

Post Covid-19 Pandemic New Marketing Theories and Practices Emerging from Innovations in the Tourism Sector.

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Abstract

Abstract - The tourism sector has a very important role in life in various sectors and also in various countries. In 2015 the tourism sector contributed 10% of Indonesia's total GDP with the highest nominal amount in ASEAN. However, since the covid-19 pandemic there has been a decrease in the number of tourist visitors in various tourism sites. The method used is with data collection techniques through literature studies, and also quantitative data processing from BPS data in 2022, based on the results obtained, the marketing strategy applied in this study is, by researchers in applying the tourism city branding strategy and also DOT, BASE and POSE in developing marketing strategies for the post-pandemic covid-19 tourism sector in Indonesia, then there are some insights and also an increase in the number of tourists visiting tourism in Indonesia.

Keywords- Post Pandemic, Marketing Strategy, Tourism.

INTRODUCTION

With the discovery of acute respiratory syndrome coronavirus 2 (SARS-CoV-2) in late 2019 (Zhu et al., 2020)¹ and more recently with the COVID-19 pandemic (CSSE, 2020), societies and economies around the world have experienced unprecedented exogenous shocks (Sohrabi et al., 2020)². Although the emergence of a pandemic caused by a new virus does not surprise virologists, infection control measures are in place to slow the spread of COVID-19, such as: B. social distancing (Glass, Glass, Beyeler & Min, 2006)³ creating enormous pressure in the economies of most countries.

The most important actors in the economic establishment recognize the current pandemic as a metaphorical black swan, i.e. a shocking and unexpected event of great importance and serious consequences, which drastically changes the political and economic environment (Winston, 2020)⁴. While such events can be seen as opportunities, the unprecedented closure of large social groups due to the COVID-19 crisis marks the current situation as acute. SARS-CoV-2 caused a double crisis: .

The COVID-19 pandemic has put an unprecedented strain on many health systems around the world, and infection control measures have caused an economic crisis by abruptly halting major economic activities. In addition, many other past crises struck humanity at a specific time and in a specific region (e.g. hurricanes like Katrina in 2005) (Torn & Hakim, 2009)⁵ or developed over a long period of time with global implications (e.g. 2008 emergency). (Feldkircher, 2014), ⁶ The COVID-19 pandemic spread worldwide and the necessary precautions suddenly took a toll on the economy.

Strategic management plays a very important role during a pandemic. The chosen strategy must be adaptable very quickly and on an organizational/corporate, company, business unit or operational level. The Covid-19 global pandemic has certainly impacted several sectors, especially the financial sector. This economic impact is not only felt domestically but also globally. The International Monetary Fund (IMF) predicts global economic growth of minus 3 percent. The IMF describes this economic recession as the worst since the Great Depression of the 1930s. They said the pandemic has plunged the world into an "unprecedented crisis".

The IMF also added that the ongoing epidemic is testing the ability of the world's countries and central banks to deal with the crisis (Chan, 2020)⁷. The implementation of regional quarantine, "social distancing" policies by the government to stem the spread of Covid-19 is one of the causes of the decline

in national economic performance. A small portion of them are informal sector workers who come from the lower middle class and choose to continue their activities as usual. Especially for those who depend on one day's income, although they face different risks.

According to the Organization for Economic Co-operation and Development (OECD) report, the Covid-19 pandemic has an impact on the economy and also the tourism sector which has experienced a decrease in the number of tourists. which in this case will certainly affect the economic sector of the people who live there. On the supply side, companies are reducing the supply of raw materials and unhealthy workers and supply chains are also facing problems. The tourism industry is currently one of the largest and strongest sectors of the global economy. The tourism industry is one of the main drivers of the global economy, because it has several advantages that can provide sufficient foreign exchange, expand employment and show the culture of the country.

According to the United Nations World Tourism Organization (UNWTO), tourism plays an important role, accounting for 9 percent of global GDP. The tourism industry is able to attract a large number of workers, making the tourism industry one of the 11 occupations with the largest number of workers. In 2014, the tourism sector accounted for 6 percent of total world exports, or 1.5 trillion US dollars (UNWTO, 2014)⁸.

