



Efforts to Revitalize Indonesia's Tourism Industry During the Covid-19 Pandemic

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Abstract. The fall of the tourist business in Indonesia is one of the consequences of the Covid-19 epidemic. Foreign and domestic tourist visits declined precipitously as hotel occupancy fell and the number of jobless increased as a result of job losses in the tourism industry. In light of these circumstances, we provide suggestions for revitalizing the Indonesian tourist business during the Covid-19 epidemic in this essay. The legal research approach utilized in creating this article is a sociological or empirical legal research method that use descriptive analysis to offer a precise image of a scenario, social arrangement, or connection. The results of descriptive research are in the form of a detailed description of the problem or answers to research questions.

Keywords: Pandemic · Covid-19 · Industry · Tourism

1 Introduction

The Corona Virus (Covid-19), identified around the end of December 2019 in Wuhan, China, stunned the globe at the start of 2020. SARS-Cov2 (Corona Virus) is a virus that targets the respiratory system. People who are infected may die as a result of shortness of breath and lung infections. The virus outbreak is spreading around the planet. The World Health Organization has declared a worldwide emergency due to the coronavirus epidemic. Be aware of the disease's spread and potential consequences, which include economic, health, education, social, and tourist consequences.

The COVID-19 epidemic has hurt Indonesia's tourism and creative sectors. According to statistics reported in the Ministry of Tourism and Creative Economy of Republic Indonesia's 2021 Tourism Trends Book, the number of foreign visitors entering Indonesia has declined considerably from February 2020, with the high happening in April 2020 with just 158,000 travelers. As a result, the number of international visitors visiting Indonesia in 2020 is expected to be around 4.052 million. This statistic is especially concerning because it accounts for about 25% of all tourists to Indonesia in 2019.

This has an impact on state revenue from the tourism industry as well. The imposition of broad-based social restrictions, as well as denials of entrance and exit from Indonesia, has resulted in a loss of Rp. 20.7 billion in state income from the tourism industry. Worse, the drop in international tourists has a direct influence on hotel occupancy in Indonesia.

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I. N. P. Budiarta et al. (Eds.): ICBLT 2022, ASSEHR 721, pp. 194–198, 2023.

https://doi.org/10.2991/978-2-494069-93-0_23

Occupancy stayed at 49.17% and 49.22% in January and February, respectively. It did, however, rise to 32.24% in March before falling to 12.67% as April neared.

The impact of the COVID-19 pandemic on the Indonesian tourist business may also be seen in a reduction in working hours. Working hours for around 12.91 million people employed in the tourism industry were decreased, and 939 thousand employees were temporarily laid off.

In contrast, the COVID-19 outbreak has a direct impact on a number of tourism-related businesses. The COVID-19 epidemic has resulted in the loss of about 409,000 tourism industry jobs, according to the Republic Indonesia 2020 statistics department. As a result, the goal of this study is to assess what steps should be implemented to restore the Indonesian tourism industry during the Covid-19 outbreak.

2 Method

What is sought is simply “knowledge,” or more precisely, “actual knowledge,” which can then be used to answer specific questions or ignorance. Legal research is a scientific activity that attempts to investigate one or more unique legal events using specified approaches, systems, and concepts. The answer to the difficulties that develop as a result of the symptom in question. The following are the categories of legal research:

- a. Normative Legal Research, which includes a study of legal principles, a study of legal systematics, a study of the degree of legal synchronization, a study of legal history, and a study of comparative law.
- b. Sociological or empirical legal study, which includes a. legal identification research and b. legal effectiveness research.

According to the preceding definition, the legal research methodology used in the creation of this article is a sociological or empirical legal research method that applies a descriptive analysis to provide a detailed representation of the situation, social arrangement, or link. Descriptive research offers a detailed overview of the problem or answers to research questions.

3 Result and Discussion

3.1 World of Tourism

Tourism is an industry sector in Indonesia, with bright prospects, tremendous potential, and development chances. Natural circumstances such as geographical position (oceans and lands near the equator), fertile soil layers and vistas (due to geological ecology), cultural variety, and varied flora and fauna that enhance the land and sea contents promote these chances. As a result, it has become a staple for many nations, particularly those with little natural resource riches, because the state may boost its people's income and welfare through the tourist business.

The tourism industry is a collection of public and private companies that create, produce, and promote products and services to fulfill the demands of travelers. Tourism

business is defined as any activity that provides tourism services or provides or operates tourist items and attractions, tourism products enterprises, and other businesses relating to the stated subject. The functions of tourism include increasing business opportunities for residents or people living near tourist attractions, and the tourism sector can absorb labor, which can increase the population's income and welfare; state income increases in the form of taxes from both tourists who come and taxes from social facilities in the area; and the tourism sector can absorb labor, which can increase the population's income and welfare. Profits from foreign currency exchange will be utilized to address the requirements of tourists while also conserving the environment and national culture. When it comes to tourism, the community always maintains the integrity and sustainability of tourist artifacts, natural beauty attractions, historical structures and relics, and local community customs.

