

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2023, Vol. 4, No. 1, 90 – 106

<http://dx.doi.org/10.11594/ijmaber.04.01.11>

Research Article

Government Strategy to Recover the Tourism Sector Affected by the Covid-19 Pandemic

Masayu Endang Apriyanti*

Student of the Faculty of Postgraduate Doctorate in Economics, Borobudur University, Jakarta, Indonesia

Article history:

Submission December 2022

Revised January 2023

Accepted January 2023

*Corresponding author:

E-mail:

masayuendangapriyanti@gmail.com

ABSTRACT

The Covid-19 pandemic hit the world including Indonesia, in a period of approximately 2 years, pandemic had negative impact. One of the businesses that was greatly affected was the tourism sector in Indonesian provinces, some were still able to survive, but some were not, due to sluggish demand for the tourism sector, the implementation of the PPKM (Implementation of Community Activity Restrictions) policy, prohibiting crowds, and even being prohibited from leaving the house if it's not an emergency, of course all of that has impact on the wheels of the economy temporarily, but the cost of living must still run. This study analyzes secondary data from news, books, scientific journals and data published by government. The point of the finding is that pandemic has had major impact on tourism sector. Because during the pandemic, many activities were online, thus reducing the number of tourist visits and that had impact on incoming income. Because changes in the way of transactions can reduce customer interest, inflation reduces people's purchasing power, and number of unemployed increases because many businesses are not operational, this causes economy to decline. The government must have best strategy to stabilize the wheels of the economy, indeed, it is not easy, there must be a big struggle and hard effort to rise, it can be through the policies & regulations that are enforced, the spirit of fighting, supporting each other according to each other's roles & responsibilities, so that the economy recovered.

Keywords: *Pandemic Covid-19, Strategy, Tourism.*

Introduction

The outbreak of the Covid 19 Pandemic shocked all of us, because during the pandemic many things had to change to protect public

health, the government issued policies that regulate human mobilization, so that we are all protected from contracting the disease, even

How to cite:

Apriyanti, M. E. (2023). Government Strategy to Recover the Tourism Sector Affected by the Covid-19 Pandemic. *International Journal of Multidisciplinary: Applied Business and Education Research*. 4(1), 90 – 106. doi: 10.11594/ijmaber.04.01.11

though the policies that apply have an impact on the economy nationally.

During the pandemic, many businesses went bankrupt (such as the tourism sector and micro-small businesses), especially the tourism sector, this was the one that felt the most impact, because during the pandemic, especially when the pandemic first arrived, there were regulations that only people were allowed to leave the house for very emergency purposes, so let alone to travel, just to work for a living has very limited hours of operation, so that tourist visits have really decreased drastically. Some of these business units have even been forced to go bankrupt because they can no longer survive. , due to being hit by the lack of costs for ongoing maintenance and operations, but life must go on, so various ways are carried out in order to be able to survive and hope that things will return to normal.

Meanwhile, there are also some businesses that are actually developing, such as delivery or courier service businesses and internet data service providers, because all activities must be carried out from home, there is an increase in the use of technology. The pick-up service business has also increased, because these services help people to buy things online from their homes, of course workers at this courier service have to carry out very strict health protocols.

The total number of foreign tourist visits to Indonesia in 2020 is 4.02 million visits. When compared to 2019, the number of foreign tourists fell by 75.03 percent. In 2020, there are 5 countries that have visited Indonesia a lot, they are Timor Leste, Malaysia, Singapore, Australia and China.(Egsaugm 2021).

Several steps must be prepared by the ministry of tourism and creative economy (*ke-menparekraf*) for national tourism which has decreased due to the small number of visits, so that it can seek economic recovery, especially in the tourism sector, and it is proven that when the PSBB was relaxed, the number of domestic tourist visits was again busy.(Mustika 2020).

The decline in the number of visitors to the tourism sector was actually caused by many things, apart from the arrival of the pandemic, also due to PSBB regulations, restrictions on operating hours and a number of requirements

imposed during the pandemic, and all of these had an impact on the economy from the smallest to the national scope, so that the government's role in making full efforts to make and establish the best policy for all parties is highly anticipated, with the hope that the economy can return to normal.

Methods

This research method is a document/text study whose study focuses on the analysis/interpretation of written material based on context, in the form of published records, such as books, newspapers, articles and the like so that research results can provide an understanding of certain topics.(Mudjia Rahardjo 2010). The benefit of qualitative research with the document/text study method is that it can provide stable analysis results for certain events, because the data source is natural and can support evidence of a test whose results open up an understanding of something being investigated.

The purpose of this study is to determine the enormous impact caused by the arrival of the Covid 19 pandemic which disrupted the economy as a whole, from the smallest to the national scope. The tourism sector is one of the businesses that has been badly affected, and in this study, researchers will explore how the tourism sector is trying to survive in the midst of a pandemic and how much attention the government has paid to trying to help economic recovery, especially in the tourism sector.

The data used for analysis can be in the form of documents, reports or information made by the subject himself, based on direct observation of the object of research, or by other people about an object. So that the results of this study will describe the phenomenon of certain events in depth which is supported by adequate knowledge regarding the problems studied clearly and can be understood dynamically.

The object of research here is the tourism sector in 34 provinces across Indonesia, and data on the number of tourist visits throughout 2019 and 2020, namely just before the pandemic arrived and during the pandemic which was published by the Indonesian National Statistics Agency through its official website.

Where from the existing data, the tourism sector with various existing indicators has decreased in each region, and all of them certainly have an impact on the economy as a whole.

Review of Literature

According to the Big Indonesian Dictionary (KBBI), a pandemic is an outbreak that spreads simultaneously everywhere or covers a wide geography. The Covid 19 pandemic means that there is an outbreak because the Corona virus is recognized as having spread widely throughout the world, and according to WHO the definition of a pandemic is a situation when the entire world's population has the possibility of being infected with this infection and some have the potential to fall ill. (Yasmin 2020). While Covid 19 is a corona virus disease, which is an infectious disease caused by SARS-CoV-2 (a type of corona virus), in which sufferers experience fever, dry cough and difficulty breathing. (Dinkes_Kendal 2020).

Tourism is a travel activity or part of these activities which is carried out voluntarily and temporarily to enjoy tourist destinations. Tourism is traveling together to broaden knowledge, have fun and so on. (Oka A. Yoeti 1996).

Tourism is a tourist trip that is carried out repeatedly / around both planned and unplanned which can produce a total experience for the perpetrators. (2019 Guidance).

An economic perspective on tourism provides insight into the types of choices and decisions made by consumers, suppliers, the private sector, government agencies and policy makers.(Wardiyanta 2020a). This means that in this tourism activity many parties are involved in supporting its success, and open up many opportunities to play a role in it, either as a party providing an investment of funds, as a manager of the tourism business unit, as a policy provider, or as a business partner who assists the tourism sector. tourism, so that all travel activities provide the best impression and experience for visitors, which will then have an impact on their desire to return to visit, where this will have an impact on increasing income for the tourism sector, then this sector can pay more taxes and be able to contribute more foreign exchange for gross domestic

product per each region which in the end, will certainly have a positive impact on state revenues which can be allocated for the repair/maintenance of infrastructure development.