Tourism infrastructure is a very important supporting element, because without adequate infrastructure, access to tourist destinations becomes difficult, so tourists rarely come there. Destinations must be accompanied by infrastructure improvements such as transportation and infrastructure development, public space development, area maintenance, fuel and electricity provision, tourist destination preparation, and tourist destination institutional development. The government's tourism destination infrastructure development strategy focuses on ten destinations to increase tourist visits. The ten most popular tourist destinations in Indonesia are Borobudur, Bromo, Lake Toba, Thousand Islands, Labuan Bajo, Mandalika, Morotai, Tanjung Kelayang, Tanjung Lesung, and Wakatobi.

The development and improvement of tourism in the country is very important, as well-maintained and well-organized tourist destinations attract more and more tourists from home and abroad. To understand this, regulations are needed to regulate and control the growth of tourism production. Regulations or guidelines issued by the government to increase the number of tourists include:

The visa-free policy is contained in Presidential Decree of the Republic of Indonesia Number 104 of 2015 which regulates the amendment to Presidential Decree Number 69 of 2015 concerning visa-free visits. The purpose of this policy is to improve Indonesia's relations with other countries and make it easier for foreigners to visit Indonesia. Previously, the visa-free policy was applied to 45 countries based on Presidential Decree No. 69/2015.

In addition, the development of the tourism industry must also be supported by infrastructure development which can certainly help increase tourism industry activities in Indonesia, so that it can compete with other developing countries, such as Singapore and Thailand. Other ASEAN countries, such as Singapore and Thailand. Infrastructure development carried out such as road improvements, availability of transportation and road signs, improvement of facilities and infrastructure, and increased access to information through internet media such as social media and official destination websites, and information counters (15). Masyono and Suhada (2015) (9) and Amalia (2016) (10) also found many things that must be prepared to support the growth of tourism industry production. Itamar et al (2014)(11) found that limited infrastructure availability can be an inhibiting factor in the development of the tourism industry.

Mulyana (2012)(12) also found in his research that most tourists receive information about tourist destinations through electronic media and the internet, in addition to recommendations from friends/family/travel agents. Dissemination of information can increase interest in tourist visits both domestic and foreign. So in this case a new strategy or innovation is needed that can accelerate the growth of the tourism industry to restore the existence of the Indonesian tourism industry after the Indonesian tourism development pandemic. Indonesia's tourism trademark is Wonderful Indonesia, which since 2011 has increasingly attracted foreign tourists to Indonesia.

Idriasih (2016)(13) also noted that the Wonderful Indonesia campaign has achieved impressive results. Indonesia needs to manage and preserve its culture and nature. Sri (2013)(14) states that the motivation for tourists to visit a destination is because it has beautiful natural scenery, unique customs and culture, as well as art, history, food and hospitality.

In this case, to analyze the theory of new post-pandemic marketing practices in tourism industry innovation, it is necessary to have problems or factors that affect the performance of the tourism industry in Indonesia. Strategies are offered. In this case, there are several strategies including tourism strategy, financing, infrastructure development and tourism policy. The contribution of this research will be, namely, marketing strategy factors, infrastructure development strategies, and tourism sector policies in marketing. The results of this study can later be used for stakeholders as a reference or guideline in providing an overview of tourism conditions in Indonesia which have great potential to be further improved so as to provide maximum results. With the right coordination of stakeholders, it can create better Indonesian tourism after the Covid-19 pandemic in Indonesia in the tourism sector.

