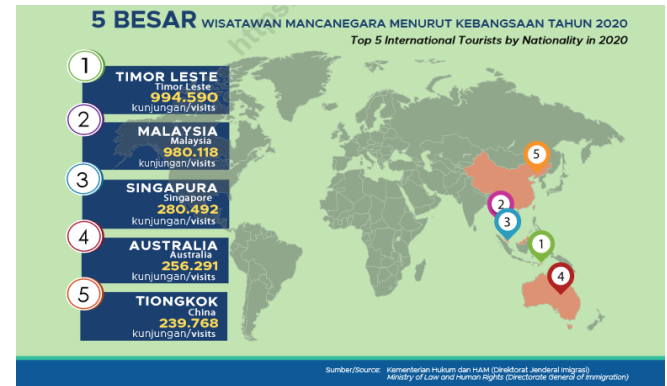


Figure 1 International Tourists by Nationality in 2020  
Source: Central Statistics Agency 2021

The decline in foreign tourists to Indonesia affects foreign exchange earnings from the tourism sector. This resulted in more than USD 1.3 billion in foreign exchange earnings from tourism. One of the countries that bring in many tourists is Timor Leste with the first number of foreign tourists, namely 995,590 tourists, the second is Malaysian tourists with 980,118 then Singapore with 280,492, then in 4th place is Australia with 256,291 tourists and the last is China 239,768 tourists. (BPS, 2021)<sup>40</sup>. Along with the COVID-19 outbreak that spread in Indonesia at the beginning of last year, the number of foreign tourist arrivals also decreased, as shown in Figure 2 below,

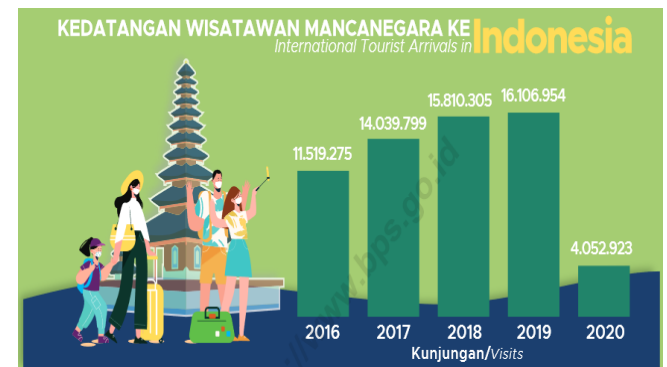


Figure2. Arrivals of International Tourists to Indonesia in 2016-2020

Source: Central Bureau of Statistics, 2021

In Figure 2, it can be seen that the number of foreign tourist visits to Indonesia since 2016 has experienced an encouraging increase. For 5 consecutive years the growth of foreign tourists whose results were very good occurred in 2019 with a total of 16,106,954 an increase from the number of visits in 2018 which was 15,810,305 or an increase of 1.87%. In 2018 it increased compared to 2017 where the number of visits was 15,039,799 or an increase of 11.19%, then compared to 2016 where the number of visits was only 11,519,275, there was an increase of 30.56%.

The year 2020 is a year of decline in the number of foreign tourist visits. The tourism industry has seen a large decline in arrivals of foreign tourists as well as cancellations of airline tickets, hotels and a decrease in bookings. This is also a decline due to the slowdown in domestic travel, especially domestic tourists, the reluctance of the public to travel, fear of the spread of the impact of COVID-19 in tourist areas. This also happened to the decline in the tourism business. As can be seen, the number of tourist arrivals in Indonesia in 2020 can be seen in Figure 3 below, which really affects the tourism business.

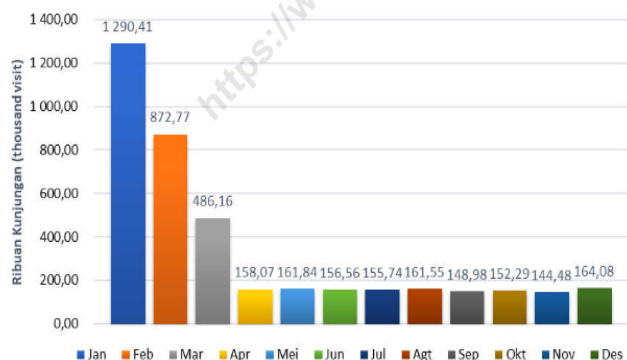


Figure 3 Number of Foreign Tourist Visits Per Month in 2020

Source: Central Bureau of Statistics, 2021.

In Figure 3 above, according to the Central Statistics Agency in 2021 it was recorded that in 2020, the arrival of foreign tourists experienced a change in the pattern of visits due to the outbreak of the COVID-19 pandemic. In previous years, the pattern of foreign tourist visits peaked in the middle of the year around July to August. However, in 2020, the peak of foreign tourist arrivals occurred in January which reached 1.29 million visits or 31.84 percent of the total foreign tourists visiting during 2020. The next highest number of arrivals was recorded in February and March when there was no limit on visits from abroad. because of the pandemic pandemic. In February and March, the number of visits was 872.77 thousand and 486.16 thousand visits, respectively. The number of visits in November was the lowest number of foreign tourist arrivals in 2020 which was recorded at 144.48 thousand visits.

The number of foreign tourist visits to Indonesia in November 2020 experienced a sharp decline of 86.31 percent compared to the number of visits in November 2019. However, when compared to the previous month, October 2020, this condition increased quite high by 13.90 percent. Cumulatively (January–November 2020), the number of foreign tourists visiting Indonesia reached 3.89 million visits, a decrease of 73.60 percent when compared to the number of foreign tourist visits in the same period in 2019 which amounted to 14.73 million visits (BPS, 2021)<sup>41</sup>.

From data from the Ministry of Tourism in 2015, the tourism sector contributed US\$ 12.33 billion or equivalent to Rp 169 trillion. Four years later, foreign exchange earnings from the tourism sector beat oil and gas and export

results in 2019. The government is targeting 20 million foreign tourists to visit Indonesia in 2019 to achieve the target of foreign exchange earnings from the tourism sector of US\$ 20 billion. However, in 2020 tourism in Indonesia has greatly decreased due to the COVID-19 pandemic. As a result of this pandemic, the condition of Indonesian tourism has been delayed by 20 years when viewed from the data of foreign tourists visiting (Kemenparekraf, 2021)<sup>42</sup>. It is clear that more foreign tourist visits to Indonesia will definitely have an impact on foreign exchange from the tourism sector, but with the COVID-19 pandemic, there has also been a decline in foreign exchange from the tourism sector.

The state's foreign exchange earnings from the tourism sector also show a very downward curve. According to the Minister of Tourism and Creative Economy, Sandiaga Uno in the website [Republika.co.id](http://Republika.co.id), 2021, the projection of foreign exchange earnings from tourism in 2020 is between 4-7 billion US dollars. Prior to the pandemic, tourism foreign exchange earnings in 2020 were targeted at US\$ 19-21 billion. When compared to 2019, the decline was quite significant because tourism foreign exchange earnings in the previous year almost reached 20 billion US dollars. With the high foreign exchange generated by the tourism sector, it proves that this sector is able to absorb labor. The number of workers absorbed in the tourism industry continues to increase, as well as the tourism industry to the absorption of the national workforce also continues to increase. This shows that the tourism industry can be an alternative to reduce the unemployment rate in Indonesia. The tourism industry absorbs labor and has an important role in the economy based on data from the National Manpower Survey, (Anggarini,2021)<sup>43</sup>. The sectors affected include accommodation and food and drink, the processing industry (especially textiles) and trade. This is because there are still many who work with the status of informal workers. During the pandemic, many entrepreneurs went bankrupt due to financial limitations (ILO, 2020)<sup>44</sup>.

Foreign exchange generated in the tourism sector as confirmed by the Tourism Satellite Account (TSA), in the tourism sector there are clusters or collections of production units in various industries that create and meet the needs for consumer goods or services needed or requested by tourists. The industrial sector is then referred to as the tourism industry because the use or consumption of supplies from the industry are tourists, if there are no tourists, the production of the industry will be significantly reduced. The incident during the COVID-19 pandemic in 2020 until now is very evident that many tourism industries have experienced an impact so that the foreign exchange generated has decreased sharply.

### 3.3 Disaster Mitigation in Tourism

Potential disasters can occur at any time in tourism areas. Tourists will still come to visit even though the tourist area has the potential to be affected by a disaster because tourists are motivated to know the impact of disasters and post-disaster recovery efforts (Rittichainuwat, 2008)<sup>45</sup>. Various tourists are more or less highly vulnerable to certain types of natural disasters than others (Faulkner, 2001)<sup>46</sup>.