According to Atrianingsi et al, if we review tourism in terms of socio-economic aspects, the results of his analysis can be seen that this sector is able to increase people's income, expand employment opportunities, increase government income, increase foreign exchange, increase national entrepreneurship and contribute to regional development. (Atrianingsi, Lahi, dan Mirsa 2019).

According to Wirateja, 2014 in Nugraha, states that the tourism business unit economically has a very large influence on various sectors from small scale, medium to large scale because they influence each other. (Nugraha 2021). It is because of this that tourism makes a major economic contribution to the nation and the country, because it motivates the economy of the surrounding area, employment opportunities are more open and business opportunities are also wide, including in the fields of crafts, food and beverages, and other tourism service businesses that have a positive effect on welfare Public.



Source: graph of tourism conditions during the covid 19 pandemic
 BPS data processed by Muhammad Reihan P. & Dona Saputri, 2022
<https://universitaspertamina.ac.id/berita/detail/apa-kabar-pariwisata-indonesia-di-mass-pandemi-covid-19>

The Covid pandemic has had an impact on all sectors of life, because people are not allowed to mobilize as usual which changes the way they do activities, and each country struggles to overcome it by controlling its spread while maintaining economic stability, as well as the various tourism sectors in each province which are spread in Indonesia, it is hoped that they will be able to survive the pandemic by increasing their ability to adapt and innovate and comply with health protocols, and the support of all parties by taking part in recovery efforts, can encourage the Indonesian tourism sector to rise and recover again. (Sari et al. 2022). Because the truth is, we all have to be able to face any obstacles and obstacles that come our way, because without courage, we will not dare to take a step to start a business to reach our goals.

One of the results of a poll on the best tourism destinations in the world broadcast by leading private television media in the United States (US). Shows that the majority of respondents around the world say the safest and most attractive tourism destination is Indonesia. (Atmadjati 2022). This is a great opportunity for Indonesia to continue to increase the competitiveness and attractiveness of the existing tourism sector, in order to expand its market share on an international scale, of course by preparing the best strategy that can be used as a reliable way to achieve optimal results.

In theory, tourists make tourism trips because they are looking for 3S. namely Sun, Sand and Secure, from statistical data on the number of tourists entering ASEAN countries, Indonesia is ranked fourth after Malaysia and Singapore and the top position is always won by Thailand. If we look closely, Indonesia has the 3S that tourists want, because, we live in a tropical country, have many beautiful beaches, abundant sunshine, safety and comfort that are recognized by the world. (Atmadjati 2022).

So far, there is still a lot of abundant tourism potential such as ecotourism that has not been managed optimally, even though with the various 3S advantages we have, we should be able to increase the number of requests for the tourism sector, by making strategies that are better and right on target. Like the article written by Arista Atmadjati, states that the strategy that

can be carried out by the government to support the development and progress of the tourism sector is to actively organize tourism promotions such as travel fairs, cultural missions, or place advertisements on well-known TV stations such as National Geographic, CNN and CNBC, because through promotions about various types of Indonesian tourism and their existing advantages, we have the opportunity to expand market share from getting tourism demand in potential markets.

The positive impacts of tourism, among others, are being able to expand employment, provide wider opportunities for business, increase income for both private business actors in the tourism sector, for the government and for surrounding communities who participate in activities that assist the tourism sector in their surroundings, such as carrying out UMKM in producing services for providing food, drinks, traditional food/drink souvenirs typical of certain places, handicrafts typical of certain regions, regional art performances that are owned so that they don't only introduce art, natural and cultural values, but also preserve them. Local residents can also provide lodging services, tour guides and so on, which in turn can encourage an increase in local revenue and increase foreign exchange earnings for the country.

Tourism development is an effort to develop or advance tourist objects so that they are better and more attractive in terms of places and everything in them to attract tourists to visit them. (Anindita 2015). And there are 4 A tourism development components, namely Attraction, Amenities, Ancillary and Accessibility. and the 2 most important components in tourism development are attraction and accommodation. (Hadiwijoyo 2012).

The tourism development strategy is a comprehensive and integrated integrated plan consisting of government, private, community and academic elements, which jointly work together to study the constraints, internal and external environmental conditions of a tourist object so that it can become a tourism destination. (KanomKanom 2015), meaning that this sector continues to grow, efforts must be made by all parties with strong positive synergy from all parties.

Meanwhile, according to Gason in Yoeti in 2008, it is said that the main components of the tourism industry are tourist attractions in the form of natural and cultural attractions, while the supporting components are in the form of local transportation, culinary, banking and also manufacturing (Saputra dan Rodhiyah 2016).

The Year of 2009, Republic of Indonesia law that supports tourism is UU NO. 10, LN 2009/NO. 11, TN. NO. 4966, LL State Secretariat: 59 HLM, which was ratified and promulgated on January 16, 2009 which says that tourism development is needed to encourage equal distribution of business opportunities and gain benefits as well as being able to face the challenges of changing local, national and global life. Where, the legal basis of this law is: Article 20 and Article 21 of the 1945 Constitution of the Republic of Indonesia. This law regulates: the rights and obligations of the public, tourists, business actors, government and local government, development comprehensive and sustainable tourism, cross-sectoral coordination, arrangement of strategic areas, empowerment of micro, small and medium enterprises in and around tourism destinations, tourism promotion agencies, tourism associations, business standardization and competency of tourism workers, as well as empowerment of tourism workers through human resource training.

Description of Tourism Law No. 10, 2009 concerning Tourism (Tourism Law) is the legal basis for the freedom to travel and take advantage of free time in the form of travel which is part of human rights. In addition, tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, as well as national interests. Therefore tourism is needed to encourage equal distribution of business opportunities and benefit and be able to face the challenges of changing local, national and global life.(Komisi X 2022).

A review of the laws made and enforced, it appears that the Indonesian government is trying hard to improve the tourism sector systematically so that it continues to exist despite the

various challenges facing it, because the tourism sector is one sector that is very important to pay attention to, not only because there are many reserves. foreign exchange coming in from this sector, but many other industrial sectors are also affected by the increase or decrease in operations, the turnover and profit achieved is related to the ability of the tourism sector to operate. However, it is not only the government that has to work hard to support the tourism sector so that it continues to develop and progress, but cooperation from various parties is also needed so that the results are optimal as expected by all of us. For example, when tourists travel to our country and they enjoy their holidays, we all have to support each other in providing the best service and the most beautiful impression for all of them, so that they are comfortable and satisfied to be here so that it will bring them and new customers to visit here.

