

CREATING TOURISM SECTOR OPPORTUNITIES IN THE TIME OF THE COVID-19 PANDEMIC

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ABSTRACT. Indonesia began to experience the COVID-19 pandemic from March 2020, this caused the national economy to be disrupted, so that the welfare of the community declined, especially in the tourism sector which was most affected by the ban on people from leaving their homes, which is a policy of Large-Scale Social Restrictions on the Implementation of Community Activity Restrictions by the Government. The policy requires restrictions on social activities in various public places and reduces the mobility of people to travel. This article aims to build strategic steps in creating opportunities for the tourism sector to continue to make a meaningful contribution to the national economy and anticipate the challenges of the tourism sector during the COVID-19 pandemic. The research method with a qualitative approach is used in this study to examine the literature through various sources, such as news in the mass media, relevant previous research results, and government policies. From the results of the literature review, it is known that there are several things that can be done to create opportunities in the tourism sector in order to improve the nation's economy, namely: providing fiscal stimulus to the tourism sector, strengthening Indonesia's tourism nation branding, developing virtual tourism ideas, and implementing CHSE certification for tourism destinations.

Keywords: Covid-19 Pandemic; Tourism Sector

MENCIPTAKAN PELUANG SEKTOR PARIWISATA DI SAAT PANDEMI COVID-19

ABSTRAK. Indonesia mulai mengalami pandemi COVID-19 dari bulan Maret 2020, hal ini menyebabkan perekonomian nasional terganggu, sehingga kesejahteraan masyarakat menjadi menurun, khususnya disektor pariwisata yang paling merasakan dampaknya sebagai akibat dari pelarangan masyarakat untuk keluar rumah yang merupakan kebijakan Pembatasan Sosial Berskala Besar (PSBB) terhadap Penyelenggaraan Pembatasan Kegiatan Masyarakat (PPKM) oleh Pemerintah. Kebijakan tersebut mewajibkan pembatasan kegiatan sosial pada berbagai tempat umum dan mengurangi mobilitas masyarakat untuk bepergian. Artikel ini bertujuan untuk membangun langkah-langkah strategis dalam menciptakan peluang bagi sektor pariwisata agar tetap memberikan kontribusi yang berarti pada perekonomian nasional serta mengantisipasi tantangan sektor pariwisata pada saat pandemi COVID-19. Metode penelitian dengan pendekatan kualitatif digunakan dalam penelitian ini untuk mengkaji literatur melalui berbagai sumber, seperti berita di media massa, hasil penelitian sebelumnya yang relevan, dan kebijakan pemerintah. Dari hasil kajian literatur diketahui bahwa terdapat beberapa hal yang dapat dilakukan untuk menciptakan peluang pada sektor pariwisata dalam rangka meningkatkan perekonomian bangsa adalah: pemberian stimulus fiskal pada sektor pariwisata, penguatan nation branding pariwisata Indonesia, pengembangan gagasan pariwisata virtual, dan implementasi sertifikasi CHSE destinasi pariwisata.

Kata kunci: Pandemi Covid-19; SektorPariwisata.

INTRODUCTION

At the end of 2019, the world was shocked by a new virus that emerged. The virus is known as the corona virus. Corona virus is a new virus that has not been identified in humans. The origin or origin of this corona virus came from Wuhan, China. Corona virus is a virus that can cause respiratory disease that causes infections in the respiratory tract. These diseases include coughs, colds, to Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The increasingly widespread spread of the corona virus has had a huge impact on the economy. Not only in the economic sector, the tourism sector has been affected by COVID-19.

Many efforts have been made by the government, such as implementing PSBB, new normal, and now implementing PPKM. Some tourism in Indonesia was closed by the government's decision. When the new normal is enforced, tourism is allowed to reopen, but there are restrictions that must be carried out, such as restrictions on tourism visitors and strict health protocols(Suliswanto, 2020).