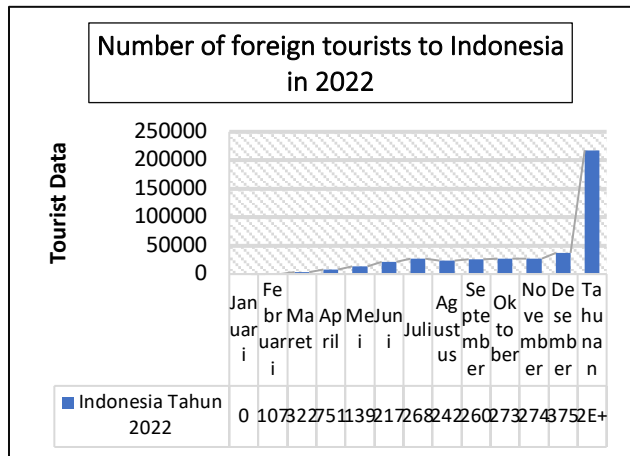
METHODS

The research approach used in this research is qualitative research. Qualitative research is research that is descriptive and uses analysis. Based on the qualitative research approach, researchers used data collection techniques through literature review. Literature research techniques are carried out by collecting information from scientific research journals, statistical reports, publications of ministries / international institutions and news. The analysis technique used in this research is a descriptive analysis of the factors studied, namely the analysis of factors that affect the performance of the Indonesian tourism industry in improving tourism marketing in Indonesia and BPS data on the number of foreign tourists coming to Indonesia. . Indonesia. 2022. The factors used in this study were taken from the Indonesian Tourism Development Plan 2015-2019 of the Ministry of Education and Culture, namely. H. Marketing Strategy, Financing, Infrastructure Development and Policy (BAPPENAS, 2014) (16). In addition, the strategy used in this study is to use a tourism marketing strategy through a tourism brand, then explain it descriptively qualitatively and conclude it.

RESULTS AND DISCUSSION

Based on BPS data in 2022 presented in Figure 1, it is explained that in 2022, after the Covid-19 pandemic, the number of foreign tourists coming to Indonesia increased every month. The data shows that Indonesia's post-pandemic tourism potential is safe to visit and can be developed to improve the performance of Indonesia's tourism industry.

Figure 1: Number of foreign tourists to Indonesia in 2022



Source: BPS. 2022 (data processed)

Based on the data above, it can be seen that the number of tourists in early January 2022 is still quite low, not only because Indonesia is still in the danger zone, but also because of the Covid-19 outbreak. . the pandemic is still in the danger zone Tourism still lacks infrastructure. and nature. Characteristics and indicators of cultural resources. To ensure the comfort of tourists, accessibility is very important. The lack of accessibility in tourism is due to the fact that there are still many sectors that have not made tourism a leading sector and lack of knowledge. Another bad indicator for Indonesia is its natural and cultural resources. Indonesia is a country rich in natural resources and cultural diversity. These factors attract tourists. However, Indonesia is still unable to protect nature. This is shown by major natural disasters in Indonesia such as forest fires, the near extinction of some protected species (e.g. orangutans) and unhealthy business practices in Indonesia.

In addition, Indonesia is still weak in nature protection. Many cultures are lost and no longer used, such as Indonesian culture which is then recognized by other countries. Therefore, Indonesia must manage and preserve its culture and nature. The right way for Indonesia to increase its natural and cultural wealth index is to organize important events related to Indonesian culture that can attract foreign tourists, for example through cultural festivals. Another way is to generate public pride in culture and protect historical relics, ancient objects, and historical buildings. It is also about preserving traditional arts such as music, theater, dance, clothing and traditional ceremonies. Local wisdom and culture can be one of the attractions of tourism. This includes the uniqueness and unique capabilities that can be offered by the Indonesian tourism industry (Widagdyo, 2017) 17.

In addition to culture, another thing that needs to be considered is maintaining the sustainability of nature. Ways that can be done to preserve nature are by supporting rare animal and environmental conservation programs, providing education to the public about the importance of nature conservation, and fostering awareness and mindset that nature is not private property that can be exploited. With the sustainability of nature, Indonesia's tourism sector will be more appreciated and developed so that it can compete with ASEAN countries in the AEC.

In addition to culture, the sustainability of nature must also be considered. Nature can be protected by supporting endangered species and conservation programs, educating the public about the importance of conservation, and increasing awareness and mindset that nature is not private property to be exploited. It is because of this sustainability that Indonesia's tourism industry is increasingly valued and developed to compete with ASEAN countries in the AEC.

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conservation, and raising awareness and mindset that nature is not private property to be exploited. It is because of this sustainability that Indonesia's tourism industry is increasingly valued and developed to compete with ASEAN countries in the AEC.

In addition to culture and other factors previously mentioned, there is another important factor, namely the Tourism Marketing section as the Theory and Practice of Marketing the Post-Covid-19 Tourism Sector in Indonesia.

Tourism marketing is very important to attract foreign tourists. The data in Table 1 shows that the total budget spent by the top four ASEAN tourism countries.

Based on the data in Table 2. it can be seen that Malaysia spent the largest promotional budget. Inbound is the number of foreign tourists who visit. From the data it can be concluded that marketing has an important role in attracting tourists. Indonesia spent a lower promotional budget than the other three countries. This has an impact on the number of foreign tourists visiting Indonesia not as large as the three countries.