According to Mr. Abdul Fikri Faqih as deputy chairman of Commission X at the DPR RI, it is necessary to form a working committee that can provide recommendations to the ministry of tourism and the creative economy, that there are so many tourism destinations here, have the potential to be improved, but at present it is still necessary to comply with protocols CHSE, namely cleanliness (cleanliness), health (health), safety (security) and Environment (environmentally friendly). This sector needs extra attention because the creative economy and tourism sectors are Indonesia's mainstay sectors in terms of earning the country's foreign exchange. Even during the Covid-19 pandemic, the biggest contribution to the country was tourism, which reached US\$43 billion. To pay special attention to these two sectors, Commission X DPR RI has created two Working Committees (Panja), namely the Panja for Strengthening the Creative Economy (Ekraf) and the Panja for Tourism Recovery.(Komisi X 2020).

During the pandemic, there was a decrease in demand for and interest in tourism, so that this sector experienced a negative impact, some of them were even forced to go bankrupt because they were unable to survive the presence of the Covid-19 pandemic, where tourist

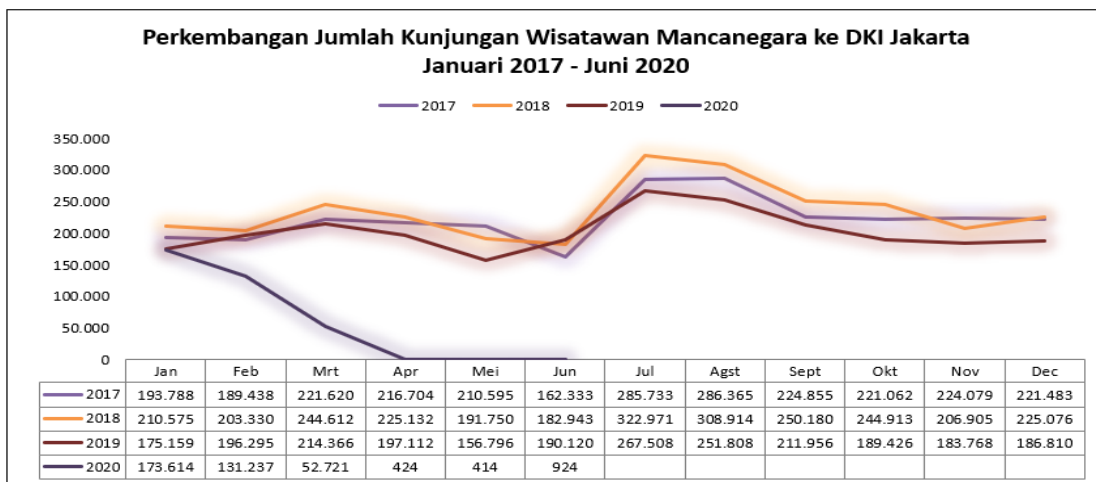
sites and facilities were not maintained because there were no funds for their operations. and many workers in the service sector are forced to be laid off / terminated, and the decline in income from the tourism sector has also resulted in a decrease in foreign exchange received by the state from this sector. For this reason, it is hoped that the formation of a working committee can improve the condition of the tourism sector for the better, can operate in a conducive manner, which in the end will contribute to making maximum efforts to restore the economy.

Mr. KH. Ma'ruf Amin as Vice President (Wapres) gave his statement at the opening of the Global Tourism Forum, 2021, on Wednesday, September 15, where he considered that the global tourism industry faced very heavy challenges in 2020, Tourism is one of the sectors most affected by the pandemic Covid-19, this can be seen by the drastic decrease in the number of tourist visits. In the Asia and Pacific region with a decrease of up to 84%. Whereas specifically in Indonesia, the number of foreign tourist visits in 2020 only amounted to around 4.02 million visits, or a decrease of 75.03% compared to 2019 which recorded 16.11 million visits. (Nurdi dan Djafar 2021).

This means that the pandemic has had a negative impact on the tourism sector and on

the economy of the Indonesian nation as a whole, so we must work together to get up, fight and be fully enthusiastic to improve the situation and restore our nation's economy, especially now, the government has declared a change in circumstances, from pandemic to endemic in early 2023. So it is very important for us to focus more on improving the economy from all sectors, especially from the tourism sector which so far we can rely on because it is one of the sectors that contributes greatly in providing foreign exchange for the country. To recover the tourism sector in Indonesia, the government must be able to determine the right strategy, and must be able to allocate sufficient funds to support promotional activities about Indonesian tourism that are exotic and no less attractive than tourism destinations in other ASEAN countries.

The Indonesian tourism sector has experienced a decline during the Covid-19 pandemic and one example is what happened in DKI Jakarta City, as the main gate for foreign tourists entering Indonesia, where the number of foreign tourist visits has decreased significantly, especially when there is a social restriction policy to prevent transmission of the Covid virus. - 19.(Nisa 2020). Can be seen in the decline data that occurred in this table:



Source: BPS DKI Jakarta, in Khoirun Nisa, 2020.(Nisa 2020).

From the table above, we can see that the number of visits was very high and some were not too high, which could possibly be caused by other factors, such as because it coincided with

school holidays, holiday holidays or year-end holidays, but especially throughout the year. at the time of the pandemic, it was very visible that the number of tourist visits decreased

significantly, in the picture we can see the table from month to month throughout 2020, because during the pandemic many rules and policies were put in place to protect us all from the dangers of contracting the covid-19 virus 19, so that the impact on economic activities is limited and even the maximum effort is made to avoid crowds and everything is done from home, which results in the national economy being negatively affected, including the tourism sector, but the government is not standing still, still trying to set the best policies to overcome this thing, evaluate and improve existing policies.

The Ministry of Tourism and Creative Economy, said that the role of the tourism sector is important in contributing to the country's economy, including as a contributor to foreign exchange, regional income, regional develop-

ment and a means of opening jobs. He also influences other industries related to tourism, such as the restaurant industry, the lodging industry or what we usually call hotels, the travel service industry, the transportation industry, the development industry for tourist destinations, recreational facilities, and also tourist attractions. (Suwandiman 2022).

Sandiaga Uno as the Minister of Tourism and Creative Economy, said on CNBC Indonesia TV, that there are around 34 million people who depend on the tourism sector and the creative economy is in a downturn due to the pandemic, therefore the Ministry of Tourism and Creative Economy continues to strive to encourage the implementation of the clean, health and safety (CHS) protocol the tourism sector to attract domestic and foreign tourists.(News 2021).

Flight Details	Number of International Flights and Passengers at Soekarno Hatta Airport												In Year
	Year Of 2020												
	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Aug	Sep	Oct	Nop	Des	
Number of flights-arriving	4292	3368	1971	561	614	619	718	770	802	962	989	1062	16728
Number of flights-departing	4279	3377	1977	575	611	627	726	773	817	956	995	1068	16781
Number of passanger-arriving	645735	407550	178841	17686	17953	21138	36563	35091	33069	41389	46202	61295	1542512
Number of Passanger-departing	625991	444267	187899	17499	9460	14619	22618	28513	32043	36319	42380	56273	1517881

Source Url: <https://tangerangkota.bps.go.id/indicator/16/247/1/banyaknya-penerbangan-dan-penumpang-internasional-di-bandara-soekarno-hatta.html>

Access Time: January 3, 2023, 5:59 am (BPS 2020)

The Central Statistics Agency (BPS) recorded that cumulatively during January - October 2021, the number of domestic passengers was 22.6 million, still down 12.38% compared to the same period in 2020. Meanwhile, before the pandemic, the number of airplane passengers reached 63 million passengers for the same period. (Emir Yanwardhana 2021a).

According to the secretary general of the Association of Indonesian Airline Ticket Selling Companies (ASTINDO) Pauline Suharno, many travel agent business people have not survived, 90-95% of travel agent business people have

closed their business. Especially in areas outside Jakarta which have less purchasing power than big cities and according to the General Chairperson, Elly Hutabarat, due to the collapse of the travel agent business, many entrepreneurs have had to lay off their employees, because they cannot afford to pay employee salaries.(Emiir Yanwardhana 2020).

Sutrisno Iwantono as Chair of the Regional Leadership Body (BPD) of the Indonesian Hotel and Restaurant Association (PHRI) DKI Jakarta said that during the Covid-19 pandemic, the condition of the hotel sector industry was

increasingly apprehensive, like suspended animation, many went bankrupt due to a decline in the number of visitors. And it is hoped that the Ministry of Tourism and Creative Economy's policy plan regarding CHSE certification will be made as efficiently as possible not to burden business actors, so that recovery efforts to help business actors who are in a downturn can be optimally realized.(Petriella 2021).

The tourism sector has been devastated for almost a year and a half since the corona outbreak was declared a pandemic. One of them is that many tourist attractions, such as recreational parks, alias theme parks and water booms, have also fallen into bankruptcy.(Emir Yanwardhana 2021b).

The tourism sector, with various types of facilities, is widely spread in every region throughout Indonesia, many choices are available, starting from the cheapest to the most expensive prices, and this sector, helps revive other economic activities, not only for medium and large business industries or just expensive, but also drives many micro and small businesses, such as restaurant businesses (canteens) located around tourist attractions, as well as businesses carried out by roadside food vendors along the tourism area (both those selling snacks or snacks) and heavy food), cheap lodging, small non-starred hotels, various souvenir businesses based on local wisdom, unique handicraft businesses and various other businesses that have certain characteristics in each region. The country of Indonesia

has a large demographic with a population of around 270 million people, which makes it very possible that economic activity will rotate conductively, because the share of the domestic market alone is very broad which can support economic recovery after the Covid-19 pandemic, plus the support of many tourists foreigners who are loyal customers to travel in Indonesia.

The tourism sector plays a very important role in economic activity, so that the tourism sector can carry out its role properly in contributing greatly to the nation's economy, the government should give full attention and support in its development and progress, and as much as possible, not just moral assistance, but should can provide material assistance to business actors who are experiencing difficulties, because in fact, an increase in the income of the tourism sector will also be accompanied by an increase in other related industrial sectors, then in the end it can have a beneficial positive impact on the Indonesian economy, one of which is in the form of a lot of foreign exchange obtained, where foreign exchange functions as a means of foreign payment such as trade (in export and import activities), a means of paying foreign debts, a means of financing foreign relations (official travel, diplomatic fees for embassies and consultants and foreign grants). The more foreign exchange earned, the more reserves the country has to facilitate activities in international relations.

Kebangsaan / Nationality	Number of Foreign Tourist Visits to Indonesia By Nationality (Visiting)	
	2020	2021
Brunei Darussalam	2701	144
Malaysia	980118	480723
Filipina	50413	9375
Singapura	280492	18704
Thailand	21303	3992
Vietnam	19608	2008
Myanmar	12669	3093
Asean Lainnya	154143	10187
TOTAL ASEAN	1521447	528226
Hong Kong	2625	2432
India	111724	6670
Jepang	92228	5952

Kebangsaan / Nationality	Number of Foreign Tourist Visits to Indonesia By Nationality (Visiting)	
	2020	2021
Korea Selatan	75562	9497
Pakistan	4110	974
Bangladesh	12866	1001
Sri Lanka	4300	620
Taiwan	35680	1398
Tionghoa	239768	54713
Timor Leste	994590	819488
Asia Lainnya	18584	2096
TOTAL ASIA (Excl. ASEAN)	1529037	904841
Saudi Arabia	31906	2053
Bahrain	373	35
Kuwait	846	75
Mesir	4337	611
Uni Emirat Arab	1093	384
Yaman	2094	758
Qatar	225	43
Timur Tengah Lainnya	8907	1680
TOTAL TIMUR TENGAH	49781	5639
Austria	4858	2103
Belgia	5902	798
Denmark	10533	557
Perancis	43438	3776
Jerman	46361	3429
Italia	13260	2339
Belanda	53495	12229
Spanyol	11829	3255
Portugal	6245	476
Swedia	17600	3516
Swiss	8362	782
Inggris	69997	5177
Finlandia	6376	240
Norwegia	5072	336
Eropa Barat Lainnya	6269	374
Rusia	67491	8392
Eropa Timur Lainnya	64091	8127
TOTAL EROPA	441179	55906
Amerika Serikat	91782	21962
Kanada	23200	1242
Amerika Tengah	529	87
Amerika Selatan	15142	1450
Amerika Lainnya	3419	332
TOTAL AMERIKA	134072	25073
Australia	256291	3196
Selandia Baru	19947	482
Papua Nugini	20975	31703
Oceania Lainnya	573	123

Kebangsaan / Nationality	Number of Foreign Tourist Visits to Indonesia By Nationality (Visiting)	
	2020	2021
TOTAL OCEANIA	297786	35504
Afrika Selatan	7350	572
Afrika Lainnya	9271	1769
TOTAL AFRICA	16621	2341
GRAND TOTAL	4052923	1557530

Sumber: Kementerian Hukum dan HAM (Direktorat Jendral Imigrasi) dan Hasil MPD

Source Url: <https://www.bps.go.id/indicator/16/1821/1/jumlah-kunjungan-wisatawan-mancanegara-ke-indonesia-menurut-kebangsaan.html>

Access Time: January 3, 2023, 7:45 am. (BPS 2022).

According to Luhut Binsar Panjaitan who serves as the Coordinating Minister for Maritime Affairs and Investment (Menko Marves), in his presence at the *Bangga Made Indonesia* (BBI) Award in Jakarta, Belian said that the tourism sector is a very large source of state revenue. sector) tourism can be worth IDR 3,281 trillion and it contributes 18 percent to GDP. (Karunia dan Sukmana 2022).

This means that we have great potential to offer a variety of alternative choices of tourism destinations to the general public, both on a national and international scale, where if assessed from the point of view of the beauty and abundance of the wealth of natural resources that Indonesia has, there is no doubt that our nature is so enchanting, it spoils the eyes and the heart. every tourist who comes, in the form of natural calm, the friendliness of our people, the culture and wealth of existing customs, and maintained security. , apart from that, the right strategy is still needed to be able to introduce existing tourism, for example, through special attention provided to make the best promotion to introduce it to the international world, increase the attractiveness and competitiveness that is owned in order to win the interest of tourists to choose more come to tourism in our country, compared to other countries, by increasing the ability of business people to manage their business, as well as increasing the ability of workers in the world of tourism so that they can improve their abilities on all sides so that they always provide excellent service that makes them feel comfortable and at ease tourists to stay longer to enjoy the various

tourism destinations that we provide, so that the tourism sector can recover and get better again after the pandemic ends.

Conclusion

This beloved country of Indonesia is an archipelagic country that is very broad stretching from Sabang to Meruka, has abundant natural wealth that is beautiful and enchanting with each of its uniqueness, where with natural conditions and a very good climate season there are actually many opportunities for the development and progress of the tourism sector in Indonesia. every province in Indonesia, but it's very unfortunate, in fact there are still many places that could actually be used as tourist objects and can create a lot of economic activity, but are not touched, seem ignored or don't get enough attention from the government, then in the end are not maintained, so opportunities business activities and employment opportunities in the tourism sector cannot be utilized optimally.

This research is important to do, because until now, there is still a tourism sector that has not been managed optimally, even though it has many tourist objects and tourism activities that are worth visiting, supported by an abundance of natural resource wealth owned, the beauty of tropical mountains that enchanting and pleasing to the eye, warm environment and local wisdom, local people who are very friendly and pleasant, will definitely provide satisfaction that will not be forgotten for tourists who come, and if all this potential is managed with the right strategy, then Indonesian tourism can

be one of the most popular countries for tourists, maybe even its position can continue to rise in rankings.

In fact, Indonesia is a country that has an abundance of natural resources, both in the oceans and on land, and all of this can be utilized to improve Indonesia's economic level and the welfare of its people, including through business development in the tourism sector. Tourism development is balanced with maintenance of the existing environment, can encourage the tourism sector to exist and continue to progress, plus natural preservation is maintained very well. If the management of all natural wealth and resources owned is carried out as optimally as possible, then, God willing, Indonesia will be able to improve its economy and ensure the welfare of its people in a fair and equitable manner.

However, no matter how rich the potential resources of a country are, without hard work and the right strategy, it will not be able to achieve the expected success. Likewise in the Indonesian tourism sector which is so enchanting and will not be forgotten by visitors, so that it makes them want to return again and again to Indonesia, it will not be able to develop forward, if it only maintains existing customers / markets, but there must be a marketing strategy updated again, so that our tourism can target new markets, it is necessary to apply the best strategy to display unique special attractions, so as to influence new markets to come, and the implications of the loyal customers that the tourism sector has plus more and more new markets coming, will affect the total market share that we manage to have and that will have an impact on the income of the tourism sector, which will then make a maximum contribution to the national economy, which is manifested in terms of ever-increasing tax payments and the contribution of foreign exchange reserves to the country, the more weight.

The success of the tourism sector in growing and developing is very dependent on the reliable ability of the human resources in it, especially government officials in managing, regulating and caring for all the potential they have, moreover, we have abundant natural resource wealth, but not much entrepreneurial resources that are able to take advantage of

existing opportunities optimally, whereas if only our local entrepreneurs (entrepreneurs) synergize with each other and are observant in seeing and taking advantage of business opportunities in various existing sectors as best as possible, then God willing, Indonesia can become a country whose economy is increasingly improving from year to year.

UNWTO Secretary General, in 2017, namely Zurab Pololikashvili, stated that the tourism industry continues to grow significantly and is the 3rd mainstay sector in the world, because it creates many jobs and welfare of people around the world. (2019 Guidance). This means that it is only fitting for all of us to fully support this industry so that it can operate optimally. And before the pandemic hit, various business sectors including tourism had started to develop better, but when the pandemic came, it had a big impact that paralyzed economic activity and changed many things in the activities we do. In 2019 the pandemic has started to appear but has not been detected, and throughout the pandemic, there have been phenomena that have affected all of them, as based on data from the ministry of tourism and creative arts submitted by the secretary of the ministry of tourism and creative arts Mr. Dr. Frans Teguh as an expert staff in the field of sustainable development and conservation, showed data that the pandemic had a negative impact on the tourism sector both on a global and national scale. The global impact was the first to decrease by 850 million - 1.1 billion (-58% - 78%) in international tourist visits, secondly, the loss of revenue of US \$ 910-1200 billion, from the tourism sector. another is a decrease in hotel occupancy, travel and transportation agencies, tourism and MICE activities and shopping center turnover which resulted, 1. the temporary closure of >2,000 hotels and > 500 restaurants to stop operating, 1.2 million MSMEs were affected, 2. Reduction of employees: unpaid leave and termination of employment, 3. Liquidity difficulties: credit default, investment and working capital. Fourth: permanent business closure. (Teguh 2020).

Indonesia has been able to survive until now, one of which is support from the tourism sector, so that it is still able to survive even though many entrepreneurs have been affected

by bankruptcy due to the Covid 19 pandemic which has hit the whole world for about 2 years. According to Muhardi Karjanto, 2022, he stated that our strong capital is MSMEs, tourism and the creative industry, where currently there are no less than 64 million MSME entrepreneurs, many of whom are engaged in the tourism and creative industry sectors, and this group is the most resistant to facing economic recession, even contributed greatly to GDP. (Karjanto 2022).

In order for our tourism sector to remain in demand and attract a lot of enthusiasts both from within and from abroad, all parties should do their best, so that tourists are satisfied visiting our country and will make them our loyal customers, even encouraging them to bring them back. Extended family to enjoy the beautiful charm of traveling in Indonesia. As said by Dr. Erwiantono, an academician at Mulawarman University, in practical activities of tourism awareness training and *Sapta Pesona*, in Semayang Village and Muara Enggelam Village, stated that the form of excellent service is in the form of attitude, attention, and actions taken in tourism activities in tourist villages so that the development of a sustainable tourism village model will be realized if the satisfaction aspect of excellent service to tourists has been fulfilled. (Fin 2022).

Indonesia is definitely able to face the challenges caused by the pandemic, through the formulation and determination of the right strategy, including carrying out marketing innovations, finding new market targets and providing security guarantees from Covid 19 while maintaining health and safety, so that it is hoped that Indonesian tourism will be able to rise from the downturn due to the pandemic. (Kreatif 2021).

This research provides an illustration that almost all countries have experienced the impact of a pandemic on various sectors, so they must establish the best policies and strategies to deal with existing challenges so that the economy can recover quickly. It is right if we say that to restore economic stability to the way it was before, hard struggle and solid cooperation from all parties are really needed so that we can rise together and try to restore the

situation together as well, because success will surely be achieved if we never give up let alone give up in fighting.

Decreasing the productivity of the tourism sector will have an impact on decreasing the productivity of other business sectors which incidentally are related to tourism, such as the culinary industry, the accommodation supply industry and others. The tourism sector so that it can continue to grow and bring progress for national economic improvement.

According to Soehardi and Wulung et al, 2020, said that the pandemic had an impact on the tourism sector, reducing the number of tourist visits, losses to airline companies and reducing the workforce in the tourism sector. And according to Jennifer, 2020, apart from that, the tourism business world is experiencing difficulties in financing its operations because there is no income. (Masbiran 2020).