3.1.1 Steps to “Save” the Indonesian Tourism Industry

a. Tourism Industry Rescue Phase

Several attempts have been made to protect Indonesian tourism. The Tourism and Creative Economy Ministry/Agency (Kemenparekraf/Baparekraf) carries out three “rescue” phases: Response to an emergency, recovery, and normalization. The Emergency Response phase tackles health concerns such as social protection program implementation, increasing creativity and productivity during WFH, dealing with tourist emergencies with tourism destinations, and recovery strategies. The rehabilitation period then begins, with the gradual reopening of Indonesian tourist destinations. The preparations are extensive, spanning from the use of the CHSE protocol in tourist areas to assisting with the optimization of MICE (Meeting, Incentive, Convention, and Exhibition) activities in Indonesia. The final stage is normalization, which includes preparing venues for the CHSE protocol, creating market interest, and offering discounts on vacation packages and MICE. The Virtual Travel Fair, which will take place from August to September 2020, is one of the projects that have been launched.

b. Changing Tourism Trends Amid the COVID-19 Pandemic

Tourism and creative sector players must be adaptive, imaginative, and collaborative in order to prosper in the face of a pandemic. This is due to changes in community actors occurring concurrently with changes in visitation patterns.

We could easily holiday in tourist destinations in Indonesia and abroad before to the outbreak. To be safe, the epidemic has altered travel patterns, such as staycations, which are holidays in which there is little or no interaction with other people. As a member of the hotel industry, you can't just rely on a staycation since hotels have had such an impact as a result of the epidemic. Hotel owners must adapt as well in order to survive, such as by offering WFH (Work From Hotel) opportunities until a CHSE accreditation from the Ministry of Tourism and Creative Economy is achieved, so that tourists feel safe.

The desire to vacation without having to interact with other people has led to a drop in the popularity of tour package services. As a result, tourism sector operators must begin delivering customised tour package services or micro groups to guests in

order to make them feel comfortable while on vacation and limit the chance of viral transmission. Meanwhile, the COVID-19 epidemic has impacted a number of tourist destinations, with some having to close owing to a shortage of tourists. As a result, tourism stakeholders will have to rely on technological advancements, such as virtual tourism for online vacations, to modify tourist habits during a pandemic.

Furthermore, changes in Indonesian travel habits affect many restaurant businesses. Restaurant owners and operators must adapt to changes in customer behavior and habits in order to thrive. Because about 70% of clients use online food services (delivery, take-away, and catering) during the COVID-19 pandemic, businesses should provide takeout services by introducing contactless services. Furthermore, following the epidemic, it is expected that the notion of dining outside would become increasingly popular. This is because, in order to avoid viral infection, the general public will take precautionary measures and keep a safe distance from others.

c. **Public Service Approach**

The tourist development service system established to attract visitors cannot be understood and examined in isolation from public services. If tourism is believed to be a similar commodity, its sales activities must be contrasted with its service operations. Because, after all, the proclivity of customers to continue purchasing at that location is determined not only by the quality and quantity of goods, but also by satisfaction in the field of service obtained, which has an impact on the psychology of customers as well as tourists as customers of the tour object.

The basic notion of public service will always be associated with the existence of an action in which people, groups, or agencies carry out the activity to help and provide convenience to visitors in order to offer what is necessary according to their various goals. However, because the community (tourists) has various plans, this public service will increasingly be needed to fulfill customer expectations. If this is the case, then everyone has a vested interest in the issue, beginning with the government or business sector, which is obviously interested in tourism. This public service can thus be done not just by the government and its bureaucracy, but also by private groups, political parties, religious organizations, or non-governmental organizations, all of which are capable of accomplishing the same goal (Suryono 5). Public services, according to Moenir (Serfianus 2014: 1707), are acts carried out by persons or organizations based on the presence of tangible goals with the system or through established methods and strategies to meet the interests of others while respecting his rights.

Consumer enjoyment is the most important aspect in public services, according to the two viewpoints indicated above (in this example, visitors). At least three important criteria must be addressed in order to provide the best services to visitors: flexibility, productivity, and job happiness for both staff and customers. Job satisfaction is defined as a favorable or bad emotional state shared by both parties (Hasjimzum 2014: 447). As a consequence, the quality of delivering public services to visitors may be defined as the accumulation of interactions from various factors, such as how the service system is provided, followed by how service providers' human resources, strategies, and customer interest are. Furthermore, those in charge of public services, particularly those aimed at visitors, must be educated and taught on a regular basis. Workers are taught how

to improve their understanding, emotions, and character, as well as how to make their employment more effective.

These are some tourism development projects in Indonesia during or after the outbreak. This strategy aims to reinvigorate Indonesia's tourist sector and creative economy, both of which were in decline before to the outbreak.

4 Conclusion

In order for tourism players and the creative economy to survive the Covid-19 epidemic, they must be adaptable, innovative, and collaborative during the stages of preserving the tourism business. Good service is required by tourism managers to renew the tourism sector since it is directly related to the development of the tourist attraction itself.

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