



Post-Covid-19 Tourism Recovery and Innovation Methods: Practical Evidence from Indonesia

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Abstract. Covid-19 in the tourism sector has caused tourist visits to drop drastically, closing hotels, restaurants, and other tourism businesses. This has an impact on the economy of tourism activists because many tourism industries must be closed temporarily to permanently. In order to support government programs in restoring tourism conditions, various strategies have been implemented in Indonesia. This study aims to examine the development and recovery strategies for post-covid-19 tourism in Indonesia. The method used is a literature study using a number of scientific papers that have been published from 2020 to 2022. Data collection uses Google Scholar with the keywords "tourism recovery strategy" "covid-19" and "Indonesia". The results of this study reveal that the tourism recovery strategy in Indonesia has various characteristics according to its type. The main strategy undertaken is to improve and add health protocol facilities according to CHSE standards. For popular tourist areas use a massive promotional strategy on social media. In tourist villages and developing tourism there are additional strategies for increasing human resource capacity. In this type of religious tourism, there is an additional role for the government in supporting the development of halal tourism and sharia tourism such as providing halal certificates. In general, to strengthen the government's tourism recovery strategy, the government is massively developing virtual tours for cultural tourism.

Keywords: Keyword, Tourism, Strategies, CHSE, Post-Covid 19.

1 Introduction

Covid-19 has had a major impact on the world economy, tourism, and other fields. Social distancing regulations and transportation access have left tourism in Indonesia paralyzed. The number of tourist visits, both local and foreign, has decreased significantly, resulting in hotels, restaurants, and other tourist businesses closing both temporarily and permanently and even many tourist activists who have to be laid off. Total foreign tourist visits to Indonesia in 2020 decreased compared to 2019 by 75.03 percent [1]. There are five countries that visited Indonesia in 2020, namely Timor Leste, Malaysia, Singapore, China and Australia [2].

The significant decrease in the number of tourists greatly affects the economy because tourism plays an important role in increasing the country's foreign exchange income and employment. The projected foreign exchange receipts from tourism in 2020

are between 4-7 billion US dollars. Before the pandemic, tourism foreign exchange receipts in 2020 were targeted at US\$ 19-21 billion. When compared to 2019, the decline that occurred was quite significant because tourism foreign exchange receipts in the previous year almost reached 20 billion US dollars. The pandemic has resulted in 13 million workers in the tourism sector and 32.5 million workers indirectly related to the tourism sector being threatened [1].

The government's efforts in the recovery of the tourism sector implement three strategies to accelerate the recovery of tourism in Indonesia [3]. First, innovation, the government is currently pursuing priority destinations. Innovation must be carried out in matters related to tourism as well as the creative economy, for example, innovation in terms of infrastructure, culture, culinary to fashion. Second, all parties must be able to adapt to the conditions of the Covid-19 pandemic, namely by implementing 'CHSE' aka Cleanliness, Health, Safety, and Environment. Third, collaboration, the recovery of tourism and the creative economy requires cooperation and collaboration by all parties in the tourism sector.

The Ministry of Tourism and Creative Economy stated that post-pandemic tourism trends include that tourists will choose tourism with close distances, choose land routes, staycations, outdoor destinations, safe tourism, a sustainable mindset and environment. Sustainable tourism development is something launched by the Ministry of Tourism and Creative Economy in the recovery of tourism in Indonesia after the Covid-19 pandemic. In order to support government programs in restoring tourism conditions, the latest strategies are applied in various tourism in Indonesia. So, the purpose of this study is to look at tourism strategies and innovations in Indonesia after covid-19.

2 Method

The research method used is literature review by analyzing 10 scientific articles that are considered relevant and have full criteria and have been published in between 2020 and 2022 using Google Scholar. The data obtained are compiled, classified, analyzed, and inferred so as to obtain conclusions regarding the study of literature. The keywords used are "tourism recovery strategy" "covid-19" "Indonesia". The data were analyzed by categorizing articles into 4 categories: 1) natural attractions; 2) agrotourism; 3) religious tourism; 4) cultural tourism. The results were presented in descriptive narration that discuss about tourism recovery strategies post covid-19.

3 Result and Discussion

The recovery strategy in each tour has its own characteristics. Nature tourism places more emphasis on CHSE (Cleanliness, Health, Safety and Environment) aspects, health protocols, and promotion, especially digitally. Fig. 1 shows the washstand provided in the Parangtritis beach area. The provision of hand washing stations in Bantul has reached all tourist destinations, both managed by the community and the government. The total number that has been built reaches 200 units. Fig. 2 shows the traditional ceremonies Peh Cun. Peh Cun is a traditional Chinese tradition, one of the festivals

celebrated every year on the 5th day of the 5th month of the Chinese calendar. The existence of interesting attractions and the addition of health protocols such as hand washing stations in the Parangtritis beach area are able to introduce tourist attractions and attract tourists.



Fig. 1. The washstand provided in the Parangtritis Beach area



Fig. 2. The traditional ceremonies Peh Cun (captured from detik travel & Bisnis.com)

Furthermore, the application of strategies in kelubi is the construction of facilities and infrastructure in the form of hobbit houses, rest areas, swings, directional signs, photo spots [5]. Labuhan tours include the addition and improvement of existing facilities, the involvement of existing communities, promotion through social media, as well as im-

plementing new regulations mandatory health protocols such as wearing masks, washing hands first before and after activities around ecotourism, as well as maintaining distance from each other and avoiding contact with visitors, managers, and local residents [6].

