



Economic Recovery Strategy Through Tourism Amid the COVID-19 Pandemic

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ABSTRACT

This study looks at the economic recovery strategy through tourism amid the Covid-19 pandemic. This study uses qualitative research, which uses literature or literature review to obtain data. This research sends information on research maps using export data to RIS Export file format, which is then processed using VOSviewers to determine big data to be analyzed to obtain comparative data results. This research with previous research. In the second Discussion, the author processes data using Nvivo 12 to explore and describe economic recovery strategy through tourism amid the Covid-19 pandemic to explain data efficiently. The findings in this study are that foreign tourist visits to Indonesia based on data from the Ministry of Tourism and Creative Economy decreased compared to August 2019, in 2020, amounting to 4,052,923 visits or reduced by 74.84% compared to 2019, which amounted to 16,108,600. The economic recovery strategy was developed to accelerate tourism recovery, namely by providing assistance to tourism business actors in adapting new habits, encouraging tourism business productivity and tourism workers with digital adaptation, providing fiscal and non-fiscal stimulus to tourism businesses and workers, developing the domestic tourist market and build market confidence in the tourism sector.

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INTRODUCTION

At the beginning of 2020, almost all countries experienced very heavy shocks. The coronavirus caused the scare. This disease is caused by a new type of coronavirus named SARS-CoV-2 (Muhibban & Ali, 2021). The COVID19 outbreak was first detected in Wuhan

City, Hubei Province, China, in December 2019 and was designated a pandemic by the World Health Organization (WHO) on March 11, 2020 (Wahyudi et al., 2021; Paramita & Putra, 2020). The coronavirus is not an epidemic that can be ignored in current conditions. When viewed from the symptoms, ordinary people will think it is only limited to regular influenza, but this virus is quite dangerous and deadly (Sumarni, 2020). This virus spreads quickly to almost all countries, including Indonesia, in just a few months (Timah, 2021). The Covid-19 pandemic is indeed an epidemic that has significantly impacted various sectors in the world, even in daily life; even this pandemic can be said to have changed the world. No one thought that this epidemic could suddenly and quickly attack the world community, from schools to online, companies experiencing a significant decline, workers losing their jobs because the company went bankrupt, working from home, and others (Wulandari et al., 2021). The Covid-19 pandemic does not only impact the global health crisis. Almost all sectors have been affected by the Covid-19 pandemic (Kusno, 2020). The Coronavirus pandemic is not just a health disaster; the virus known as Covid-19 has caused chaos in the economic sector (Hawkins et al., 2020; Zhang & Tong, 2021; Kennelly et al., 2020; Bierman et al., 2021; Nalini, 2021). Throughout 2020, the economies of most countries in the world, including Indonesia, grew negatively, even in a recession (Gedela et al., 2020). The decline in world economic activity and people's limited mobility ultimately impacted all sectors, including tourism (Wahyuni, 2021). The health and financial crisis posed by the Covid-19 pandemic in early 2020 poses significant challenges for the tourism industry due to domestic and international traffic restrictions, substantially impacting the evolution of tourism demand. The protracted crisis, which still dominates international tourism despite vaccination campaigns, has sparked debate about the situation's impact on tourism sustainability (Vărzaru et al., 2021). Tourism is a sector that has a role in economic development. The prosperity and welfare of its citizens make tourism a part of their essential needs or lifestyle. So, the pattern of human life directly affects the sustainable economic chain into a service industry that can contribute to the global, national economy in improving people's welfare (Rizqi Rahmawati & Potensi, 2020).

From January to December 2020, UN World Tourism Organization (UNWTO) stated that 2020 was the worst year for the tourism industry globally; it was recorded that the number of tourist trips in 2020 decreased by 74% between January and December 2020. In the first quarter of 2021, the UNWTO world tourism barometer decreased 84 percent. As a result, the United Nations Conference on Trade and Development (UNCTAD) estimates that the tourism sector will still suffer global losses of between US\$1.7 trillion and US\$2.4 trillion compared to 2019 (Wahyuni, 2021). It is due to the social restrictions imposed by governments in various parts of the world to control the spread of the Covid-19 virus. The public is advised to reduce mobility and stay away from crowds, which is contradicted by tourism activities that have been synonymous with mobility and gatherings (Haryanto & Printianto, 2021). Tourism generates significant revenues for destinations and contributes to the overall economic development of many countries, especially those that depend on tourism. In other words, there is a strong link between tourism development and economic growth (Haryati & Hidayat, 2019). With the development of tourism, the most important thing is economic development. Tourism has a decent potential to be managed and is one of the sectors that must be developed optimally from existing resources (Agugraheni, 2021). However,

tourism is a vulnerable industry that could collapse due to potential risks such as a global pandemic. The Covid-19 pandemic has had a severe and widespread impact on various economic sectors, especially tourism. This may be true for countries where the economy is primarily dependent on tourism, where businesses face far more significant challenges to economic resilience in both the short and long term. Many of the consequences, including regional to national lockdowns and the suspension or cancellation of tourism and hospitality-related services, are increasingly occurring globally (Huynh et al., 2021).

Economic growth is an increase in the standard of living over time for the majority of families in a country. A growing economy can be sourced from an increase in people's income which allows people to consume more and more variety (Pambudi et al., 2020). The economic growth rate is one indicator of development success in an area (Jannah, 2020). Sukirno in (Tobing, 2021) defines economic growth as the development of activities in the economy that causes goods and services produced in society to increase. International, regional and local travel restrictions affect the tourism sector, which impacts the economic sector or economic growth where tourism is the mainstay sector for a country. Such as international travel, domestic tourism, daily visits, and various segments such as air transportation, cruise ships, public transportation, accommodation, cafes and restaurants, conventions, festivals, gatherings, or sporting events (Collins-Kreiner & Ram, 2021). With international air travel slowing rapidly due to the crisis and many countries imposing travel bans, closing borders, or introducing quarantine periods, international and domestic tourism has fallen dramatically (Gössling et al., 2020). International travel is becoming more complex, with border closures, airlines suspending flights, airport closures, exit bans, and further restrictions being introduced daily (Levana et al., 2022).

Covid-19 is a global outbreak that hurts the human and social dimensions (Pratama & Tjahyanto, 2022; Bento & Couto, 2021; Sihidi et al., 2022). So tourism is one of the service sectors that the Covid-19 pandemic has hardest hit due to a decline in travel supply and demand, which has resulted in a decrease in tourism prices (Nur Rohman, Dwiyono Rudi Susanto, 2020). However, due to the spread of COVID-19, Indonesia has experienced a slump, especially in the tourism sector. The tourism sector, which has been predicted as the second-largest source of foreign exchange contribution for Indonesia, has experienced a drastic decline (Hakim, 2020; Japutra & Situmorang, 2021; King et al., 2021; Npoa-sharks, 2022). The tourism sector, expected as the second-largest source of foreign exchange contribution for Indonesia, has decreased drastically. The absence of tourist visits at home and abroad caused many cultural tourism attractions to be closed; most hotels also experienced a decline and meant no income for the community (Solemede et al., 2020). The Covid-19 pandemic has forced innovation in the Tourism Sector to improve.

The world needs better tourism and better innovation. Creation must be carried out to serve tourists better during and after the Covid-19 pandemic. Tourist behavior will change after the Covid-19 pandemic, so tourism industry players must also change through better innovation. The World Travel and Tourism Council (WTTC) states that tourism recovery will take 10 to 12 months; however, UNWTO is optimistic that long-term tourism projections will reach 1.9 billion by 2030 and double the economic acceleration to 4,4 percent on an annual basis. Preparations for the recovery of the tourism sector must be carried out carefully, neatly, and without errors to produce a

positive impact for all parties (Kusuma et al., 2021). The tourism sector is one of the country's top three foreign exchange contributors (Kristina, 2020). The synergy of the creative economy and tourism will result in economic recovery and the development of positive tourism, which is expected to occur in the story of community empowerment (local communities) through the creative economy, which will bring positive things; this is one model of tourism development in the future. License is not only in developing the economic potential of people who are slumped due to the pandemic, but also efforts to increase self-confidence, self-esteem, and dignity, and maintaining the order of local cultural and cultural values (Anggarini, 2021). The tourism sector had dimmed due to the Covid-19 pandemic due to the PSBB policy, which closed all activities that could cause crowds. The government minimizes the possibility of coronavirus transmission from clusters of tourist attractions; all tourism activities are entirely stopped (Marta et al., 2022).