Studies on disasters in previous studies only focused on natural disasters. Throughout history, natural disasters have claimed many lives and people have suffered (Noji, 2005: 29)<sup>47</sup>. Natural disasters that often hit Indonesian tourists to certain tourist destinations are a series of events that create uncertainty and pose a high level of threat (Kurniasari, 2017: 178)<sup>48</sup>. Due to a natural disaster, a tourist area is completely destroyed (Suhartini&Arifiyanti, 2018:42)<sup>49</sup>. According to Law Number 24 of 2007 concerning natural disaster management, disaster is a disaster caused by an event or series of events caused by nature, including earthquakes, tsunamis, volcanic eruptions, floods, droughts, hurricanes, and landslides. One of the most threatening natural disasters in Indonesia is volcanic eruptions (Setyowati, Hadi, & Ashari, 2013: 139)<sup>50</sup>

Priambodo (2009)<sup>51</sup> in Herdiana, (2020)<sup>52</sup> argued that disasters are grouped into 3 (three) types, namely: natural disasters, social disasters and complex disasters. Law Number 24 of 2007 concerning Disaster Management states that disasters are grouped into 3 (three) types, namely: natural disasters, non-natural disasters and social disasters (Government of Indonesia, 2007). Based on this understanding, the COVID-19 outbreak is categorized as a non-natural disaster, this is supported by the Presidential Decree Number 12 of 2020 which declares COVID-19 as a non-natural disaster. Based on these laws and regulations, the COVID-19 disaster management which has been designated by the government as a national disaster is the responsibility of the central government, which includes the disaster impact management process to the disaster recovery process. However, it also regulates the responsibilities of local governments to the obligations of the community in disaster management through the law.

Disaster recovery according to Coppola & Damon, (2007)<sup>53</sup> in Herdiana (2020)<sup>54</sup> interpreted as “the emergency management function by which country, communities, families, and individual repairs, reconstructs, or regains what has been lost as a result of disaster”. It can be interpreted that disaster recovery has an emergency management function where countries, communities, families, and individuals repair, reconstruct, or recover what has been lost as a result of the disaster”. This is also in accordance with the opinion of (Haas, Kates, & Bowden, 1977)<sup>55</sup>. So it can be concluded that disaster recovery must be able to restore conditions as before the disaster occurred.

#### IV. METHODOLOGY

The research method used in this study is library research using descriptive analysis methods, namely by collecting data, compiling and clarifying, compiling and interpreting it. (Surakhmad, Winarno,1980)<sup>56</sup>. Literature research has several special characteristics, including; First, this research deals directly with text or numerical data, not with the field or eyewitnesses, in the form of events, people or other objects. Second, the data is ready-made, meaning that the researcher does not go anywhere, except only dealing directly with sources that are already in the library. Third, the data in the library is generally a secondary data

source, in the sense that the researcher obtains data from the second hand, not from the first hand in the field. Fourth, the condition of library data is not divided by space and time (Zed, Metsika. 2004)<sup>57</sup>.

In recent years research using digital data has grown rapidly along with the development of communication and information technology (Corti & Fielding, 2016)<sup>58</sup>. Online data can be used as a reference as data in social research. Many studies use online data as a data source, for example research Dougall, Horsley, & McLisky 2008)<sup>59</sup>, who researches communication during disasters in Indonesia. Wang& Ye (2017)<sup>60</sup> also examines the use of data from social media for disaster research.

#### V. RESULTS AND DISCUSSION

##### 4.1The Government's Handling of the COVID-19 Pandemic in Tourism

The Ministry of Tourism and Creative Economy along with other government agencies, especially local governments, continues to encourage the managers of tourist attractions, if allowed to operate, to comply with health protocols. Implementing CHSE or K4, namely cleanliness (cleanliness), health (health), safety (security), and environment sustainability (environmental sustainability) is a must for tourism industry players. (Kristantyo Wisnubroto in Indonesia.go.id,2021)<sup>61</sup>