Table 2: Comparison of Tourism Budgets of the Largest Countries in ASEAN

No	Comparative Factors	Indonesia	Singapore	Malaysia	Thailand
1	Inbound	US\$ 8.8 Million	US\$15.6 Million	US\$25.72 Million	US\$26.7 Million
2	Promotion Budget	US\$ 49.6 Million	US\$ 278 Million	US\$ 300 Million	US\$ 213 Million
3	Promotion Budget/Inbound	US\$ 5.7 million	US\$ 17.9 million	US\$ 11.6 million	US\$ 8.0 million

Source: Indonesian Ministry of Tourism, 2016.

There are actually 4 tourism marketing strategies that can be used to increase tourism visitors in Indonesia, namely, with DOT, BASE and POSE, City Branding. For the first strategy, city branding is very effective to be applied because it is able to bring a significant impact, where one of the indicators is the number of tourist visits that have increased both domestic and foreign tourists, this has been proven by the application of city branding in the city of Surakarta.

The application of the effect will have a significant impact on hotel occupancy rates in several tourist destinations in Indonesia, with an average occupancy rate of 50%. It starts with determining the location to get the passphrase, which is the same as where to get the passphrase from. Among these various sub-brands, the refinement of each component of the urban brand, the spirit of Java is seen more closely. This is called "brand exploitation", as David A. Aaker (1996, p. 16) puts it. Brands are usually a company's most important asset. In addition, it is also necessary to communicate the positioning of the brand. From other elements, i. H. Simplicity, one's own language to manage, protect and use is very appropriate, because the direction to be achieved is the global tourist market and therefore adjustments to the international language of instruction, namely English for tourism marketing, must be made. understanding that the target market is very important when creating a marketing strategy. The Indonesian government's focus in the tourism industry on the Southeast Asian market makes Southeast Asia the main destination market for tourism given the Indonesian regions that have the potential to become the largest importers of tourists visiting Indonesia.

The tourism city branding process is supported by the commitment of mayors and local government officials to build tourist cities in Indonesia after the Covid-19 pandemic, according to the potential and nature of the city, this has been outlined in the RPJMD of each region by 2022. An important factor after that is the awareness of the local city community that tourism is a very important industry because it can improve the community's economy and provide opportunities to continue to preserve Javanese culture

which is an asset of the city community within the districts. Infrastructure development is also an important supporting factor because tourists visiting the city must be supported with various facilities including good infrastructure.

In addition, the development of applicable tourism marketing using the customer portfolio strategy implemented by Indonesia is in accordance with the DOT approach which stands for Destination, Origin, Timeline. The implementation of the DOT approach varies by market. Indonesia's three main tourism market regions are Southeast Asia (ASEAN), Singapore, Malaysia, and Thailand.

Based on 2016 foreign tourism data, there are three main destinations originating from China, namely Bali, Jakarta, and Riau Islands. The Tourist Visit Schedule is a calendar of events organized in Indonesia and marketing activities in China. In addition, the DOT approach includes the main activities of Chinese tourists, namely shopping, beach and cultural activities. China's DOT approach also includes tourist information, mainly through the Internet, recommendations from friends and television. Another factor is the target number of foreign tourists and the calendar of important events that can attract foreign tourists to visit Indonesia. Strategi lain dalam pemasaran pariwisata di Indonesia adalah BAS. BAS adalah singkatan dari Branding, Advertising, Selling. Ciri khas pariwisata Indonesia adalah Wonderful Indonesia. Setelah branding selesai, kegiatan selanjutnya adalah promosi. Periklanan dilakukan melalui televisi komersial, event marketing, kerjasama dengan website asing seperti situs travel Amerika TripAdvisor, iklan di media cetak dan online, dan billboard. Cara terbaru untuk mencapainya adalah dengan memasang iklan di bioskop sebelum pemutaran. Iklan wisata Indonesia ini ditayangkan di 55 bioskop di 14 kota Indonesia. Ada tiga program yaitu "Our Way", "Wonderful Indonesia" dan "The Natural Beauty of the Top 15 Destinations of Indonesia". Setelah branding dan advertising, langkah selanjutnya adalah menjual. Selling adalah tahap menjual pariwisata Indonesia itu sendiri, seperti wisata alam, kerajinan tangan atau cinderamata, kesenangan wisata dan sektor MICE. Contoh kegiatan promosi adalah Bali Beyond Travel Fair yang diadakan setiap tahun di Bali.

The third tourism marketing strategy in Indonesia is cooperation with the media. The strategy is POSE (Paid Media, Own Media, Social Media, