

Tourism Turbulance: Reviving Tourism Industry Post COVID 19 South Sulawesi

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ABSTRACT

This study aims to analyze tourism development in Makassar City after the COVID-19 pandemic and provide recommendations for reviving tourism, both in the short term, a year after the pandemic ends, as well as in the medium and long term. This article will be useful for development planning and budgeting because it can be used as input for the government to prioritize priority tourism development according to current conditions based on literature studies. Post COVID 19 tourism). Selected informants such as the Central Bureau of Statistics, Government Institutions (especially the South Sulawesi Provincial Government), as well as from the media. Information was collected through non-participant observations and interviews, after which it was processed descriptively. Based on the results of the study, it was found that in addition to making an integrated itinerary with tourist areas in the Regency by relying on smooth accessibility. The South Sulawesi provincial government is collaborating with the Makassar City Tourism Office to link the Districts into one tour package. this is done as a step to promote tourism in South Sulawesi and tourists can get a different experience from each DTW. The South Sulawesi government has improved itself by making an integrated travel plan with 24 Regencies/Cities in South Sulawesi. There are 7 crucial things to be done immediately, including creating tourist villages, gastronomy tourism, cultural tourism, revamping rest areas, collaboration with stakeholders, improving facilities and infrastructure as well as marine tours that integrate the islands in the city of Makassar in one tour package.

Keywords: *Reviving Tourism, South Sulawesi, Post COVID 19*

1. INTRODUCTION

The COVID 19 pandemic became a disruption that ravaged the world's economy and also disrupted human lifestyles, triggering changes in political, economic, socio-cultural, regulatory policies in various countries. The systemic and massive impact of the Covid 19 pandemic disaster is the condition of being Volatile (volatile), Uncertain (Uncertain), Complex (complex) and Ambigüe (unclear) is a picture of the current situation of the business world including the tourism industry.

Tourism players have been 19 months before belting and using oxygen masks, even those in igd, but the storm of dark clouds has not been a sign of passing. Rivera (2020:87) [13], reviewing the hospitality and tourism industry in the context of a pandemic is very meaningful.

Researchers have begun to focus on this area, but there's only limited work available so far. The search query in the Website of Science database created no more than 45 results that were pursued due to COVID 19 in the tourism industry. The studies were also observed across the premises, which raised planned challenges for scholarship in the region. Variance in the research ran aground significantly enriching the body of knowledge, so it was tested to be a limited use for policy makers and practitioners.

The World Health Organization (2017) [19] recommends a quick review to share the facts of the time for policy makers to respond to emergencies. Because the Covid 19 pandemic is critical to the tourism industry, a quick review of the existing literature is highly recommended. Such reviews not only want to consolidate existing research findings but also share knowledge and directions for future researchers to focus on the suitable issues that pervert these zones.

The business world recognizes resilience as a crisis management equipment/strategy for business stability and expertise in adjusting to all types of risks, throughout natural disasters and emergencies. Next, business resilience is adrift with organizational expertise to adapt to new areas and conditions to mitigate the consequences of the incident (Supardi, Kudus, Hadi, & Indonesia, 2020:8) [16].

Resilience strategies require coordination, various crisis management methods, good bonding (among all stakeholders), comprehensive networking, risk recognition and opportunity, and timely and scalable interventions (Alves, Lok, Luo, & Hao, 2020:34; Fitriyani, 2020:17-18) [1]. The literature on resilience recognizes the attributes of resilience that are proactive, effective / adaptive, reactive, or dynamic. Historically, the tourism industry quickly bounced back after disasters, pandemics, and epidemics such as Ebola, Middle East respiration syndrome (MERS) and severe chronic respiration syndrome (SARS).

Local, regional, or national governments are helping the industry recover by attracting investors through tax breaks, soft credit provisions, etc. (Brouder, 2020:28; Ioannides& Gyimóthy, 2020:153) [3]. Just before international expeditions can resume, domestic tourism wants to urge the resumption of the tourism industry after the pandemic. Other aspects, including technological resilience, local ownership, and customer and employee confidence, can help build industry resilience, which is a necessity today. Businesses in all industries look forward to "ordinary kind of business", and the tourism industry is no exception. Entire industries largely rely on packages and government stimulus interventions to boost their productivity. For example, TUI, the world's leading multinational tourism organisation, is receiving the encouragement of the UK and German governments and has announced reduced pay in its worldwide operations (Higgins-Desbiolles, 2020:22) [8].