The covid-19 pandemic is an infectious disease caused by a type of coronavirus that was first discovered in Wuhan, China, in December 2019. In its development, the covid-19 pandemic has spread to various countries around the world, including Indonesia. The spread of the COVID-19 pandemic in all parts of Indonesia, starting from early March

2020. Until early 2021, the trend in the number of people with the COVID-19 pandemic continues to grow and there is the potential for a surge in new cases considering that in various countries, new variants of COVID-19 and COVID-19 are being discovered. there is a second wave of covid-19. With the phenomenon of the continued increase in cases of people with the COVID-19 pandemic in Indonesia, the government has issued various health quarantine policies, starting from recommendations to stay at home, implementing work from home, large-scale social restrictions (PSBB) to implementing restrictions on community activities (PPKM) with the aim of minimizing clusters. the spread of covid-19 and suppress the spread of the covid-19 pandemic in Indonesia(Siregar & Zahra, 2020).

The policy of implementing PSBB to PPKM carried out by the government in addition to having a positive impact, namely suppressing the spread of COVID-19, also has a negative impact on local and foreign communities, namely hampering people's mobility in traveling and limited tourist destinations to the closure of tourist destinations. This of course makes the tourism sector experience a significant decline, not only the tourism sector but several other sectors such as the transportation sector, the craft industry, hotels and restaurants, food and beverage accommodation, and other services due to the multiplier effect of the tourism sector. The hit in the tourism sector is evidenced by the development of the number of activities and visits by domestic and foreign tourists to various tourist destinations which tend to decrease significantly(Pascarella et al., 2020)a novel coronavirus from the same family as SARS-CoV and Middle East respiratory syndrome coronavirus, has spread worldwide leading the World Health Organization to declare a pandemic. The disease caused by SARS-CoV-2, coronavirus disease 2019 (COVID-19).

Tourism is a travel activity by visiting places with recreational purposes or studying the uniqueness of tourist objects(Kusumaningrum & Wachyuni, 2020). The tourism sector provides a good and large impact or contribution to a country's economy. However, at the beginning of 2020, the activity of tourist visits decreased drastically. This is due to the termination of flights between islands or countries and several tourist areas are also not a few who implement a system of lockdown or regional quarantine. The existence of social restrictions as well as export and import activities have also harmed various parties. Economy and development is something that is very influential on human life(Khaddar & Fatmi, 2021). When economic growth is stable, it can increase national development.

The development that is done will be able to make something more useful and useful. Tourism is a very potential and strategic role in a development. The development of the tourism sector can be used as a source of income and improve the economy.

The national medium-term development plan (RPJMN) 2020-2024 has targeted an increase in foreign exchange for the tourism sector to 30 billion USD, the number of domestic tourists from 350-400 million trips and foreign tourists 22.3 million visits in 2024. Of course this will not be easy to achieve considering that the paralysis of the tourism sector during the COVID-19 pandemic, although this target is difficult to achieve, opportunities and hope are still open when the economic recovery runs effectively. The importance of the role of the tourism sector in the national economy because it has a multiplier effect on the economy in improving people's welfare(Ozbilen, Slagle, & Akar, 2021)OH from April 30 to May 7, 2020. Employing multiple generalized estimating equations (GEEs).

The developing tourism sector has a positive effect on the distribution of business opportunities or job opportunities. Due to the increasing demand for tourists, there is an opportunity to build a business around a tourist attraction. Examples are hotels, guesthouses, stalls, restaurants, hawkers, services, and places to exercise. This business opportunity can build and support the community's economy(Abad et al., 2017).

In other words, the greater the contribution of the tourism sector, the welfare of the community will also increase. The magnitude of the contribution of the tourism sector in the economy requires an in-depth study of how much contribution the tourism sector can make to the economy and how to optimize the role of the tourism sector so that it can make a maximum contribution to the national economy during the COVID-19 pandemic. Considering that the covid-19 pandemic will not disappear in the near future but tends to last a long time because until now no patent medicine for the covid-19 pandemic has been found, the government and tourism actors must take strategic steps quickly and precisely. However, if conditions remain for a long time without strategic steps being taken, many tourism, transportation, hotel and restaurant actors will lose money and go out of business accompanied by the closure of various tourist destinations(Noorashid & Chin, 2021).

