

Defensive Strategy Living and Rising from Industry Tourist During time Pandemic

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Abstract

For decades, Indonesia has a tourism industry that greatly helps the development of several regions, but the coronavirus-19 pandemic that came in early 2020 could instantly kill the entire tourism industry in various regions. For more than a year the government is looking for ways to revive the tourism industry in various regions to save the economy of the affected communities. The purpose of this study is to find and provide the best input to the state of the tourism industry post-pandemic. Research methods that will be implemented in the form of information and sciencecare academic and various research in similar industries. in this study will also be associated with several phenomena that occur during the pandemic so that it can connect the relationship between the circulating phenomenon with the basic theory. The results of this study became a literature review of information and innovation in the tourism industry and became one of the foundations for future research.

Keywords:

Tourism, pandemics, sustainability, strategy

1. Introduction

In its development, tourism plays a very important role in development economy in various countries. Many countries continue dig potency tourist with maximum and make tourist as sector featured in acquisition foreign exchange, creation field profession nor reduce poverty. As for tourist with various aspect positive, looked at as passport to development, new kind of sugar, tool for regional development, invisible export, non-polluting industry and so on (Pitana 2002:13) through (Wibowo, S. et al. 2017). Indonesia alone have many very destination tour which exotic and very stunning, jam tour Indonesia 's very diverse nature also has tour culture nor history who don't when interesting (Rahma 2020). tourist alone can add income something country through income which originated from eye money foreign, interesting investment international, improve tax and could also boost field work addition (Gokovali & Bahar 2006) (Jayathilake, 2013) through (Yakup 2019). Achievements from tourism Indonesia alone in eye International already very good and get many very wha reasi (Kusuma 2019).

In its development, tourism plays a very important role in economic development in various countries. Many countries continue to explore tourism potential to the fullest and make tourism a leading sector in earning foreign exchange, creating jobs and reducing poverty. Sector tourist alone is something sector Indonesia 's leading edge in develop the economy that there is in Indonesia. according to data from lokadata which sourced from the Ministry of Tourism, from year to year contribution tourist to GDP Indonesia Continue increase.

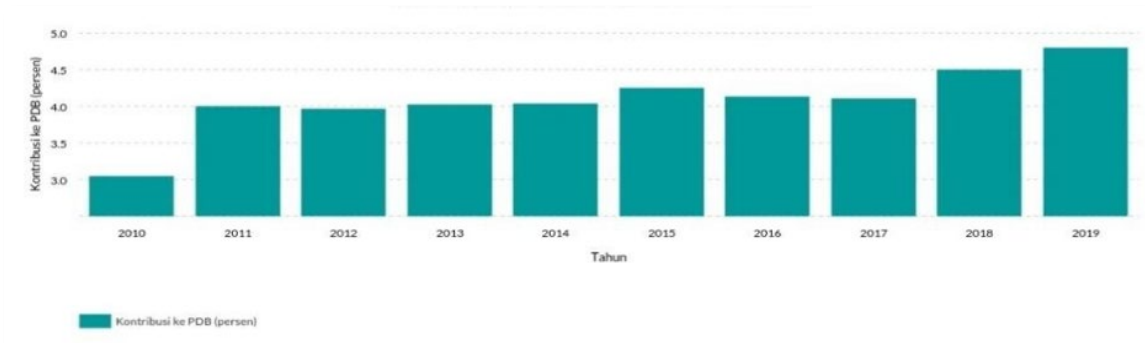


Figure 1. Contribution Sector Tourist to GDP Year 2010-2019
Source: Ministry tourism, (2020)

Based on table in on known that tourist have contribution which enough bigto Indonesia's GDP, and continue increase every year. Therefore sector tourist very crucial for government in do developments in the sector this. But at the timethis is the world and also Indonesia is experience the covid-19 pandemic that gives impact very large in the sector tourist so that hinder growth or even turn off sector tourist in world and also Indonesia. Beginning of 2020, the Covid-19 virus outbreak appeared. According to WHO, Covid-19 is wrong one family big virus that can causing disease in animals and humans. this virus causing infection Respiratory start from flu until disease turn off morelike MERS and SARS (Nicola et al. 2020). Covid-19 is a first detected global outbreak in city wuhan, China on end year 2019. With existence plague the whole corner world do action lockdown or do ban for countries or cities which currently infected with the virus for enter another area. With destination for push number deployment covid-19 (Fotiadis *et al.* 2021).