The government has become a meaningful actor in the tourism economy. This led to the re-nationalization of airlines, the tourism industry, as well as a network of such airfields (Hall, 2020:1-2) [7]. Tsionas, (2020:223) [17], commented on post-Covid-19 issues and said that "opening with limited capacity" of nearly 33% was a good option. He suggested that government subsidies would be needed to support the lower capacity. There has been a massive government intervention in the work and operation of the tourism industry during the COVID-19 crisis.

Reviewing Macau's response to the pandemic in a "3-wave analogy," McCartney (2020:62) [12] observed that the wave of recovery was about to push toward "public-private partnerships and cooperation." "Inthe future, the impact of such government assumptions on tourism will generate new thinking. UNWTO (2020a)

recognizes the potential of domestic tourism as an alternative to the revitalization of the tourism industry. Proven domestic tourism markets in the world are India, China and the United States (US), Japan, Brazil, France, Spain, Russia, Korea, Germany, Indonesia, Thailand, The United Kingdom, Australia, Malaysia, and Mexico.

Domestic tourism is the most common arrival and reception of tourists in most countries, in addition to greater flexibility in terms of access and transportation, fewer restrictions. In 2018 there were about 9 billion domestic tourist expeditions (yesterday's tourists) and a flood of 50% of domestic tourism was in Asia Pacific, more than 6 times international tourism (1.4 billion international visits in 2018) in terms of the number of expeditions.

Area	2017	2018	2019	2020	Q1-2 2021
World Wide	1,33M	1,41 M	1,51 M	381 Jt (-74%)	(-44%)
Asia Pasific	324 Jt	343 Jt	361 Jt	57 Jt (-84%)	(-51%)
Indonesia	14,4 Jt	15,8 Jt	16,10 Jt	4.052.923 (-74%)	511.440 (-81,78%)
South Sulawesi	17.719	14.126	17.771	3.573 (-79,90%)	

Table 1. International Tourist Arrival

Data Source: UNWTO Barometer, Kemenparekraf, BPS Sulsel

Based on the table above, it is clear that the number of foreign tourist visits decreases significantly. This decrease is caused by the COVID 19 pandemic where every country has travel restrictions and many tourist areas are forced to close.

Artikel aims to conduct an analysis of tourism development in makassar city after the COVID-19 pandemic and provide recommendations for tourism reviving, both short-term, a year after the pandemic ends, as well as medium and long term. this article will be useful for development planning and budgeting because it can be used as input for the government to provide priority tourism development priority scale according to current conditions based on literature studies.

2. LITERATURE REVIEW

2.1. *Reviving Tourism Industry and Business After the COVID-19 Pandemic and Domestic Tourism*

Tourism is an important economic activity in many countries as a tool for development and economic benefits (Gursoy and Chi, 2020:1) [6]. Therefore, the recovery of the tourism industry has been a popular topic since the beginning of the COVID-19 epidemic, which has affected the industry significantly (Permal and Jamal, 2020:17) by banning foreign and domestic travel and closing borders (Karabulut et al., 2020:264; Sonmez et al., 2020:12) [9].

As such, many countries that depend on the tourism industry have shifted their focus to domestic tourism to continue the work. UNWTO (2020a) [18] recognizes the potential of domestic tourism as an alternative to the revitalization of the tourism industry. This shows that the major domestic tourism markets in the world are India, China, USA, Japan, Brazil, France, Spain, Russia, Korea, Germany, Indonesia, Thailand, UK, Australia, Malaysia, and Mexico. Domestic tourism has the largest number of arrivals and admissions in most countries and greater flexibility in terms of access and transportation, as well as fewer restrictions. The decline in tourist visits during the pandemic did not only occur in the number of foreign tourists but also a significant decrease in domestic tourists. In his research, Karo found that the level of visits from domestic tourists was not only in the number but also in the quality of visits assessed from the level of consumption at restaurants. It was found that 81.4 percent of tourists limit the number of transactions spent on dining at restaurants (Karo & Hamonangan, 2021) [11].

2.2. *Tourism Recovery in the Post-Pandemic COVID-19*

According to Wen et al. (2020), during the recovery of the tourism industry from COVID-19, stakeholder decisions should be based on reputable scientific evidence. COVID-19 is not the first disaster of its kind to absorb the tourism industry, SARS brought the same consequences in 2003.

The tourism community will gradually recover as it did from SARS. However, the scale of COVID-19 is much larger and more drastic recovery measures will promote the success of the tourism industry. Tourism recovery from the impact of the COVID-19 pandemic is not easy. Tourism is a complex system that involves a huge network of business actors from the global and local levels. The tourism sector has backward and forward links with various industries. Tourism is an open system that has interaction between people and their environment. Multi-system handling is required

including global and local economic and health systems. Because it requires a multi-system approach, WHO is not alone in issuing health protocols.

The World Health Organization (2020) published three joint statements to remind all stakeholders of the importance of following international health regulations and guidelines, existing partner organization regulations, and the need for cross-sector collaboration. A joint statement was released respectively, with the International Maritime Organization (IMO), the International Civil Aviation Organization (ICAO) and the World Tourism Organization (UNWTO). The COVID-19 pandemic according to Nunes (2020) forced innovation in the tourism sector to improve. The world needs better tourism and better innovation. Innovation must be done so that tourism can still serve tourists with more both in the time and post-COVID-19.

Tourist behavior will change in the aftermath of the COVID-19 pandemic, so tourism industry players must also change through better innovation the World and Tourism Council (WTTC) states that tourism recovery takes 10 to 12 months, although UNWTO is optimistic that long-term tourism projections will reach 1.9 billion by 2030 and double the economic acceleration to 4.4 percent on an annual basis. Preparation for the recovery of the tourism sector must be thorough, neat and without errors in order to produce a positive impact for all parties.

The government seeks to make the tourism sector recovery policy gradually starting by opening the hospitality and restaurant industry with the implementation of health protocols, processing industry players, and tourist destinations. The hospitality and restaurant industries require safety and hygiene certifications to convince consumers. Providing hand sanitizer, managing consumer buffet time so as not to simultaneously cause crowds, structuring the dining table that provides distance between each table, and using non-cash transactions can be a breakthrough that can be done in the hospitality and restaurant industry.

Tourist destinations must also improve to always prioritize health, provide facilities in accordance with health protocols, provide a comfortable environment and maintained cleanliness, commensurate with the price offered, and add new attractions that are creatively innovative. The management of tourist destinations must also start working in collaboration with various other parties such as other destinations, travel agents, and airlines.

Promotion must also be increasingly launched by the manager by cooperating with several parties. This can lead to an acceleration of the recovery due to the views of these parties. Promotion can be done through cooperation with the community and influencers, posting through social media, and promo offers that

attract tourists. The recovery of the tourism industry in South Sulawesi will be carried out gradually. The first phase has started since June and carried out a series of action plans. The first action plan is to draw up a K3 (Occupational Health, and Safety) protocol for all tourism industries in South Sulawesi. Every tourism industry in South Sulawesi must have a K3 unit to ensure that actors and visitors are healthy and safe.

3. METHOD

This article is based on descriptive research that shares descriptions of some single phenomena and afterwards seeks to link this phenomenon to each other, most not least adrift of the COVID-19 pandemic and aspects of tourism (mobility trends of the tourism industry after COVID 19). The information used is sourced, from information published through formal sources, such as the Central Bureau of Statistics, Government Agencies (especially the Government of South Sulawesi Province), as well as from the media. Information is collected through non-observation participants, after which it is processed descriptively.

Data as a basic source of analysis in this study is obtained using documentary study techniques where various data that is considered relevant to the research that is being conducted are sourced both from books, journals, laws and regulations, web pages and other reference sources. This data will then be processed through three stages consisting of data reduction, presentation of data / display and withdrawal of Creswell conclusions (2007:27) [4].