Tourism (tourism) is a social, cultural and economic phenomenon which is defined as the movement of people outside the country or place of residence for personal or business (professional) purposes, and the majority are based on motives for

recreation. People who carry out tourism activities are called tourists (or tourists, both resident and non-residents) who carry out tourism-related activities, some of which can be measured through tourism expenditures (Duro, Perez-Laborda, Turrión-Prats, & Fernández-Fernández, 2021).

The tourism sector consists of various elements and parties that synergize with each other with attribute support for the tourism experience for tourists. Various tourism destinations offer various characteristics of tourism which are commonly referred to as components of tourism. In this case, the main components of tourism consist of attractions, amenities, accessibility, available packages, activities and ancillary services. These various components can support the emergence of a multiplier effect on the global economy and can encourage the creation of supply and demand for goods and services in order to maximize the potential of the tourism sector (Sigala, 2020).

So far, the tourism sector has presented a multiplier effect for the national economy, especially in regional income, regional development, development of micro, small and medium enterprises, foreign exchange earnings as well as investment and employment absorption in various parts of Indonesia. The contribution of the tourism sector can be suspected from various tourist activities, ranging from the use of land, water and air transportation services, food and beverage accommodation, souvenirs for MSME products, lodging, restaurants and the craft industry (Chen, Huang, & Li, 2020).

Tourism Sector and Macroeconomic Indicators during the Covid-19 Pandemic

The multiplier effect of the tourism sector can have direct and indirect effects on the economy, in this case the expected direct effect of tourism sector activities is business and economic development which can be measured from the wage income of tourism sector workers and tax contributions paid by the tourism sector to the region or local government. country. In addition, the tourism sector can have an indirect effect on job creation and the development of the micro, small and medium business sector, the hotel and restaurant business sector, the transportation sector and so on (Sarihati & Santosa, 2021).

The activities of various economic sectors that are driven by the tourism sector produce direct and indirect impacts on the economy, of course, can result in changes in income as a result of the job creation process. Part of the increase in household income will be used to make demand for goods and services in the tourism sector and other sectors.

To measure the contribution of the tourism sector to the national economy, there are several key indicators that need to be considered, including: First, tourist visits, both domestic and foreign tourists. Second, the expenditure of visiting tourists is based on the type of expenditure, but not all expenditures can be calculated as an impact or contribution, for example, transportation expenditures for foreign tourists who come from abroad because their economic value is not included in the domestic economy. Third, investments made by the private sector and government in developing the tourism sector through tourism market development activities, tourism promotion development, tourism image development and tourism marketing partnership development (Widiastini, Rosa, Putera, Susilowati, & Wibowo, 2021).

The tourism sector plays an important role in government policies in building a sustainable economy in the future with a large contribution to economic growth, this is evidenced by the increase in the tourism sector in the period 2009 to 2019. Tourism sector activities in real terms can drive aggregate supply and demand in the tourism sector. transportation, food and beverage accommodation, hospitality services and so on. The COVID-19 pandemic, which is currently sweeping the world, including Indonesia, has had a tremendous negative impact that can paralyze activity in the tourism sector. Since the outbreak of the COVID-19 pandemic in Indonesia in early 2020, the activities and visits of domestic and foreign tourists to various tourist destinations have tended to decline (Nafi'ah, 2021).

Based on the BPS publication, the development of the number of foreign tourists during 2020, starting from January 2020 to July 2020, there was a significant decrease in the number of tourists. When compared to the same period as last year, there was a decrease in the number of foreign tourists by 89.12%. A significant decrease in the number of foreign tourist arrivals with the decline and cancellation of tours occurred due to domestic travel restrictions to avoid the spread of the COVID-19 pandemic. The decline in tourism sector activity will have an impact on the hotel and restaurant service sector, food and beverage accommodation, micro, small and medium enterprises and disrupt the stability of employment opportunities. Of course, this has paralyzed the tourism sector and various other sectors as a result of the multiplier effect caused, considering that the tourism sector is very dependent on tourist activities. The target set by the government in the tourism sector in 2020 consists of 312 million domestic tourists, 21 billion USD foreign exchange contributions, 18.5

million foreign tourists, 13 million tourism sector workers and the tourism sector's contribution to gross domestic product of 4,8%(Mariyah, Nurfilah, Lesmana, & Nugroho, 2021).

This target is difficult to realize during the COVID-19 pandemic, because the number of foreign tourist visits up to the second quarter of 2020 is only around 3.25 million people, while domestic tourist visits cannot be expected because in various parts of Indonesia implementing PSBB policies that make people reluctant to travel. . The low number of tourist visits certainly has an impact on the contribution of foreign exchange to be contributed by the tourism sector, considering that the amount of foreign exchange is highly dependent on foreign tourists.

The outbreak of the COVID-19 pandemic in Indonesia has made the government take strategic steps by establishing Large-Scale Social Restrictions (PSBB). The consequence of implementing the PSBB policy is that various teaching and learning activities are carried out at home, restrictions on religious activities, limited transportation mode activities, limited trading activities in traditional and supermarkets, and limited activities carried out in other public places, including the tourism sector. Limited activities in various public places have a negative effect on the community, marked by reduced income and even new unemployment due to layoffs, business actors who experience a decline in turnover and a number of industries are forced to lay off their workers in order to minimize the costs incurred and even go out of business. This phenomenon raises great concern for the Indonesian economy, which is predicted to experience slowing economic growth, reduced labor absorption, increased unemployment and poverty levels(Kumar, Bhardwaj, & Indolia, 2020).

The COVID-19 pandemic has had a serious impact on the national economy in a complex manner that can be seen from various macroeconomic indicators during the COVID-19 pandemic. The most significant negative effect was economic growth through gross domestic product. The COVID-19 pandemic can have a direct effect on the economy, in particular it can cause a decrease in gross domestic product (GDP), even if conditions worsen with a very large number of people with COVID-19 it can cause an economic recession.¹⁰ This can happen because during a pandemic Covid-19 takes place, all social activities are limited and will reduce the level of immediate aggregate demand because public consumption is reduced, as well as aggregate supply will decrease because production activities are reduced because workers experience a reduction in

working hours. Moreover, the COVID-19 pandemic is predicted to cause problems in economic growth, national income, financial markets, unemployment, poverty and so on(Samarathunga, 2020).

The national economy after the outbreak of the covid-19 pandemic, especially in the second quarter of 2020 (y-on-y) experienced a growth contraction of 5.32% or in other words, economic growth in the second quarter of 2020 (y-on-y) was 5,32%. Economic growth contraction occurred in almost all business and industrial sectors. The business sectors that experienced a significant growth contraction were the Transportation and Warehousing Sector by 30.84%, the Accommodation and Food and Beverage Provision Sector by 22.02%, the Manufacturing Industry Sector also experienced a growth contraction although not as large as the transportation and food and beverage accommodation sector because it only experienced a contraction. by 6.19%. In addition, there are several business fields that are still experiencing positive growth, including Information and Communication by 10.88%; Water Supply, Waste Management, Waste and Recycling 4.56%; and Health Services and Social Activities by 3.71%. Likewise, the Agriculture, Forestry, and Fisheries sectors grew by 2.19%(Chotijah, Indiyati, Khusnia, & Muhlis, 2020).

The phenomenon of economic growth contraction that occurred in the transportation and warehousing business, provision of accommodation and food and drink and the processing industry could not be separated from the declining performance of the tourism sector. This happened when the tourism sector in various regions became paralyzed due to the COVID-19 pandemic and the PSBB policy made tourists reluctant to travel, while the transportation sector was very dependent on tourist activities. Likewise, what happened in the accommodation, food and beverage supply sector and the processing industry were significantly affected because in the absence of tourist activity, the demand for goods and services would of course be significantly reduced. As a result, these three business sectors contributed to the largest economic contraction during the second quarter of 2020.

The impact of the COVID-19 pandemic resulted in negative economic growth of 5.32% due to the decline in the economic performance of Java Island by -6.69% (y-on-y), while most of the national economic growth was supported by the economic performance of Java Island with a contribution to the range of 50% - 60% in the national economy. On the other hand, the economic performance of Maluku and Papua Island experienced positive economic

growth of 2.36%, but this did not significantly affect national economic growth because the economic contribution of Maluku and Papua Island was very small for the national economy, only around 5% of the national economy.

The largest decline in gross domestic product until mid-2020 was dominated by the transportation and food and beverage accommodation sector. This is an unavoidable impact of several government policies, such as restricting and even temporarily closing the tourism sector and restrictions on transportation modes to reduce mobility and crowds in public places and tourism as strategic steps to suppress the spread of the COVID-19 pandemic. Considering the contribution of the tourism sector from various tourist activities, ranging from the use of land, water and air transportation services, food and beverage accommodation, souvenirs for MSME products, lodging, restaurants and so on. So it is not surprising that the gross domestic product of the transportation and food and beverage accommodation sector has decreased significantly (Buckley, 2020).

METHOD

The main objective of this research is to optimize the role of the tourism sector in the economy during the COVID-19 pandemic, as well as to identify the challenges of the tourism sector to the national economy during the COVID-19 pandemic. This study uses a qualitative approach. The method used in this research is descriptive analysis. Sources of data in this study came from academic journals and interviews with key informants of the tourism sector.

RESULT AND DISCUSSION

Steps to “Save” Indonesian Tourism

Various efforts have been made to save Indonesian tourism. There are three “rescue” phases carried out by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency, namely Emergency Response, Recovery, and Normalization. The Emergency Response phase focuses on health, such as initiating social protection programs, encouraging creativity and productivity during WFH, coordinating tourism crises with tourism areas, and preparing for recovery. Next is the Recovery phase, where the gradual opening of tourist attractions in Indonesia is carried out. The preparations are very thorough, starting from the application of the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) protocol in tourist

attractions, as well as supporting the optimization of MICE (Meeting, Incentive, Convention, and Exhibition) activities in Indonesia (Kartika, Aqmal, Fahriza, & Rachman, 2020).

The last is the Normalization phase, namely the preparation of destinations with the CHSE protocol, increasing market interest, to discounts for tour packages and MICE. One of the programs that has been implemented is the Virtual Travel Fair from August-September 2020. The government is seeking to increase the contribution of the tourism sector to the national economy by setting medium-term strategic targets for 2020-2024, as a strategy to boost national economic growth through the development of the tourist market, development of tourism promotion, development of tourism image and development of marketing partnerships to increase sector growth. Some of the achievement targets targeted by the government are improving the quality of tourism sector infrastructure, tourism product innovation, developing human resources in the tourism sector, and maximizing the potential for special interest tourism such as halal tourism and ecotourism. In addition, the government will also encourage increased diversification of tourism types which include natural tourism (ecotourism, marine tourism, adventure tourism), cultural tourism (heritage tourism, historical tourism, culinary tourism, village tourism), artificial tourism and sports tourism (Esfandiari, 2021).

As an effort to improve the image and diversify tourism marketing, as well as strengthen nation branding, the government has taken concrete steps in optimizing the potential of the tourism sector through the Ministry of Tourism and Creative Economy by changing the tourism marketing communication strategy during the COVID-19 pandemic. The Ministry of Tourism and Creative Economy made a temporary logo change, namely by changing the Wonderful Indonesia logo to Thoughtful Indonesia during the COVID-19 pandemic. During the COVID-19 pandemic, the main logo and slogan ‘Wonderful Indonesia’ in tourism campaigns were no longer used and replaced with ‘Thoughtful Indonesia’ on official media and official programs. The Thoughtful Indonesia logo and slogan are used in domestic and foreign tourism marketing communications as an adjustment strategy during the COVID-19 pandemic. The decisions and policies taken by the Ministry of Tourism and Creative Economy in changing the logo and slogan to Thoughtful Indonesia as a change in tourism marketing communications are motivated by the government’s role in helping to maintain the market, assisting business actors, and maintaining the

existence of Indonesian tourism in the domestic and global markets during the COVID-19 pandemic. 19 which has caused the tourism sector to collapse (Sitepu et al., 2020).