This too apply for the Indonesian government, President Joko Widodo issued a order for enforce Restrictions Social Scale Big (PSBB). With existence PSBBthis result in happening traffic jams in various sector ranging from economic, social, political until tourism. Sector tourist this is most affected sectors impact with existence pandemic (Skare et al. 2020). On moment this estimated as much as 75 million field jobs in the sector this experience shock and risk lost turnover more than 2.1 trillion US dollars (WTTC 2020). In Indonesia itself in the sector tourism in view of drop sector tourist foreign countries in January - May 2020 amounted to 2.9 million decrease by 53.36 percent from year previously amounted to 6.3 million traveler abroad (BPS 2020). Not only that traveler domestic too experience the same thing out of fear caught impact from Covid-19 (Kartiko, 2020). Decrease this also impact on business MSME and field work, because as long as this sector tourist is one sector that enough many absorb power work (Sanaubar, *et al.* 2017).

A number of indicator that becomes income the place travel and entertainment is total reception original area from sector tax area, percentage suitability planwith achievementwhole type tax, SOP in tax process area, and type tax other (revenue agency area DKI Jakarta 2020). Speak about location travel, the place tour is a the place recreation or the place travel which have power pull alone for fishing attentionvisitors. Object type power pull traveler consists of tour nature, tour culture, tourismartificial, garden entertainment, area tourist and tour water (service tourist DKI Jakarta 2020). As for the type on site employees tour and entertainment consisting of civil servants, employee fixed / no regulars, guides and employees who do WFH and WFO during pandemic covid-19 since month March until June 2020 (service DKI tourism Jakarta 2020). Exist indicator performance employee namely: performance Duty (*task performance*), performance adaptive (adaptive performance) and performance intellectual (*contextual performance*) (Pradhan & Jenna 2017).

On a visit traveler foreigners who have been to DKI Jakarta since virus outbreak Covid-19 in many government region and government starting center close all the place tour start March 14, 2020 later followed by PSBB as of April 10 2020 thing that aim for reduce and narrow the movement of Indonesian citizens and foreigners who go out enter Indonesia. Impact it really feels to sector tourism in DKI Jakarta which Becomes gate door main traveler overseas enter to Indonesia.



Figure 2. Amount Visit Traveler overseas which Come to Indonesia

View from data the for 5 year final before pandemic seen average incoming tourists to Indonesia about 2.5 million temporary that visit tourists who are dating every year reach 16.1 million in year 2019 whereas in Jakarta alone experience drop as big as 12.7% from year before.

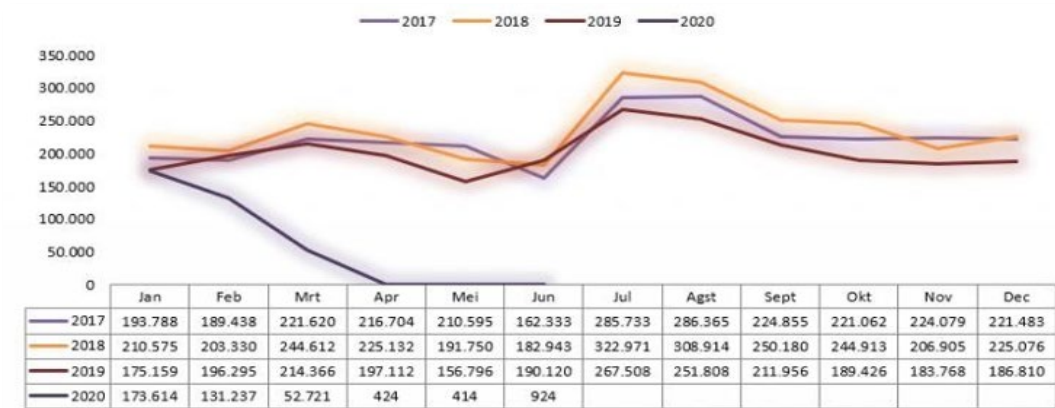


Figure 3. Development Visit Traveler overseas to DKI Jakarta
Source: Body center statistics (2020)

Based on chart in on foreign tourists on 3 period final have trend which same every the month where the highest is in July and August and lowest in May and June. However since existence Covid-19 virus pandemic visit tourists who come to Indonesia especially to Jakarta down by drastic in 2020 starting at the beginning month January until month April 2020. Even though beginning month in Year 2020 the drop reach 7.1% and keep going decrease as big as 24.4% in February and 59.8% in March, However drop highest there is in Month April which reach 99.2%.