Then the data will be tested to produce a real and correct picture in accordance with existing conditions through triangulation techniques that include the check stage, re-check stage and cross-check stage (Sugiyono, 2010) [15].

4. DISCUSSION

The COVID-19 pandemic has an impact on people's mobility in the world as well as Indonesia. Social restrictions or lockdowns in April and May led to a decline in people's mobility. Since mid-May, some countries have begun to relax and people's mobility has improved even though it has not returned to fully normal.

The outbreak of coronavirus 2019 (COVID-19) has had some profound negative impacts on the global economy, society, and tourism and hospitality industries since March 2020. Countries and regions have been trying to contain the virus through social distance, entry and travel bans, quarantines, and movement control orders (BBC News, 2020).

As a result, this has limited mobility and created feelings of danger, fear of transmission/health problems,

and reluctance to travel among travelers and travelers. Tours and travel have decreased by 80%-90% in global tourism cities (UNWTO, 2020a). For this reason, it is necessary to take some tactical steps in reviving tourism in Indonesia, especially South Sulawesi.

Changes in the business landscape in the era of Globalization and the Industrial Revolution 4.0 As for changes in the business landscape in the era of globalization and the industrial revolution 4.0 that can be done among others; (1) Power is now turning to the hands of consumers, (2) Large scale of production is no longer a necessity, (3) Borders, territorial boundaries are no longer an obstacle, (4) Technology can quickly be mastered and imitated, (5) At any time there will be competitors at a cheaper cost, (6) Information technology is experiencing a rapid revolution, (7) E_payment: encourage consumers including tourists, (8) Makepayments in cashless, cardless, contactless. Digital payment will increasingly become an option because it is considered more practical, time-saving and secure, (9) Digital and e-commerce have driven the shift from marketing create demand to the era of consumer create demand, and (10) Industry 4.0 puts today's travelers in a more emotional and interactive world. They will actively share their experiences through social media, good or bad. It could be a profitable influencer marketing or even vice versa harm the business.

4.1. Tourism Preferences

The preferences of tourists can be the basis in taking into account the desire and need for the services of tourist facilities to be received. According to Porteus in Koranti (2017) preferences are part of the decision-making component of an individual, namely the tendency to choose something that is preferred over another. That way, preferences can provide input for the form of participation in the planning process. As for the change in tourist differentiation after COVID 19; (1) Nature: Tourist Village, (2) Environment: Planting Trees, (3) Wellness (Rejuvenation): Herbal Medicine, Yoga, Reflection, (4) Adventure: Goves, Mount Biking, Tracking, Kitesurving, Rafting, (5) History: Museum, Mosque, Ballalompoa, Fort, and (6) Culture: Gastronomy in the post-era.

COVID-19 later, the industry is expected to be able to answer global challenges. Because after passing the resilience phase, the tourism industry is then expected to be able to transform into an industry that is not only sustainable, but also able to provide prosperity to the wider community, able to mitigate climate change, and involve local communities as centers of change. The recovery of the tourism industry can be said to be a steep road that must be traversed not only by Indonesia, but also all countries in the world.

Optimism about the revival of this industry must be maintained considering that historically the industry proved able to bounce back quickly from several crises such as economic crises, natural disasters, and outbreaks (Ebola, SARS, MERS, and so on). Handling the COVID-19 pandemic is certainly the main key to economic recovery including tourism. To that end, the government's efforts to immediately start this pandemic must be fully supported by complying with health protocols and participation in vaccination programs.

4.2. Market Segmentation

Domestic segmentation of the tourism market is considered an important marketing tool for creating effective marketing strategies in the field of tourism. There are indications about the emergence of a segment of tourists who care about environmental conservation.

Damanik (2013) [5], explained that various DTW that have an environmental conservation mission are hunted by many tourists. Market observations need to be done by tourists in era 4.0 today. Rukmiyanti and Suastini (2016) [14], stated that in Era 4.0 there has been a significant change in influencing segmentation and behavior of tourists.