It is considering that research related to the Strategy of Economic Recovery Through Tourism Amid the Covid-19 Pandemic has been carried out several times before, such as 1) Research conducted by Ni Ketut Sutrisnawati, Ni Gusti Ayu Nyoman Budiasih dan Ketut Ardiasa which focused on Efforts to Restore the Tourism Sector in Amid the Covid 19 Pandemic (Sutrisnawati et al., 2021). 2) Research conducted by Elpa Hermawan focuses on the Recovery Strategy for the Tourism and Creative Economy Sector during the Covid-19 Pandemic (Hermawan, 2021). 3) Research conducted by Desy Tri Anggarini focuses on Efforts to Restore the Tourism Industry in the Covid-19 Pandemic Situation (Anggarini, 2021).

This research has a common theme based on previous research, namely looking at Tourism Economic Recovery. Governments worldwide, including Indonesia, have carried out several strategies to restore tourism's economic condition as before the pandemic. The difference with previous studies lies in using VOSviewer and Nvivo tools to conduct literature studies about Economic recovery tourism. This paper tries to describe the impact of the Covid-19 outbreak on tourism. In addition, this paper proposes recommendations on what actions the government should take in the future to return tourism to its original condition before the Covid-19 outbreak. For the sake of stable tourism amid the Covid-19 pandemic, this is the reason the author is developing it as research. It is hoped that the results of the impact of the Covid-19 pandemic will be affected by restrictions in several places for tourist destinations, so it is necessary to conduct research on "Economic Recovery Strategies Through Tourism Amid the Covid-19 Pandemic in Indonesia".

METHOD

This research uses qualitative research with a literature study approach to obtain data. The data source in this study is international articles, and the data collection is carried out using the <https://scopus.com> database. Scopus is one of the most extensive databases and citations of literature reviews, scientific journals, books, and conference proceedings. Search articles through the <https://www.scopus.com/> site by selecting several terms by ticking the access button "show open access journals" and depository institutions through the search column "Document search." For keywords in Scopus search, it is written as (TITLE-ABS-KEY (economic AND recovery AND through AND tourism) AND TITLE-ABS-

KEY (covid-19)) AND PUBYEAR > 2018 AND PUBYEAR < 2023 AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j")) Some data were analyzed statistically. Descriptive based on year of publication, publishing institution, country of issue, name of journal/publication, type of document, and research topic.

This study sends information on research maps using export data to RIS Export file format, which is then processed using VOSviewers to determine the big data to be analyzed to compare this research with previous research. In the second Discussion, the author processes data using Nvivo 12 to explore and describe the Strategy for Economic Recovery Through Tourism Amid the Covid-19 Pandemic to explain the data efficiently.

RESULTS AND DISCUSSION

Covid-19 has spread to provinces in Indonesia; the government has declared it a national Covid-19 disaster. The status is based on the number of people infected and thousands of people who died from Covid-19. The Covid-19 pandemic has had a significant impact on the tourism industry. As an area that relies on tourism for its economy, social distancing restrictions and travel restrictions affect the cessation of the transportation industry. The following is the development of foreign tourists entering Indonesia from year to year from the following figure:

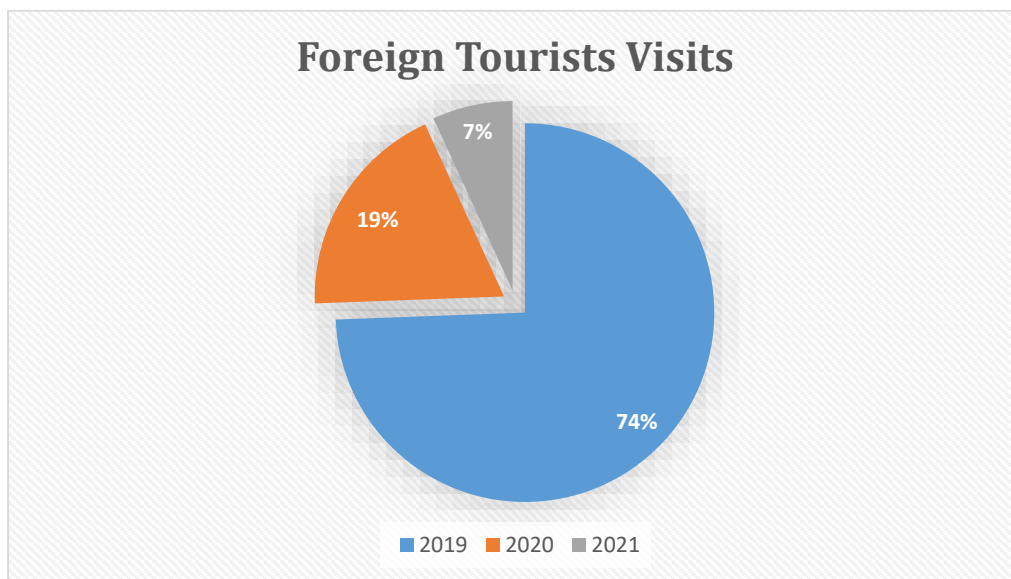


Figure 1. Foreign Tourist Visits

Source: Center for Data and Information Systems, Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency, Data Processed by Authors

Based on the picture above, it can be seen that the growth of tourist arrivals in Indonesia from the last two years has decreased vary drastically due to the Covid-19 outbreak. 19, which began in early 2020 until now, the decline in tourist visits to Indonesia has also impacted the economy, primarily since it is known that Indonesia has a tourism destination where a significant reduction in visitors has an impact on the weakening of the country's economy. Based on the figure, the annual percentage of foreign tourists visiting Indonesia through all entrances in 2020 is 4,052,923 visits, or a

decrease of 74.84% compared to 2019, which amounted to 16,108,600 trips. Three large gates out of 26 main entrances in 2020 compared to December 2019, namely: Ngurah Rai experienced a decrease of 83.02%; Soekarno-Hatta decreased by 82.01%, and Batam decreased by 84.84%. The number of foreign tourist visits in 2020 at all entrances recorded the highest number of visits, namely: Timor Leste with 994,590 visits, Malaysia with 980,118 visits, Singapore with 280,492 visits, Australia 256,291 trips, and China with 239,768 visits. Then experienced a drastic decline in 2021, which became 1,484,884 visits. The year 2021 is the year when Covid-19 becomes a global problem. Many countries implement lockdown policies and large-scale restrictions, and many countries close tourism, so the closure also causes an economic crisis, especially for SMEs.

Article publication

The research development related to economic recovery through tourism amid the Covid-19 pandemic over the past two years has received much attention among researchers, as can be seen from the percentage in the Scopus database. The image below shows increasing publications related to research on economic recovery through tourism amid the Covid-19 pandemic.

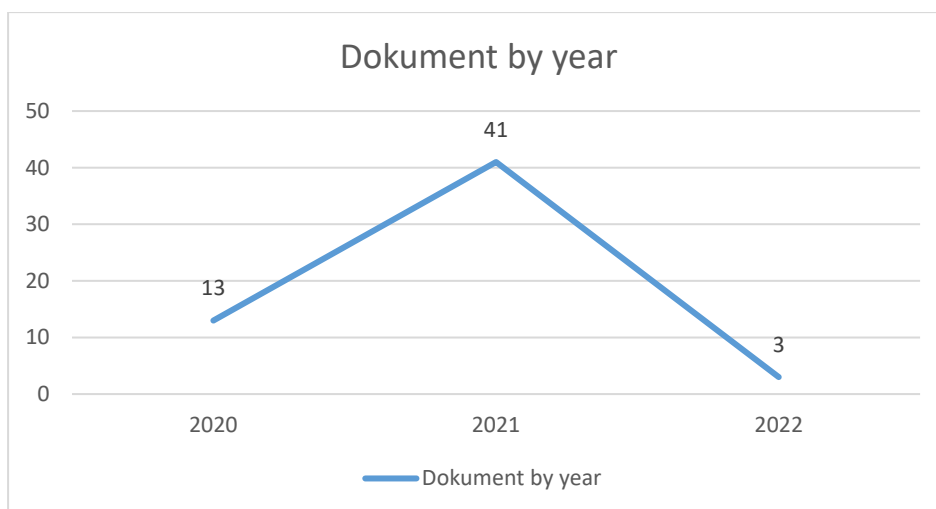


Figure 2. Documents by year

Based on Figure 2, this research obtains publication data for the last two years using keywords related to economic recovery through tourism amid a pandemic. The data obtained is related to the number of publications from 2020 to 2022. In 2020 the number of publications reached 13 documents, while in 2021, the number of publications increased drastically to 41 records, then decreased again in 2022 to 3 papers with a total number of 57 documents.