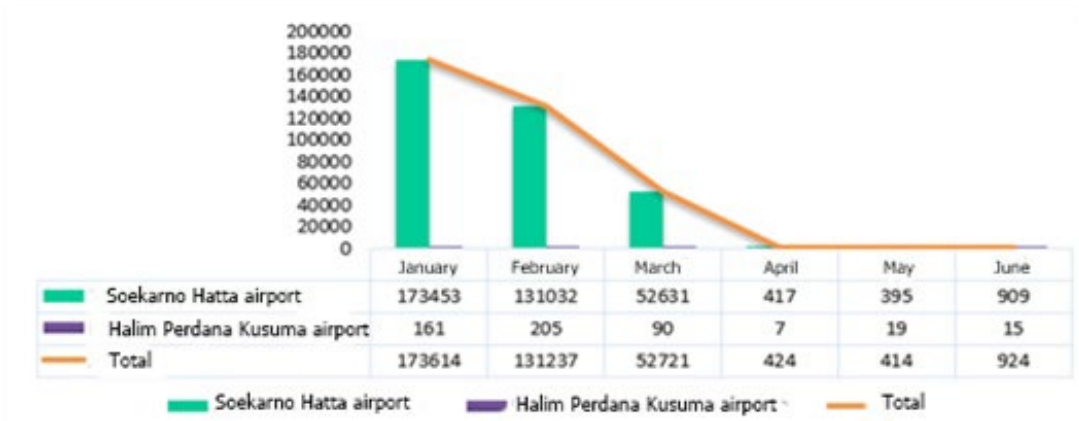


Figure 4. Data Traveler overseas which Come to DKI Jakarta Year 2020
Source: Body center Statistics DKI Jakarta, (2020)

Based on data on is data go out entry foreign tourists which visit DKI Jakarta every year. Majority incoming tourists to Indonesia via airport Soekarno-Hatta almost as big as 99.9% from total foreign tourists which visit every year, belike that also what happened in 2020. This is means although beginning the year 2020 is experiencing dropsignificant every month due to Covid-19 however total incoming proportion to Indonesia every year permanent same (Khairun nisa 2020).

Risk setback economy consequence The Covid-19 virus pandemic has result in recession across the country, including one is Indonesia (BSI University, Jakarta, 2021). With like this, Indonesia needs consider a number of way to save industry tourist so that population around destination tour the get return source eye his livelihood. The government also needs develop return area nor facility tour there to be interesting attention, no make bored and following development era. Development this can done from side use technology or social media like advertising and other other, and also development from the infrastructure, like there is attractions tour or spot Photo which new. Policy The Indonesian government restricts total very impactful visitors for a number of industry especially in the sector non essential and tourism, because the sector industry this depend on income main from traffic visitors which pass by.

Four important points of the Java-Bali Emergency
“Enforcement of Restrictions on Community Activities” (PPKM) rules,
Period 3-20 July 2021



Offices in Non-essential Sector = 100% WFH



Offices in essential sectors = 50% WFO with tightened health protocols



Supermarkets, traditional markets, grocery stores and supermarkets,
maximum 50% visitors and operating hours until 20.00



Art and cultural activities, sports, social activities = temporarily closed

Figure 5. Rule “Enforcement of Restrictions on Community Activities” (PPKM)-2021 especially in area Java and Bali
Source: <https://covid19.go.id/edukasi/masyarakat-umum/4-poin-penting-aturan-ppkm-darurat-java-bali>

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Based on background behind that, researcher could formulate problem how right solution for save industry tourism in Indonesia? is there is method or method certain nor innovation used for save at least one destination tour existing? As for the purpose of the creation of study this in order to get give advice nor solution which appropriate for para manager the place tour so that industry this could keep going continues, remember many person which depend to industry this.