The penetration of technology has had an impact on lifestyle changes that affect traveler behavior. This can be seen from the number of tourists who are looking for DTW with the implementation of CHSE and environmental tourism after COVID 19 In era 4.0 technological progress demands a frugal and efficient marketing strategy. Market segmentation is one of the important strategies in the changing interests and behavior of travelers that are growing in era 4.0. According to Assauri (2015) [2], market segmentation is referred to as the activity of dividing a market into different groups.

This process becomes a must in various patterns of marketing strategies of tourist destinations. Social media has the power to promote a DTW in the current era of 4.0. According to Kaplan and Haenlein (2010) [10], social media is a group of Internet-based applications that use the ideology and technology of Web 2.0, where users can create or exchange information on the application. Initial news about the existence of tourist attractions in south Sulawesi, indirectly became a free promotion for the attraction.

Various social media that have millions of types of users in Indonesia are Facebook, Twitter, Instagram, Youtube, Blog, and others. hashtag #DiIndonesiaAja to Sulsemi became a promotional force in South Sulawesi. As for the trigger factors for travel:

- The proportion of National Herd Immunity teleh reaches +70% of the population of Indonesia or +170 million people.

- Travel Restrictions loosened or PPKM drops to level 2-1
- Conditions of travel by airplane show only evidence of vaccination and antigens
- IATA TRAVEL PASS
- PeduliLindungi
- Accessibility or normal operating flights
- Travel bubble or travel corridor arrangements are enforced with many countries
- Quarantine is eliminated or quarantine period shortened
- Reviving Tourism Makassar 2020

When the new normal takes place, the context of tourism must be quality in terms of environment and health and there must be responsible tourism. Everyone who jumps directly with tourists in tourist destinations must be able and responsible for maintaining the health and safety of the environment.

The 2020 prediction shows a rebound in domestic tourists, there is a sharp spike starting in February 2022 in most destinations, especially Java, Bali, NTB, Labuan Bajo, Riau Islands, Medan / Lake Toba, South Sulawesi, North Sulawesi or the possibility of revenge travel in a number of favorite destinations (Jatim, Jateng, West Java, DKI).

This will have a postifier impacton:(1) Empowerment of labor from WFH to WFO (travel bureau, hotel, restaurant, transportation, airport services, recreation park), (2) The Creative Economy Sector (MSMEs) is increasing its production, (3) Accessibility or air and ground transportation, Seat Load Factor increases, (4) Health, fitness is getting better, and (5) Travel Insurance is becoming a traveler's need

Table.2 Travel Pattern #keSulselmi 2021

Code	Itinerary
KSS-M1	Barru – Parepare – Pinrang – Sidrap
KSS-M2	Maros – Parepare – Enrekang- Toraja – TTR UPG by flight or vv
KSS-M3	UPG TTR by flight – Toraja – Palopo – OOL UPG by Flight or vv
KSS-M4	UPG TTR UPG by Flight
KSS-M5	Makassar – Jeneponto – Bantaeng – Bulukumba
KSS-M6	Makassar – Luwu – Luwu Utara – Luwu Timur
KSS-M7	Makassar – Sinjai – Bone – Wajo – Soppeng
KSS-M8	Makassar – Selayar by land/sea or flight
KSS-M9	Makassar – Maros- Pangkep
KSS-M10	Makassar- Gowa - Takalar

In addition to making an itinerary that is integrarsi with the tourist areas in the Regency by relying on smooth accessibility. The Provincial Government of

South Sulawesi cooperates with the Makassar City Tourism Office to make the Regency link into a tour package. This is done as a step to advance tourism in south Sulawesi and tourists can get a different experience from each DTW. For more details see the table below;

Table 3 Regency link

Area	Collaboration of 24 Regencies/Cities
1.	Makassar, Gowa, Takalar, Jeneponto
2.	Maros, Pangkep, Barru, Parepare, Sidrap, Pinrang, Enrekang
3.	Bantaeng, Bulukumba, Sinjai
4.	Selayar
5.	Bone, Soppeng, Wajo
6.	Palopo, Tana Toraja, Toraja Utara
7.	Luwu Timur, Luwu Utara, Luwu

Opening the accessibility of new flights from Surabaya to Kep Selayar to increase tourist visits to Selayar and Surrounding Regencies. The next plan is to form the Triangle makassar -Surabaya - Selayar tourist area.