According to Dr. R. Stevanus C. Handoko S.Kom., MM as a member of the DIY DPRD and an observer of public policy and business people, he said that there are at least 5 major impacts of the Covid-19 pandemic for the national economy, namely one, weakening consumption and purchasing power society at large, second is the decline in investment figures in various business sectors, third is the weakening of the regional and national economy from a decrease in tax revenues, fourth is the shift in business patterns and the application of unusual business models, from traditional shifting to adapt to a new business model and fifth is the utilization information and communication technology through innovation by utilizing technology. (Admin 2021).

Means, starting from the quote above, in order for our economy as a whole to return to normal and even better, solid cooperation is needed from all parties, especially from the government in establishing the best policy, both from fiscal policy and monetary policy to improve the economic sector as a whole. Broadly, so that we can go through this economic recession together, so that our economy can recover more quickly. We can see from 3 examples of provinces in Indonesia, which have many favorite tourist attractions for tourists to visit, including, are:

There are 12 tourist objects in West Sumatra Province (West Sumatra) which are superior in Indonesia, because West Sumatra has awe-inspiring nature, well-preserved history and unique culture as well as modern tourist rides, so that it becomes a magnet for tourists. The tourist objects available are: Jam Gadang, Sianok Gorge, Great Wall Koto Gadang, Lembah Harau, Istana Basa Pagaruyuang, Lake Singkarak, Twin Lakes, Lake Maninjau, Carocok beach, Air Manis Beach, Minang Fantasy, Kandi Wildlife Park. (Anonim 2013).

Tourism destinations in North Sulawesi Province are known for their diversity of historical tourism potential, natural beauty, to religious tourism in Nyiur melambai, there are 10 recommended tourist objects to visit, namely Lake Linau, Bunaken National Park, Tuminperas Waterfall, Teletubbies Hill, Museum The struggle of the people of North Sulawesi, Citraland water park, Mount Klabat, Tangkoko National Park, Jesus statue, and Abadi Beach (Sagit and Karouw 2021). Meanwhile, Bali which is very famous in the world, commonly referred to as the island of the gods, has many charming beaches, such as Kuta beach, Jimbaran, Sanur, West Bali National Park, Ayung Dewata Rafting, Bali Giant Swing, Uluwatu Kecak Dance, Garuda Wisnu Kencana, Penglipuran Tourism Village, and Besakih Temple. (Imb/asr 2021).

Sugihamertha, 2020 also said that Covid-19 had a major impact on almost all aspects of life including the tourism sector due to increasing travel restrictions, cancellation of major events and reluctance to travel internationally and domestically. To limit the spread of the Covid-19 pandemic and overcome the socio-economic consequences not only for large-scale companies but also for small and medium enterprises (SMEs). (Purwahita et al. 2021).

Tourism accommodation is a major factor, because the growing development of tourism in Indonesia will result in an increasing number of available accommodations to support tourism activities carried out by tourists. (Adika dan Dwiputri 2021).

Indonesia, which has a lot of stunning natural wealth both lying and in the bowels of the earth, should make Indonesia a country that is able to provide welfare to all people in a fair

and equitable manner, but in reality the distribution of welfare is still not well-allocated, it is even felt Inequalities and gaps occur in many regions. Moreover, for about 2 years, Indonesia has also experienced a disaster in the form of an outbreak of the disease covid-19 which has hit all provinces of Indonesia, so that the national economy has also felt the negative impact, many economic sectors have gone bankrupt, although there are also those that are still strong today, namely they are SMEs in the creative industry sector and the tourism industry.

The tourism sector and various creative industries in SMEs, even though they have been affected by the corona, this sector is still stronger than the others. It is because of this that I am interested in researching the extent to which the tourism sector can have a positive impact on the national economy through its gross domestic product value and how it impacts infrastructure development in each province throughout Indonesia. In general, the more developed and advanced the tourism sector will be, it will affect other sectors that are mutually supportive and bound. For example, the entertainment industry, the culinary industry and the lodging industry can all affect the number of visitors who come to an existing tourism place, then the more developed a tourism sector is accompanied by the addition of various product / service variants, the more rapid the progress and development of the tourism sector will be. which is able to increase income from the tourism industry, it is likely to be able to absorb a greater number of workers, especially workers who are domiciled in that location, as one of the efforts to reduce the number of people living on the poverty line. As long as Covid hit Indonesia, there were a number of changes in policies and regulations that were implemented to protect people from this outbreak, so that in about 2 years, all sectors felt the impact of this corona, including the SMEs sector, tourism and creative industries, and all The sector is required to be able to carry out its best strategy in order to survive this epidemic disaster.

The implementation of restrictions on community activities, known as PPKM, is one of the policies of the Government of the Republic of Indonesia to combat the Covid-19 pandemic.

Previously, the government had implemented a Large-Scale Social Restrictions (PSBB) policy which took place in several regions in Indonesia. This was implemented because of the initiative of the local government. Meanwhile, the PPKM policy was carried out simultaneously on the basis of the command of the central government. PPKM was first enforced on January 11 to January 25, 2021, in seven provinces on Java Island, including DKI Jakarta, West Java, Banten, Central Java, Yogyakarta, East Java and Bali.(Kurniawan 2021).

In an international conference organized by UPG in March 2021, Achmad Rozi said that the impact of the corona virus outbreak (covid-19) had a significant impact on the tourism industry, especially Indonesia. Previously the tourism industry in Indonesia was experiencing quite rapid development after the hashtag "Wonderful Indonesia" became known to the world, and in his paper entitled Strategy for Building Tourism Competitiveness in Indonesia, it was said that the world tourism industry today is in a very drastic downturn. , due to the outbreak of the covid-19 virus which does not know when it will end.(UPG 2021).

According to data at Bank Indonesia, Indonesia's economic growth in the second quarter of 2020 experienced a contraction of -5.32% (y-o-y) from growth in the first quarter of 2020 which amounted to 2.97%. The tourism sector has been affected by this pandemic, namely the number of foreign tourists coming to Indonesia has dropped dramatically as international flights have decreased. Domestic tourists have also experienced a very drastic decline since the pandemic and are getting worse with the implementation of social and physical distancing. Likewise, the island of Bali as a tourist destination has experienced a decrease in the number of tourist visits. Meanwhile, since the outbreak of the Covid-19 Pandemic, Bali, which relies on tourism, has been most affected. Bank Indonesia noted that Bali's current economic growth is minus 1.24% which is the worst that Bali has ever experienced because 70% of Bali's GRDP depends on tourism.(Amrita, Handayani, dan Erynayati 2021).