1. Identification Problem

1. How develop source power man in tourist easter pandemic covid-19 which disable industry tourist Indonesia?
2. How solution which appropriate for save industry tourist in Indonesia?
3. Is there is method certain nor innovation which used for save at least one destination tour which there?

2. Literature Review

2.1. Tourist

According to Constitution No. 9 year 1990 about tourism is all something which relate with travel, including power pull and object tour as well as efforts in the field (Muljadi AJ 2009) in (Julianovi 2021). Tourist also can said as series activities carried out by individuals or family or something group from something the place the origin to various the place other with destination do the visit character while and in something time certain and later going back home place origin they (Muljadi, AJ, 2009 in Julianovi 2021). There are also those who say if tourism exist and grow because of differences, uniqueness, locality good in the form of nature, flora, fauna nor which in the form of culture as results create, intention, flavor and buddhi man (Ardika 2006) in Paramita, IB G, (2020). Without difference that no existence tourism and not existence person which do journey travel.

Tourist culture is type activity tourist which developed in a area as well as sub- regions tour in the form of object and attraction a culture, type tourist this describe journey a tour based on desire from desire add knowledge and experience life with visit object tourism that becomes attraction or characteristic special and unique a the place travel. Definition more from the experts state tourist culture is a activity which allow tourists for knowing and add experience about difference method life person other, reflect custom, tradition, religious and ideas intellectual which contain legacy culture which not yet known (Borley, 1996 in Solemede I, 2020).

Tourism also comes from 2 words namely *Pari* and *Wisata*, *pari* interpreted as many, rotating rotate, many times or complete. Whereas *tour* interpreted as journey which in Thing this is Synonyms of the word "*Reavel*" in English. On the basis of this so Tourist can interpreted as a journey which conducted many times or circling in the something the place somewhere else and in say English is a "tour". (Youti 1991) in (Camellia 2021). Based on Constitution No. 10 year 2009 about tourism which meant tourist is whole related activities with tourism and character multidimensional as well as emerging multidisciplinary partially impact need everyone and countries and interactions Among tourists and society local, fellow tourists, government area and businessman (Ni Ketut Riani 2021). Tourist is whole activity which relate with enter, stay and movement population foreign in the or outside country, city or certain areas (Muljadi and Nurhayati, 2002) in (Ningsih. R, 2019). Terminology tourist is something trip taken for recreation holiday or all something preparation which conducted for do activity this (Wiwik 2020).

2.2. Strategy in management

Strategic sight made for support management of business it is in various sector. Thing this also give contribution which clear for continuation business by administrative and maximize time required while Becomes facility for goals that have been set on Step planning until execution (Kreitner and Kinicki 2009; Gregopoulos, 2006 in Ioannis, R. and Belias, D.,

2020).

2.3. Strategy in endure life

Strategy endure life is partial Suite selected action by standard by individual and home ladder middle one to lower socio - economically (Official 2005:6) in (Joseph, I 2019). Strategy endure life is patterns various business which planned by humans for could fulfil the minimum requirements needed and for solve the problems they face it there (Ahimsaputra, 2003) in (Yusuf, I 2019). Strategy endure life is action that conducted every person for could maintain continuity his life through the work he does. Strategy is something method used for achieve, expedite, and accelerate achievement destination and target which already determined (Demartoto 2009) in (Oktorini, D., Nurleni, E., & Prime, DI, 2018). Defensive strategy life is series selected action by realized by individual and House the stairs poor by sscial economy (Snel, S., 2015 in Oktorini, D., Nurleni, E., & Prime, D. I., 2018). Strategy endure is as ability somebody in apply various problem which cover his life, in resolve shock and pressure economy could conducted with various strategy (Suharto and Subatini 2016 in Oktorini, D., Nurleni, E., & Prime, D. I. 2018).

2.4. Pandemic

Pandemic is a epidemic which spread to various continent and country and on generally attack many people, while epidemic alone is a terms that have been used for knowing enhancement total case disease by suddenly at one area population certain (Emik 2021).