- Propose to airlines to adjust flight schedules to be connected to flights from: Makassar to Toraja +/-pk.10.00 wita, Makassar to Selayar +/-pk.10.00 wita
- Garuda Indonesia from Denpasar Makassar arrives morning +/-pk.09.00 wita
- Air Asia (AK) from Kualalumpur Makassar arrives early morning +/-pk.08.30 wita
- Scoot Airline (TR) from Singapore Makassar arrives early morning +/-pk.08.30 wita
- Proposing a Special Price of Passenger Transportation In

In addition to accessibility that supports the pariwisata industry, the attractions contained in it also need to be addressed. The slogan of traveling within the country #DiIndonesiaAja #keSulselmi become a popular hashtag on social media as a form of tourism promotion in South Sulawesi as a form of effort to attract Indonesian tourists to explore South Sulawesi more deeply. As for some things that need to be done to make this happen such as;

1. Tourist Village; Building a superior Tourism Village in each district by MASATA, in collaboration with the Tourism Conscious Group (PokDarWis), the Tourism Office and the local District / City Government.
2. Gastronomic Tourism; Develop halal food culinary culture tourism (in collaboration with Makassar Police, Halal Industry Development

Institute Indonesia-HIDI Indonesia, Halal Product Assurance Agency - BPJPH, MSMEs).

3. Cultural Tourism; Create special interest tour packages Geological History of South Sulawesi, Geopark Pangkep Wellness Tourism / Rejuvenasi, Develop health tourism a.l. SPA, sport
4. Rest Area; Utilizing by rearranging the rest area as a traditional culinary shopping tourist spot and MSME products, traditional arts performances and other cultural arts events
5. Collaborate with a.l.:
 - Hotel (which already has halal kitchen certificate)
 - HIDI-Indonesia (Halal Industry Development Institute-Indonesia)
 - CHTC (Celebes Halal Tourism Community) d.Bank Indonesia
 - LPPOM-MUI f.BPJPH (Halal Product Assurance Agency)
 - MSMEs (Halal Food Producers)
6. To prepare facilities and infrastructure for Halal Tour Tourists a.l.:
 - Muslim-friendly tourist areas
 - Halal Cuisine & Thoyyib
 - FeSyar Event (Syar'i Festival)
7. Marine Tourism; Operating Phinisi Cruise for Island Hopping Tours:
 - Cluster A. Sailing to Spermonde Samalona Islands - Kodinareng Keke - Pannambungan - Langkadea - Lanjukang - Kapoposan
 - Cluster B. Sailing in the waters of Selayar, Takabonerate Marine Park Pinang Beach - Punagaan Beach - East Coast Selayar - Batulohe Beach - Bahuluang Island - Pasi' Gusung - Polassi' - Takabonerate National Park
 - Cluster C. Sailing in makassar Land Tour Strait in Kab. Pangkep - Kab. Barru - Kab. Parepare
 - Cluster D. Makassar - Selayar Spermonde - TNB Takabonerate - Land Tour Kab. Selayar

5. CONCLUSION

The recovery of the tourism industry can be said to be a steep road that must be traversed not only by Indonesia, but also all countries in the world. When the new normal takes place, the context of tourism must be quality in terms of environment and health and there must be responsible tourism. Everyone who jumps directly with tourists in tourist destinations must be able

and responsible for maintaining the health and safety of the environment. HIDI-Indonesia, Bank Indonesia, MSMEs to prepare facilities and infrastructure for tourists. The Government of South Sulawesi has sacrificed itself by making a travel plan that is integrated with 24 regencies / cities in South Sulawesi, in addition to the plan to open direct flights to Makassar into the agenda that will soon be done post COVID 19. The 7 things that are very crucial to do immediately include making tourist villages, gastronomic tourism, cultural tourism, revamping rest areas, collaboration with stakeholders, improving facilities and infrastructure and marine tourism that integrate the islands in the city of Makassar in a tour package.

AUTHORS' CONTRIBUTIONS

All writers understand the idea presented. The first and second authors develop the theory, then the third verifies the method of analysis. All writers discuss the results and contribute to the final script.

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