Visual Economic Recovery Through Tourism in the Middle of the Covid-19 Pandemic

Based on the pandemic situation that is still ongoing and has not improved from 2020 to the current year, it has been able to accelerate the pace of change in the economic field, especially in tourism. The chairman of Commission B, Danang Wahyu Broto, said

that the tourism sector was most severely affected by the Covid-19 pandemic. Before the Covid-19 pandemic, the 2020-2024 RPJMN stated that Indonesia's economic development would be carried out with two main approaches: managing financial resources and increasing economic added value. These approaches are the foundation for cross-sectoral and cross-regional development synergies such as integrating the food and agricultural sectors, maritime industry, manufacturing industry, fisheries and marine sector, tourism sector, creative economy, and the digital economy sector. In the tourism sector, the concept of this approach has undergone a drastic change. This pandemic has forced the country to impose social restrictions and prohibit tourist visits between regions. The number of foreign tourist arrivals decreased by 59.96 percent during January-June 2020 compared to the same month period in 2019. The Central Statistics Agency (BPS) recorded that international tourist arrivals only reached 3.09 million visits (Pambudi et al., 2020).

In this study related to economic recovery strategies through tourism in the Covid-19 era, tourism is very influential in the economic improvement section. Still, during the Covid-19 period, tourism has become one of the economic sectors most affected by the Covid-19 pandemic since it began to spread in March 2020. This. The drop in the number of tourists makes cultural products and consumption levels in tourist areas free fall. The budget of ministries and agencies, including the tourism sector, even fell by around 50 percent.

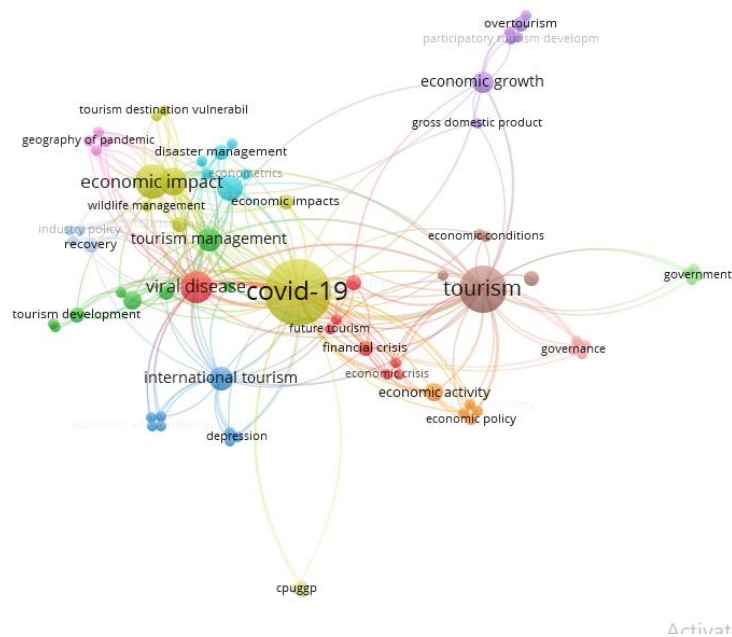


Figure 3. Network Visualization

Based on the keywords economic recovery through tourism and Covid-19, zone keywords related and related to keywords are recovery, economic impact, tourism, and Covid-19. There are 12 clusters of Vosviwers from all abstracts, title fields to keywords by default. Cluster's colors are different: red, dark green, dark blue, light green, dark purple, light blue, orange, brown, light purple, pink, highlighter green, sky blue, and. The following is an explanation of each cluster:

Table 1. Division of each cluster

Cluster 1 (8 items)	Economic Crisis, Financial Crisis, Future Tourism, Hospitality Industry, Recovery Plan, Strategy Management, Travel Restriction, Viral Disease.
Cluster 2 (8 items)	Economic Development, Economic Recovery, Geopolitics, Leisure Industry, Leisure Travel, Second-Generation Panel, Tourism Development, Tourism Management.
Cluster 3 (8 items)	Depression, Economic, Environmental, And Social Analysis, International Tourism, Life Cycle Assessment (Lca), Social Impact, Socioeconomic Impact, Travel Intentions, Vaccination.
Cluster 4 (8 items)	Covid-19, Economic Impact, Economic Impacts, Tourism Destination Vulnerabilities, Tourism Economics, Tourism Impact, Urban Economy, Wildlife Management.
Cluster 5 (7 items)	Covid-19 Crisis, Economic Growth, Gross Domestic Product, Overtourism, Participatory Tourism Development, Post-Covid-19 Recovery, Tourist Attraction.
Cluster 6 (6 items)	Crisis Management, Disaster Management, Econometrics, Economic Damage, Pandemic Impact, Tourism Policy.
Cluster 7 (5 items)	Economic Activity, Economic Policy, Government Stimulus Package, Monetary Policy, Tourism Sector Recovery.
Cluster 8 (5 items)	Covid-19 Pandemic, Economic Conditions, Recovery Strategies, Tourism, Tourism Sustainability.
Cluster 9 (4 items)	Geography Of Pandemic, Hotel Industry, Internet, Social Media.
Cluster10 (3 items)	Governance, Governance Approach, Public Administration.
Cluster11 (4 items)	Government, Political System, Social Interaction, Social Security.
Cluster12 (4 items)	Industry Policy, Policy Approach, Policy Implementation, Recovery.

Source: Vosviewer, 2022

Table 1 above related to economic recovery through tourism in the pandemic era through Scopus data. Various forms of economic recovery through tourism are interrelated with several clusters shown in Figure 1; tourism is related to the economy, so that with Covid-19. The tourism industry faces a significant decline in international tourist arrivals with massive cancellations and a drop in bookings.

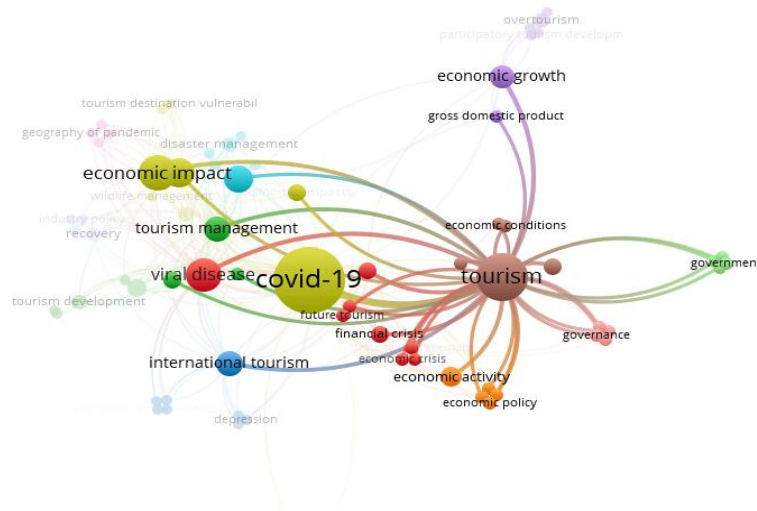


Figure 4. The tourism network in covid-19

Based on the data visualization in Figure 3 above, it can be seen that tourism during the Covid-19 pandemic had a significant impact on the economy, where the economy during the pandemic declined drastically due to many countries implementing lockdown policies or restrictions. The Area is complex for tourists to come, which is known to each country's tourism as a benchmark for economic development. Covid-19 has had a significant impact on almost all aspects of life, including the tourism sector, due to increased travel restrictions, cancellation of significant events, and reluctance to travel internationally and domestically. The managers of the tourism industry and the community in tourism destinations increase tourists' confidence to visit. Next is economic recovery through tourism in the era of the Covid-19 pandemic. Mapping data through Vosviewers can be seen in Figure 5 below:

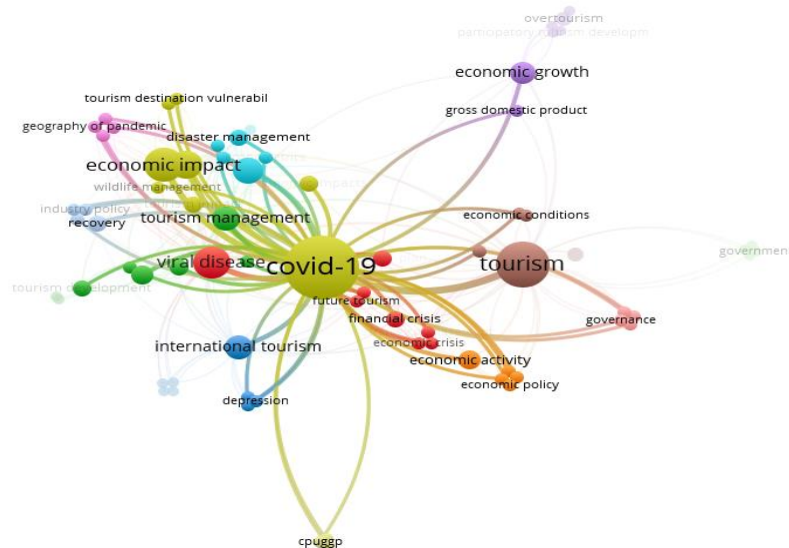


Figure 5. Network Visualization of covid-19

Based on Figure 5 above, it can be explained that in the largest cluster, namely Covid-19, where the virus was confirmed by WHO as originating from China, during the Covid-19 pandemic, the economy of each country experienced a decline, especially in the tourism industry, many countries that close access to tourists. However, the pandemic began to recede over time, and various tours in countries have been reopened; it is suitable for each country's economic recovery. Several countries have developed strategies to recover the economy, especially in the tourism industry: 1. The Covid-19 pandemic has also changed the paradigm of tourism, where tourist attractions must now implement physical distancing and visit restrictions 2. Airports, terminals, stations must apply high sanitation standards 3. Product differentiation is replaced with fresh air, adventure, mountains, oceans, nature, and outdoor health tourism. 4 Value Proposition was initially cheap and overcrowded to become a young, clean, and quality experience. 5 The marketing focus is shifted to Free Independent Traveler FITO. 6 Hygiene Labeling is necessary.

Analysis of the Strategy for Economic Recovery through Tourism in the Era of the Covid-19 Pandemic in Indonesia

The following are the analysis results at the level of the economic recovery strategy through tourism in the era of the COVID-19 pandemic in Indonesia. The analysis of this data explains that within the scope of tourism and covid-19, it can be seen in Figure 6 regarding word grouping through word frequency as follows:



Figure 6. Economic Recovery Strategy Through Post-Covid-19 Pandemic Tourism

Source: Processed By Researchers Using The N Vivo Application

This analysis is related to economic recovery through tourism in the COVID-19 pandemic era in Indonesia, in grouping data through analysis of economic recovery strategies through tourism in the COVID-19 pandemic era, based on the data obtained has a mapping including, namely the existence of tourism, 2020, covid-19, economic recovery, politics, and others. Adaptation must be implemented because all parties must

adapt to the conditions of the Covid-19 pandemic, namely by continuously increasing the application of 'CHSE' aka Cleanliness, Health, Safety, and Environment. Collaboration is that all parties must work together and collaborate with the tourism sector because millions of jobs are affected by the tourism sector and the creative economy; we must strive for open employment opportunities and increase people's incomes. The tourism economic recovery strategy after the Covid-19 pandemic is to provide assistance for tourism business actors in adapting new habits, encouraging tourism business productivity and tourism workers with digital adaptation, providing fiscal and non-fiscal stimulus to tourism businesses and workers, developing the domestic tourist market. Furthermore, build market confidence in the tourism sector.

CONCLUSION

Based on several explanations above regarding the strategy of economic recovery through tourism after the COVID-19 pandemic in Indonesia, the Covid-19 pandemic has made almost all economic sectors slump, one of which is the tourism industry. Covid-19 has had a significant impact on virtually all aspects of life, including the tourism sector, due to increasing travel restrictions, cancellations of important events, and reluctance to travel. Visits of foreign tourists to Indonesia based on data from the Ministry of Tourism and Creative Economy decreased compared to August 2019, in 2020, totaling 4,052,923 visits or a decrease of 74.84% compared to 2019, which amounted to 16,108,600. Economic recovery strategies during Covid-19 were developed by several countries, especially in the tourism industry, which changes the tourism paradigm, where tourist attractions must now implement physical distancing and visit restrictions. Physical distancing is implemented at airports, terminals, and stations by applying high sanitation standards product differentiation. Mass tourism is being replaced by fresh air, adventure, mountains, ocean, nature, and outdoor wellness tourism—value propositions were from cheap and crowded to a young, clean, and quality experience. Travel Group's marketing focus is shifted to Free Travelers, and Hygiene Labeling is required. The strategy taken by the Indonesian state to restore the economy is by providing assistance for tourism business actors in adapting new habits, encouraging tourism business productivity and tourism workers with digital adaptation, providing fiscal and non-fiscal stimulus to tourism businesses and workers, market developing domestic tourists and build market confidence in the tourism sector.

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