2.5. Sustainability

Sustainable Tourism is a business development draft tourist which in his business expected give impact don't Long. Well to environment, social culture and also economy for the present and the future for communities in the area tourism. (Ministry of Tourist and Economy creative, 2021) Sustainable Tourism is a industry who tried to build a little impact to environment and culture local, chili help for produce a job, income, profession and conservation to ecosystem which there is (Hamsal and Abdinagoro, 2021). So could concluded that Sustainable Tourism is a business develop the existing tourism industry, in effort help public around area tour Becomes more good, good from aspect economy nor environment.

3. Methodology Study

In research this, will use SLR method or *Systematic Literature Review*. this method enough famous among researchers because of SLR is method study based on literacy or study which has published previously with follow method study which systematic and directed, so that processing data could implemented with neat.

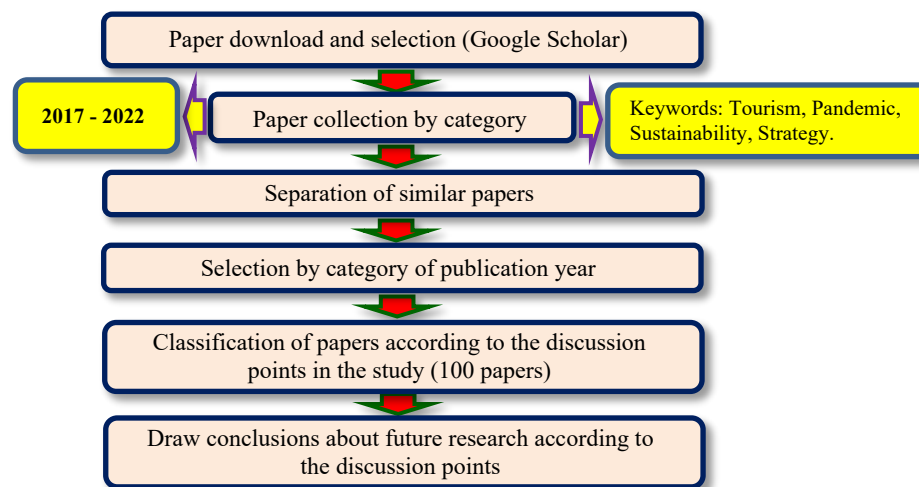


Figure 6. *Systematic Literature Review*

According to Memon, J. et al (2020) goal of use of SLR is analysis evolution study education about *e-learning* for:

- Identify pattern in theme which currently studied.
- Determine perspective methodological which dominant.
- Value possibility transfer knowledge knowledge in practice teaching especially level University.

4. Data Collection

In research this we use reference based on journal – journal scientific _ have linkages with the problem we refer to *the Systematic literature review* (SLR) this. Journals _ this comes from above is a *Google Scholar* or source – source Internet other.

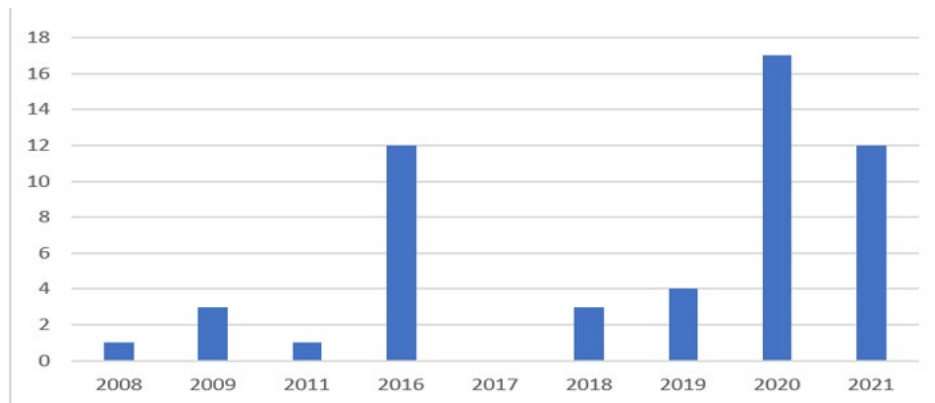


Figure 7. Amount Journal Based on Year

View based on chart above, journal which our use is journal year 2008–2021 but in domination by journal journal latest that is around 2018–2021.

5. Discussion

5.1. How Develop Potency Source Human Resources in Post - Tourism Pandemic Covid-19 which disable Industry Tourist Indonesia?

One method increase quality tourism in Indonesia during the pandemic is management source power man in every area travel, so that can give something Thing best and can restore tourist in Indonesiaas well as area that. management source power man management source power man is thing related with construction, use and protection source power human. Management tasks source power man is manage elements man with all the potential so that could obtained source power human who could reach desired goals (Simamora 2006) in Michael, T. (2017). Definition source power human (HR) is skill integrated that comes from power think and ability physical which owned by every individual.

Perpetrator and nature done by descendants and environment, while achievement work motivated by desire for fulfil satisfaction or his need (Hasibuan 2003) through (Sulartiningrum. S, 2018). Development source power man aim for produce framework logical and comprehensive for develop environment in where public area tourism driven for studyand developing (Sedarmayanti 2008) through (Krisdianto, B. and Nurhajati 2017). Development source power man is effort sustainable increase quality source power man in through education, training and coaching (Please 2000) through (Krisdianto.B & Nurhajati 2017).

5.2. How Solution which Appropriate for Save Industry Tourist in Indonesia?

5.2.1 Do Transformation Digitization Tourist

With hope appearance quality community could help government for develop tourism in the area the so that could independent and advanced as desired by the good of the community nor Indonesian government. This thing because ability source power humans are very important in operate strategy and maximize infrastructure that has prepared by government for progress and endurance tourism in area that in time pandemic like moment this.

one alternative in procurement activity tourist is a virtual tour, where traveler could go around area tour without must go out home, and one of the media the application is reality virtual or virtual reality (Kinanti 2020). World digital offer opportunity for interest tourism, however local people too must adapt so that process digitization this no will Becomes threat for they (Kurniawan, A. R. 2020).

6.2.2 Emit Innovation New Agar Could Endure in Era New

Strategy other in development industry tourist is open destination tour However permanent operate protocol health which strict During “Enforcement of Restrictions on Community Activities” (PPKM) take place. Strategy this enough succeed in various area and lift return prestige destination travel. A number of news and social media back rocked in 2021 when a news appear from a which enough respected in Indonesia proclaims “Work From Bali”, where there is invitation for many people acting together visit to Bali as destination choice vacation. News this reap pro counter because on moment that Indonesia is in the transition period from the wave both Covid-19, so many offended. The reason many people are offended is because they should they permanent is at at home and reduce activity outside House consequence from many victims and big level spread of the virus, however rather many vacations go to Bali like Covid -19 no there is. After PPKM rules loosened where originally level 4, became down to level 2, and this give fresh air to industry tourism. Many destinations return tour open even already innovate with launching packages tour latest.

6. Conclusion

Sector Tourist is one heart largest of state revenue and local area, however since emergence of virus Covid-19 is attacking whole world so also Indonesian, pg this impact no only to sector Health but also sector economy and even penetrate to sector tourism, where many appear prohibitions government in business tackling the covid virus19 which finally impact on tourist in every area. But many effort which has government center nor area as well as our aspublic Indonesia for resolve Thing this like increase quality source powerexisting humans, apply digitization tourism as well as issuing innovation innovation new tourist in every the area.

But many very the efforts that have been government center nor area do for resolve Thing this like increase quality source power existing human, apply digitization tourist and also emit innovation innovation new tourism in every the area. With hope sector tourist in Indonesia can endure living during the current covid 19 pandemic hit this and also so that the sector tourist can keep going develop Becomes more good again. With hope sector tourist in Indonesia can endure live in time the ongoing Covid-19 pandemic hit this and also so that the sector tourist can keep going develop Becomes more good again.