Tourism has 3 important roles, namely economically, this sector contributes foreign exchange to the country. Socially, as a business

that opens up employment opportunities and wider business opportunities, and thirdly, as a strategic business that is able to introduce Indonesia and all its various cultures, customs, arts, various creations of the nation's children, the theme of which is the local wisdom of each region, and so on. However, the big role played by the tourism sector, has it been fully implemented so far? It seems that the abundance of natural resource wealth that exists and the availability of human resources in large enough quantities that are ready to be used in the world of work have not been managed effectively and efficiently, so that when compared to other countries, the tourism sector that we have is still less competitive than they. Tourism development in low-income countries contributes to economic growth, because of that many developing countries have turned to developing tourism to support economic growth, because the tourism industry is one way to divert resources from goods that have lost their competitiveness in world markets and diversify their economies.(Wardiyanta 2020b). It was also said that tourism has proven to be a source of income for the private sector as well as a major source of income for individuals, creating various job opportunities and contributing to the welfare of society. This understanding provides enough reason for the government to support and promote tourism as a source of income and foreign direct investment (FDI). Meanwhile, according to Kumar & Hussain, 2014, they reveal that the positive impact of tourism on the economy, is often the driving force for governments, companies and individuals to engage with the development of tourist destinations. (Wardiyanta 2020b).

Policies that can be carried out by the government for the tourism sector include 1. National tourism development policies and management of tourism crisis mitigation 2. Sustainable tourism development programs. 3. Destination management 4. Tourism strategy and creative economy in the new normal era. (Teguh 2020).

In the webinar that was held by SWCU and Frans was one of the speakers, he said that in the midst of the Covid-19 pandemic, economic opportunities were still open, but in order for the tourism sector to be considered, there had

to be an increase in the competency of human resources and strategies to have awareness of digital literacy skills. , knowledge, the best attitude that is professional and superior and pays attention to health protocols according to the Minister of Health 2020, where managers must pay attention to matters of cleanliness, health, safety and environmental sustainability all of which can enhance the good image of tourism, will affect public trust and encourage their interest to visit get over here. (SWCU 2022).

Strategy is the best and most appropriate way to be used in achieving the desired goals. A good strategy can respond quickly, precisely, sensitively, consistently, according to the competencies we have and are neatly arranged to use so that if compared, strategy is a tool that we use to achieve something. The more precise the strategy used, the more precise we will achieve our goals and expectations. Likewise, in the strategy set by the Ministry of Tourism and Creative Economy in recovering the national economy, specifically for the tourism sector, it is structured in such a way as to restore the tourism sector in Indonesia.

The Ministry of Tourism and Creative Economy in Elmy, 2021 said that there are 4 strategies that have been prepared by the Ministry of Tourism and Creative Economy to restore the tourism sector which has been affected by the Covid-19 pandemic, namely:

1. Revitalizing destinations and increasing market convenience, through accelerating vaccination programs, herd immunity in destinations becoming a super priority, certification (CHSE = Cleanliness, Health, Safety, Environment sustainability) in the tourism sector with reskilling (training for new skills) and Upskilling (capacity building) parekraf workers,
2. Recovery of domestic tourism demand through adjustments to travel regulations, by using GeNose more broadly to echo the proud hashtags #diIndonesiaAja) and #buy local creatives.
3. Recovery of international tourism demand: through adjustments to visa regulations and international travel to travel corridor arrangements/travel bubbles.

4. Tourism development in accordance with the RPJMN (National Medium Term Development Plan), through an appropriate travel insurance program, with direct flights to main destinations focusing on selected markets, promoting the use of big data, and international bidding for MICE and Events. As well as continuing tourism development by completing the construction of super priority destinations according to the integrated tourism plan (ITM), including the development of human resources, industry, parekraf market, development of tourism products and development of digitalization of parekraf products.(Khairally 2021).

The 4 Kemenparekraf strategies that have been prepared can work effectively if they are implemented as well as possible, and are fully supported by all relevant parties, so that the strategies made can really be implemented properly so that they can recover the post-pandemic tourism sector.

According to Angela in Elmy 2021, said that the 4 main strategies made by this government, can achieve maximum results according to mutual expectations, if we all strive for full innovation, adapt easily to changes that occur and are ready to collaborate in any field at every opportunity. there is.(Khairally 2021).

The current results, we can see that the pandemic situation has begun to be under control, many people have been vaccinated and the national economy, from the smallest to the largest scope, has all started to run although it is still advised to always be careful in maintaining health protocols in every activity. So that slowly but surely we are able to contribute to supporting the national and international economy so that it can recover quickly as it was before the pandemic, such as the tourism sector and the accommodation business units that accompany it have also begun to rise with high enthusiasm that our economy will soon improve and even increase from before, so that hope Indonesia in 2045 can become an advanced Indonesia that can be realized and give optimal results that we are proud of according to our expectations.

Practical implications

The results of this research can help other researchers, investors, academics, practitioners, government, and entrepreneurs in the tourism sector, as well as potential markets (anyone who is interested in tourism) in getting to know the beauty of Indonesia described in this article. This study provides an illustration that the tourism sector in Indonesia has many alternative destinations that can be visited, has many unique characteristics, has a charming appeal, has 3S namely Sun, Sand and Secure which are desired by tourists, and has various local wisdoms in each of them. Each region, abundant in the beauty of various natural resources, the many customs and cultures that can be seen directly by tourists.

This study explains the strategies pursued by the government in increasing tourist visits to Indonesia, providing an illustration that there are serious efforts being made by the government to restore the national economy, one of which is an effort to increase the competitiveness of the tourism sector so that it is even better from various sides, starting with more activate the promotion of the tourism sector on the international stage, so that more people know about it and make the potential market very interested in visiting Indonesia.

The solution by making the best strategy made by the government to support the tourism sector so that it continues to grow and develop is the right attitude, because tourism affects other business units that accommodate tourist activities throughout their tourism trips, such as lodging, culinary, entertainment, craft business units, hands, cultural arts performances, souvenirs that can be brought back to their country of origin and so on, so, the increasing income achieved by the tourism sector will affect the income for other accompanying business units.

Confession

Researchers would like to thank the Indonesian government for working hard for the recovery of our nation's economy so that it can return to normal and conducive as it was before the Covid-19 pandemic arrived, although it has not yet been 100 percent recovered, at least

it has started to be repaired from all sides. thank you to Indraprasta PGRI University, Jakarta, Indonesia as a place for me to work as a lecturer as well as a place for me to continue to strive to be a wise educator and able to set a good example for all students, thanks also to Borobudur University, Faculty of Economics Doctoral Postgraduate Doctoral Program, Jakarta, Indonesia as a place for me to continue my doctoral studies in an effort to improve the quality of my own resources so that I can be even more optimal and able to produce more scientific papers that are useful for all.