Another policy carried out by the government in an effort to increase the contribution of the tourism sector during the COVID-19 pandemic is to provide fiscal stimulus through the tourism sector to strengthen the national economy. The fiscal stimulus is contained in various incentives to reduce the impact of the COVID-19 pandemic on the national economy. Most incentives are geared towards supporting the tourism sector, from discounts on domestic flights to exemptions from hotel and restaurant taxes. The economic performance in Quarter II was the toughest economy with the tourism sector paralyzed, the trade sector which fell sharply, and the manufacturing sector disrupted. Stimulus in the tourism sector is expected to be able to increase the level of consumption of various people, this is because when the tourism sector is depressed, it has an impact on the level of consumption which is depressed quite deeply and has started to occur in the second quarter. As a result, when the level of consumption is depressed, the trade sector will be sluggish and the manufacturing sector that produces goods and services will be disrupted which in turn affects the performance of gross domestic product which experiences a negative trend (Mahboob Ali, 2020).

In addition to several policies that have been carried out by the government above, there are several other strategies that can be carried out to optimize the tourism sector during the COVID-19 pandemic, including: first, the program to declare a CHSE-based tourist destination certification (cleanliness, health, safety, and environmental sustainability). or in other words cleanliness, health, safety and environmental sustainability. This is intended so that the mobility of domestic tourists does not cause new clusters to increase the spread of COVID-19 through compliance with health protocols implemented by tourism actors in various tourist destinations. With the implementation of CHSE certified tourist destinations, it will provide a sense of trust, security and comfort for local and foreign tourists so as to increase the passion of national tourism (Ranasinghe, 2020).

Second, the virtual tourism strategy or known as virtual tourism (virtual tour) which is one of the alternative tourism in the midst of the COVID-19 pandemic. Virtual tourism is intended to be able to visit tourist destinations safely without having to leave the house during a pandemic. Virtual tourism is present as a strategic option for tourism destinations

as a form of transformation and adaptation against the pandemic by utilizing technological advances, while waiting for the COVID-19 pandemic to end and the recovery process of the tourism world which has not been significant. The idea of virtual tourism is now starting to be used and developed by the community, local government and central government by presenting virtual tourism with various kinds of content in the form of videos and images. The existence of virtual tourism is expected to provide curiosity and curiosity to potential tourists according to the desired tourist destinations so as to encourage the desire to travel (Pappas, 2021).

Challenges of the Tourism Sector in the Midst of the Covid-19 Pandemic

Tourism is one of the sectors that has been seriously affected by the crisis caused by the COVID-19 pandemic. The impact of the crisis was felt not only for all tourism actors in the country but in various parts of the world. Strategic planning for the recovery of the tourism sector during the COVID-19 pandemic is a challenge for all actors in the tourism sector. Considering that tourism has different characteristics from other sectors, namely seasonality. This is inseparable from the phenomenon that occurs when tourism consumption figures increase or decrease significantly compared to the previous period. To be able to ensure strategic steps to develop the tourism sector, operational and tourism management issues during the COVID-19 pandemic should not be underestimated (Deraman et al., 2021).

The challenges in developing the tourism sector during the COVID-19 pandemic are changes in market demand that need to be anticipated in various ways, including: First, with innovation in various fields of the tourism sector that prioritizes clean, health, safety, and environmental sustainability. With the implementation of CHSE certification in various tourist destinations, it will provide a sense of security and comfort for tourists during the pandemic. Second, adaptation to new habits of complying with the 3M health protocol. Compliance with health protocols carried out by tourism actors and tourists through various new rules and procedures during the COVID-19 pandemic must be carried out properly in order to give tourists a sense of trust in tourist destinations. Third, namely the synergy and collaboration between the Covid-19 handling committee and the national economic recovery. In addition, the condition of services and facilities at each tourist destination needs to be improved, especially during the COVID-19 pandemic, which must prioritize safety and comfort for tourists. The

challenges due to the COVID-19 pandemic must be answered immediately as an opportunity so that the spirit of the tourism sector can revive and run, although gradually in a short time (Greenberg, Schwarz, Paige, Dort, & Bachman, 2021) in-person hands-on courses have been the most common means for surgeons to gain exposure to new techniques and procedures. The COVID-19 pandemic caused a cessation in these courses and left surgeons with limited opportunities to continue their professional development. Thus, SAGES elected to create an innovative hands-on course that could be completed at home in order to provide surgeons with opportunities to learn new procedures during the pandemic. Methods: This course was initially planned to be taught as an in-person hands-on course utilizing the Acquisition of Data for Outcomes and Procedure Transfer (ADOPT).

Changing Tourism Trends amid the COVID-19 Pandemic

The main key for tourism and creative economy actors to survive in the midst of a pandemic is to have good adaptability, innovation, and collaboration. The reason is, at this time community actors are starting to change, and this is accompanied by a shift in tourism trends. The simplest example, before the pandemic we could freely vacation to tourist destinations in Indonesia and abroad. However, the pandemic has caused tourism trends to change, such as holidays without much contact with other people to stay safe, namely staycations (Li, 2020).

Because hotels have had quite an impact due to the pandemic, of course, as a hotel industry player, you can't just rely on staycations. Hotel providers must also begin to adapt in order to survive, such as offering WFH (Work From Hotel), until the completion of a CHSE certificate from the Ministry of Tourism and Creative Economy so that visitors feel safer while on vacation.

The desire to vacation without meeting other people has changed the trend of tour package services. The tourism industry players must start providing exclusive tour package services or mini groups, so that tourists feel safer and minimize the potential for virus transmission while on vacation. Meanwhile, in terms of tourist destinations, many tourist attractions have been hit hard by the COVID-19 pandemic, some have even been forced to close due to lack of visitors. For this reason, tourism actors must take advantage of technological innovations that play an important role in supporting tourism trends that are shifting in the midst of a pandemic, one of which is virtual tourism for online vacations (Malley, Chong, Benny, Riel, & Lee, 2021).

Equally important, the shift in tourism trends in Indonesia also has an impact on several restaurant businesses. In order to survive, of course, restaurant industry players must innovate along with shifts in consumer behavior and habits. Because around 70% of people use online food services (delivery, take away, and catering) during the COVID-19 pandemic, restaurants should provide take away services by implementing contactless services. In fact, it is estimated that the concept of outdoor dining will become very popular after the pandemic is over. This is because the public will remain obedient to health protocols, and keep their distance from others to minimize virus contamination (Postma & Yeoman, 2020).

CONCLUSION

The phenomenon of the COVID-19 pandemic that rocked Indonesia gave birth to the policy of Large-Scale Social Restrictions (PSBB) to the Implementation of Restrictions on Community Activities (PPKM) which limited all social activities in various public places. This has an impact on the reluctance of domestic and foreign citizens to travel, thus crippling the tourism sector which has been the driving force of the economy in various business sectors. The multiplier effect caused by the tourism sector during the COVID-19 pandemic is very large on the economy, so that when the tourism sector is paralyzed, the national economy is volatile and at its peak makes economic growth (gross domestic product) experience an economic contraction. In order to respond to the phenomenon of paralysis of the tourism sector, there are several things that can be done to optimize the role of the tourism sector in the tourism sector. The economy includes: strengthening the nation branding of Indonesian tourism, providing fiscal stimulus to the tourism sector, implementing the CHSE certification of tourism destinations and developing the idea of virtual tourism.

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