There are agrotourism in Karang Sari, Blitar City and Watesari Village, there are additional strategies to increase and produce human resource capacity by assisting the community to improve the processing of star fruit into various kinds of processed food and beverages [7]. Furthermore, to improve human resources, the Blitar City Tourism Office organizes regular training that can be followed by the manager of Karang Sari Star fruit Agrotourism [8]. In addition, agro-tourism tourism activities can also be packaged to expand knowledge such as picking their own fruit, visitors can try to follow the process of processing food and drinking.

In religious tourism such as in Madura, there is an additional role of the government in supporting the development of halal tourism and sharia travel such as providing halal certificates to make it easier for Muslim tourists. Madura's readiness as a halal tourism village destination from 7 sub-variables including: tourist attractions most respondents tend to declare in good condition. Similarly, it is seen from the aspects of accessibility, amenity and institutionality, that overall, respondents tend to declare ready. The accommodation available in Madura as a whole has applied halal principles in its services. However, there are no hotels that have been officially certified halal and there are no homestays in working on halal tourism. it needs commitment and consistency in working on halal tourism in Madura in order to be competitive [9].

In cultural tourism such as in Maluku and temple tourism, there are additional virtual tours to be able to strengthen their recovery strategies in tourism. Fig. 3 shows the virtual travel platform from museumnasional.id and Indonesia.travel. The form of virtual tour is shared in several kinds, including photos, videos, virtual reality photography, 360-degree videos, 360-degree interactive videos, and virtual reality [10].

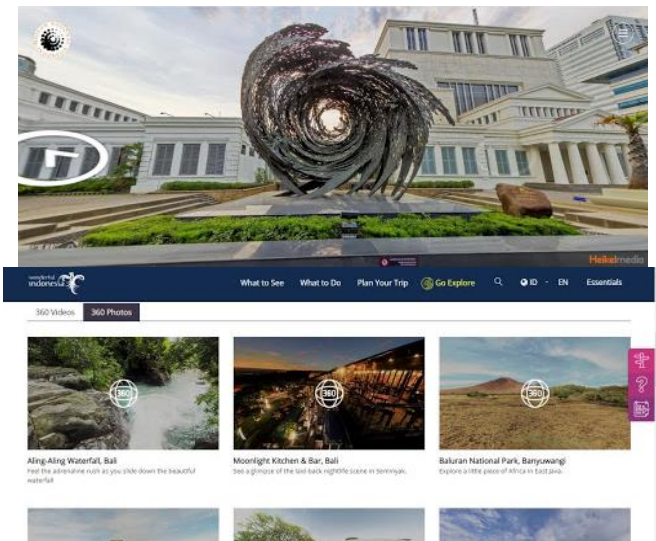


Fig. 3. Virtual travel platform (captured from museumnasional.id & Indonesia.travel [2])

Virtual tourism is a form of adaptation and transformation to rise against the pandemic by utilizing technology. The international Air Transport Association (IATA) predicts travel will not return to pre-pandemic levels until 2024 [11]. The existence of virtual tours is expected to make tourists feel like they are in the destination they want. The right innovations such as preparing a tourism virtually have its own impact on the tourism industry, with the ever-growing world of digital can be an opportunity to be able to preserve the world of tourism through online.

The readiness and preparedness of industry players and related institutions is the most important thing in preventing and controlling the spread of the Covid-19 outbreak through the tourism sector. The implementation and management of the tourism sector, especially after the end of the pandemic, must reflect on experience. With the management of a tourism potential, it is hoped that it can make the economy and visits in the industrial sector can continue to grow. With the times of the decline in the number of visitors, industry players must also choose to close temporarily, the point is for them to make new innovations in preparation for opening later, so that when the tourist attractions reopen the visitors will feel different from what they usually see, for example, such as improving tourist attraction facilities, making the latest facilities or spots or preparing modern facilities to be able to increase visitor attraction. The innovations that have been made do not forget also for industry players to promote them through their social media.

The very dynamic developments and changes in this pandemic condition still allow the opening of various tourism development options and further evaluation over time. Tourism stakeholders need to be able to read the shift in interest in travel post-pandemic. Tourism models capable of breaking mass concentrations are the wisest alternative to revive tourism immediately, while reducing the spread of disease before the outbreak completely disappears. Then, the growth of technology is an opportunity to innovate to build digital tourism as a diversification strategy that has the potential to bring in tourists virtually. As for the long term, tourism prospects in the form of dark tourism can be developed as a form of historical tourism and education in the future [12].

4 Conclusion

The recovery strategy of each tour has its own characteristics. The main strategies carried out include the improvement and addition of facilities and training health protocols according to CHSE standards. In some natural attractions such as Parangtritis, Pacitan, Labuhan, and Kelubi there are additional massive promotional strategies. In the agrotourism of Karang Sari, Blitar City and Watesari Village, there are additional strategies to increase and generate human resource capacity. In religious tourism such as in Madura, there is an additional role of the government in supporting the development of halal tourism and sharia travel such as providing halal certificates to make it easier for

Muslim tourists. In cultural tourism such as in Maluku and temple tourism, there are additional virtual tours to be able to strengthen their recovery strategies in tourism.

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