References

- Adika, Nadila Dwi, dan Inayati Nuraini Dwiputri. 2021. "Pengaruh Akomodasi pariwisata terhadap pendapatan Asli daerah (PAD) Provinsi Jawa Timur." *Jurnal Ekonomi, Bisnis dan Pendidikan* 1(6): 600-614.
- Admin. 2021. "Dampak Besar Pandemi di Sektor Ekonomi." *e-Parlemen DPRD DIY* 21 August.
- Amrita, Nyoman Dwika Ayu, Made Mulia Handayani, dan Luh Erynayati. 2021. "Pengaruh Pandemi Covid-19 Terhadap Pariwisata Bali." *Manajemen dan bisnis ekuilibrium* 7(2): 246-56.
- Anindita, Melisa. 2015. "Analisis Faktor-faktor yang mempengaruhi tingkat kunjungan ke kolam renang Boja." *Skripsi UnDip, Semarang*.
- Anonim. 2013. "Destinasi Wisata Favorit di Sumatera Barat." *Portal Resmi Provinsi Sumatera Barat* 28 Septemb.
- Atmadjati, Arista. 2022. "Mengolah Potensi Terbaik Pariwisata Indonesia." *CNBC Indonesia* October.
- Atrianingsi, Andi, Beddu Lahi, dan Sitti Mirsa. 2019. "Peran pemerintah dalam mengembangkan wisata Malino sebagai 'Beautiful Malino' di kabupaten Gowa." *Jurnal ilmiah Paranata Edu* 1(1).
- BPS. 2020. "Banyaknya Penerbangan dan Penumpang Internasional di Bandara Soekarno Hatta." *bps.go.id*.
- . 2022. "Jumlah Kunjungan Wisatawan mancanegara Ke Indonesia Menurut Kebangsaan (Kunjungan) 2020 - 2021." *bps.go.id*.
- Dinkes_Kendal. 2020. "Kenalan dengan covid-19." *Dinkes.Kendal.TanggapCovid*.
- Egsaugm. 2021. "Pariwisata Indonesia di tengah Pandemi." *Dep Geografi Lingkungan UGM Egsa Fair* 11 Februar.
- Fin. 2022. "Pentingnya Sapta Pesona Bagi desa wisata." *Dinas pariwisata Prov. Kalimantan Timur* 29 Mei.

- Hadiwijoyo, Suryo Sakti. 2012. *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat, sebuah pendekatan konsep*. 1 ed. Yogyakarta: Graha Ilmu.
- Imb/asr. 2021. "10 Tempat Wisata Di Bali Yang Terkenal." *CNN Indonesia* 12 Novembe.
- KanomKanom. 2015. "Strategi pengembangan Kuta Lombok Sebagai Destinasi Pariwisata Berkelanjutan." *ojs.unud Udayana University* 1(2).
- Kariyanto, Muhandi. 2022. "UMKM, Pariwisata dan Industri Kreatif modal kuat untuk selamat dari resesi global." *Publicana News*.
- Karunia, Ade Miranti, dan Yoga Sukmana. 2022. "Luhut: Pendapatan Sektor Pariwisata Bisa Capai Rp 3.281 Triliun." *kompas.com*.
- Khairally, Elmy Tasya. 2021. "Kemenparekraf Susun 4 Strategi Pemulihan Sektor Pariwisata, Apa Saja?" *Travel News*.
- Komisi X. 2020. "Sektor Pariwisata Memberikan Devisa Terbesar Untuk Negara." *Berita DPR RI*.
- . 2022. "Kepariwisataan." *J.D.I.H.*
- Kreatif, Kementrian Pariwisata dan ekonomi. 2021. "Strategi industri akomodasi wisata saat pandemi." *Kememparekraf*.
- Kurniawan, Agus. 2021. "Pelaksanaan PPKM dalam Penanganan Kasus COVID-19 dan Evaluasinya." *KPKNL Semarang* 14 Oktober.
- Masbiran, Vivi Ukhwatul K. 2020. "Dampak Pandemi Covid-19 Pada Pariwisata Sumatera Barat." *Pembangunan Nagari* 5(2): 148-64.
- Mudjia Rahardjo. 2010. "Jenis dan Metode Penelitian KUalitatif." *GEMA UIN MALANG*.
- Mustika, Syanti. 2020. "Jumlah wisatawan nusantara menyusut 61 persen." *Travel.detik.com*.
- News, CNBC Indonesia. 2021. "Sektor Pariwisata dalam keadaan terpukul." *CNBC Indonesia*.
- NIsa, Khoirun. 2020. "Kunjungan Wisatawan mancanegara yang Datang Ke DKI Jakarta." *Pariwisata&Kebudayaan DKI Jakarta*.
- Nugraha, Yudha Eka. 2021. "Dampak Pandemi Covid-19 Pada Unit Usaha Pariwisata Di Kawasan Pesisir Kota Kupang." *Jurnal Industri Pariwisata* 3(2).
- Nurdi, Misbah, dan Anthony Djafar. 2021. "Kunjungan Wisman Ke Indonesia Turun 75,03% Akibat Pandemi." *GatraCom*.
- Oka A. Yoeti. 1996. *Pengantar ilmu pariwisata*. Bandung: Angkasa.
- Petriella, Yanita. 2021. "Pandemi Covid-19, ini curhat pengusaha hotel." *Ekonomi Breaking News*.
- Purwahita, A.A.A Ribeka Martha, Putu Bagus Wisnu Wardhana, I Ketut Ardiasa, dan I Made Winia. 2021. "DAMPAK COVID-19 TERHADAP PARIWISATA BALI DITINJAU DARI SEKTOR SOSIAL, EKONOMI, DAN LINGKUNGAN (SUATU TINJAUAN PUSTAKA)." *JKTP* 1(2): 68-80.
- Saputra, M. Ryan, dan Rodhiyah Rodhiyah. 2016. "Strategi Pengembangan Wisata di Kawasan Gunung Andong Magelang." *Ilmu administrasi Bisnis* 5(4): 571-86.
- Sari, Anna S.R Ronatamanalu, Rafika Farihanisa Adisti, Bunga Elisa, dan Syifa Salsabila. 2022. "Apa kabar Pariwisata Indonesia di masa pandemi covid 19?" *Lensa Henna*.
- Suwandiman, Rausyan Fikri. 2022. "Dampak Covid-19 Terhadap Sektor Pariwisata di Indonesia." *kompasiana.com*.
- Teguh, Frans. 2020. "Strategi pembangunan pariwisata berkelanjutan." *Kememparekraf_Beautiful Indonesia*.
- UPG, Admin. 2021. "Pariwisata Indonesia Semakin Terpukul Akibat Pandemi Covid-19." *Konferensi Internasional UPG* Maret.
- Wardiyanta. 2020a. *Pengantar Ekonomi Pariwisata*. 1 ed. Pustaka Pelajar.
- . 2020b. *Pengantar Ekonomi Pariwisata*. 1 ed. Yogyakarta: Pustaka Pelajar.
- Yanwardhana, Emiir. 2020. "95 % gulung tikar, pengusaha agen travel sudah sekarat." *CNBC Indonesia*.
- Yanwardhana, Emir. 2021a. "Bandara Sepi di mana-mana, Operator bandara mulai goyang." *CNBC Indonesia*.
- . 2021b. "Bertumbuhan! Themepark- Waterboom di RI bangkrut berantai." *CNBC Indonesia*.
- Yasmin, Puti. 2020. "Ini Arti Pandemi yang WHO Tetapkan untuk Virus Corona." *detik news*.