7. Suggestion

From discussion about phenomenon that, researcher have suggestions for perpetrators business tourism and all elements that play a role in it, here are suggestions: from researcher:

- **Increase HR**
 - ✓ Increase source power man which there is in area tourism, with accompanied by endorsement government local, e.g like learning English free to use increase communication inhabitant local with tourist tourist foreign.
 - ✓ Invite child young in area tourist for more introduce location location tourist in area they as well as invite they bequeath culture which there is.
- **Emit digitization tourist,**
 - ✓ Utilise platform youtube, with make platform youtube containing all location travel, culture and fun other. With this we hope can permanent guard income inhabitant around and also whisper more spread expand information area tours in area that. So that moment shut up condition already improve, so will many traveler good local nor international dating place that.
- **Emit a innovation which new in accordance state moment this,**
 - ✓ like on moment this is a lot destination tour which return open even already innovate with launch packages tour latest. Examples are currently boom is tour Labuan bajo, because many very package tour issued. The strategy

used by the parties tour Labuan Bajo are:

- a. Utilise many island blank with view beautiful as checkpoint or the place stop by new.
- b. The second strategy used is utilise pinisi accommodation at a time facility tour the new one. Party manager utilise history nation Indonesia which famous will riches the sea, and wrong one from history the is Grandma ancestors we already sail far to another continent in the era success use boat pinisi.
- c. pinisi ship known will toughness and his agility and becomes legacy culture our as Indonesian nation. Through hand para craftsman, boat pinisi already Becomes symbol the pride of Indonesia and already recognized by the world as works that outside normal (Kurniasari. *et al*, 2013). Pinisi this for rent to tourist with fair price worth it with addition service During use service crew ship. Service given even equivalent with hotels star 4 up, so that Becomes a experience which no ordinary.

Not only Labuan Bajo, following multiple destinations list tour which has noticed and developed through various journal nor research:

Table 1. List Destinations Already Tour Noticed and Developed

Name Area	list Destinations Tour (According to Journal research)	Conclusion Study
Sangihe	Hotels and Resorts in the Islands Sangihe (Kampung and maer, 2021)	Island Sangihe start visited many tourists because many factor like many unfinished area touched and beautiful. Government Sangihe also builds many facility such as hotels, resorts, which lead to <i>view view nature</i> , also built <i>coffee shop</i> , retail, and facility other.
Pangandaran	Development Destinations Tourist Pangandaran Beach Going to Class International (Fajri <i>et al</i> , 2019)	Study this apply three main points in development area Sightseeing: Attractions, Amenities, and Accessibility. Attractions tour available is Pangandaran East Coast, Pangandaran West Coast, Pangandaran Nature Reserve. For Accessibility, some road liaison fixed, activate return rail car and repairs a number of infrastructure fixed by the government. For amenities could seen from availability accommodation, means education, the place worship, means health, and etc.
Lampung	Analysis Impact Negative Activity Visitors Who Cause Decrease Quality Environment Object Tour (Studies Case Beach Bay Ghost, Pagar Jaya Village, districts Download Pedada, Kabutapen bid, province Lampung) (Untari <i>et al</i> , 2021)	Lampung a lot have destination quite a tour known by domestic nor foreign, wrong the only one is destination tour Beach Bay ghost. This beach could used for various activities, among them, <i>snorkeling</i> , <i>diving</i> , photos, <i>camping</i> , procurement <i>events</i> big nor small. However activities-activity following reap same problem, that is production rubbish excess and can damage quality from the Gulf Coast ghost, so need attention from government local, residents, as well as visitors in order to get guard cleanliness During is at in area beach.
Bali	<i>Hygiene</i> and Sanitation Trader Food Snacks Bali in Destinations Tour Culinary Market Evening sindu, Sanur, Bali (Lumanaw, 2019)	Bali as something destination tour which already famous until internationally also known for its snacks (<i>street food</i>) is unique. However problem that appears is no all trader food apply standard adequate hygiene, so that need awareness from party merchant, buyer, nor party authorities so that quality service and trust buyer increase. As for things this for avoid the bad stigma if there is visitors who have experience contaminated so Bali stamped ugly.
Sulawesi North	Government Role in Management Object Tour in districts Pineleng districts Minahasa (Kairupan and Mandagi, 2019)	Local government already enough active develop area tour around districts Pineleng districts Minahasa remember a lot destination a tour scattered in the district Minahasa. Government has play a role as contributors, facilitators, and stabilizers with move public local for follow participate. However government not yet invite party private nor investors for join participate.

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