The Indonesia Care Program is an effort to restore the country's tourism sector and creative economy. This program is a form of our commitment to implementing the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) health protocol in tourist destinations in Indonesia. The government also disburses tourism grants for tourism actors and the creative economy affected by the COVID-19 pandemic. Commitment to help communities in need by changing and relocating budgets that were previously not directly felt by the community into programs that are truly felt by the community. We designed this program to help managers of hotels, restaurants and tourist destinations to survive during this crisis. The tourism sector is the sector that is most affected by social restrictions to reduce the spread of COVID-19. Various sectors ranging from transportation, textile industry, transportation equipment industry, handicraft industry, trade, hotels, and restaurants are not running. The grant distribution program for tourism and the creative economy amounted to Rp. 2.4 trillion as assistance for the national economic recovery. Wrapped in Pre-Employment Cards, government Capital Assistance for tourism actors, and incentives (Dinny Mutiah in Liputan 6.com, 2021)<sup>62</sup>.

##### 4.2 Indonesia Tourism Recovery Strategy

Tourism is the concentration of various social, economic, cultural and environmental activities. Sustainable tourism was developed considering the constraints as development that ensures the fulfillment of the needs of the present generation without risking the ability of future generations. Tourism is influenced by several things including the public sector, completeness of basic

infrastructure (energy, roads, airports, water availability, etc.) and tourism developer (Robinson & Picard, 2006)<sup>63</sup>. Managing tourism is not just managing development but also managing during a crisis. Very little literature discusses managing the tourism sector in crisis, especially in crises due to natural disasters. Based on Ritchie (2009)<sup>64</sup> there are 3 (three) main stages in managing the incident in tourism; 1) prevention and planning; 2) implementation; 3) evaluation and feedback. This stage largely follows the disaster life cycle introduced by Baker et., al (2014)<sup>65</sup>. In addition, there are visible similarities between the crisis/disaster life cycle and the strategic planning or management framework. Much research has focused on post-disaster recovery processes and measuring vulnerability, but government and stakeholder planning has been limited in discussion. This attitude raises concerns about the unpreparedness of the early warning system in the tourism industry.

Effective disaster management requires collaboration between the state, the private sector and civil society, (Mallick & Vogt 2011)<sup>66</sup>. So far, the involvement of various parties in disaster management efforts in Indonesia has been carried out, but its effectiveness and formulation still need to be studied. At the local level, local institutions in this case village institutions play an important role in the successful collaboration of the three parties (Anam et al, 2018)<sup>67</sup>. Synergy between ministries/agencies and local governments to promote tourism is increasing.

Several policies have been pursued by the government, particularly the Ministry of Tourism and Creative Economy, to restore the tourism sector while still focusing on restoring health. The policy to accelerate recovery is in accordance with President Joko Widodo's direction on Wednesday, January 6, 2021 at the State Palace, stating that the directive includes ease of investment by entrepreneurs, especially business actors in the tourism and creative economy sectors. In addition, there is a need for a revision of financial sector policies, especially those related to fintech or venture capital. Thus, it is hoped that businesses in the tourism sector and the creative economy can develop with easy access to funding, (Kumparan.Bisnis, 2021)<sup>68</sup>

The Minister of Tourism and Creative Economy, Sandiaga S. Uno also emphasized that there is no need to doubt that tourism is one of the main keys to economic growth and people's welfare. History has also proven that tourism is a sector that can survive in times of crisis. Therefore, work together to revive the tourism sector for the welfare of the community. (Kemenparekraf, 2021)<sup>69</sup>. It was also emphasized that efforts to restore tourism and the creative economy need to be supported by various parties, so that they can run well. This was conveyed by the Minister of Tourism and Creative Economy in the Plenary Meeting, where Sandiaga revealed that to realize the acceleration of the recovery of tourism and the creative economy, it is inseparable from political stability and security, namely Menkopolkum, Mahfud MD, TNI dan Polri (Sutianto, Feby Dwi in kumparan.Bisnis, 2021)<sup>70</sup>.

The Ministry of Finance of the Republic of Indonesia ensures that the government has prepared a special budget for the development of the tourism sector. In 2020 alone, the APBN in the context of national economic recovery also provides a tourism stimulus program which is expected to support tourism activities. The government also prepares a budget of Rp. 15.1 trillion in 2021. With the budget spread across ministries/agencies, non-ministerial/agencies, and transfers to regions.

Sandiaga S. Uno as Minister of Tourism and Creative Economy (Kemenparekraf) in Liputan 6 (2020)<sup>71</sup>, stated that there are 4 main strategies for the recovery of the tourism sector and the creative economy after the COVID-19 pandemic. The 4 strategies are as follows;

1. Focus on infrastructure development in five super priority tourism destinations (DPSP). The areas that have become super-priority destinations are Belitung (Bangka Belitung), Wakatobi (Southeast Sulawesi), Raja Ampat (West Papua), Morotai (North Maluku), and Mandalika (West Nusa Tenggara). The development of this super priority destination will support the Indonesian economy.
2. Prepare the Calendar of Events or what is called the Nusantara Events Calendar (KEN) with 360-degree setup.
3. Implementation of health and safety aspects or what is called CHSE or K4, namely cleanliness (cleanliness), health (health), safety (security), and environment sustainability (environmental sustainability) which must be implemented in every tourist destination or creative economy center by conducting the CHSE certification program.
4. Improving the creative economy sector through digital transformation as a locomotive to create jobs.

Another tourism recovery strategy during the COVID-19 pandemic uses a storynomics tourism approach that puts forward narratives, creative content, living culture, and cultural strengths, as well as the use of PPP schemes in building entertainment centers, which are able to absorb many tourists. This program will also be developed in 244 tourist villages which are also a priority for the Ministry of Tourism and Creative Economy for 2020-2024. Education of community behavior during the adaptation period of this new habit also needs to be developed such as making local tourism packages (staycation) for families. Such as inviting their children to study remotely in recreational areas around their domicile. The staycation trend is indeed increasing in this era of the corona pandemic (Kristantyo Wisnubroto dalam Indonesia.go.id, 2021)<sup>72</sup>.

Another strategy that has been previously carried out by the Government of the Republic of Indonesia through the Minister of Tourism and Creative Economy and the Coordinating Minister for Economic Affairs is to implement a policy of providing incentives for foreign tourists, while for domestic tourists the government provides a 30 percent discount for flights to 10 tourist destinations. The 30 percent is for the 25 percent quota for every flight to 10 tourist destinations and this is valid for 3 months, namely March, April and May 2020. Then from subsidies Pertamina

provides an additional discount of 15.8 percent for the purchase of Avtur from Pertamina, as well as 5.64 percent discount on flight rates (PJP2u/PSC and NAV) from AP and Airnav, so that the total discount given is on average 51.44 percent of the seating capacity in one flight for domestic tourists, (Kahfi Dirga Cahya dalam Kompas.com)<sup>73</sup>.

Throughout this COVID-19 response policy and tourism recovery strategy, the focus can be placed on how goals can recover more quickly from events that have occurred to improve health, safety and security issues. (Assaf dan Scuderi, 2020;<sup>74</sup>, Rahman dkk., 2020;82 Rittichainuwat dan Chakraborty, 2009)<sup>75</sup>, this is also in line with the synergy of the different roles of each stakeholder during and after the crisis has passed. It also shows how the image of the destination country to be visited has changed for the better or for the worse due to the pandemic (The Conversation, 2020;<sup>76</sup>, Zenker dan Kock, 2020)<sup>77</sup>.

## VI. CONCLUSION

The Covid-19 pandemic has had a significant negative impact on the tourism industry in Indonesia, which is marked by a decrease in the level of tourist visits, both domestic and foreign, as well as the non-operation of supporting components of tourist destinations such as tourism transportation, accommodation, restaurants, tourist attractions and tourist crafts made by MSME.

The Indonesian government, in this case the Ministry of Tourism and Creative Economy of the Republic of Indonesia, has anticipated the impact of this pandemic in various ways, the essence of which is to look for opportunities to continue to provide opportunities for domestic and foreign tourists to be able to travel to Indonesia and the readiness of services for the Indonesian tourism industry. in new normal tourism condition

The strategic policy for Indonesian tourism is with incentives for foreign tourists and domestic tourists for every purchase of airline tickets to 10 tourist destinations for 3 months in 2020 and then CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) and must have a CHSE certificate to ensure health and safety of tourists, disbursing tourism grants for tourism actors and the affected creative economy.

There has been a significant change in the focus of developing tourism destinations in Indonesia, namely by maximally implementing the protocol with the concept of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE). The CHSE concept can provide a sense of security to tourists who will visit and also for the tourism industry to guarantee health standards in traveling. Indonesian tourism can no longer only provide a pleasant holiday experience but also provide health care experiences during vacations.

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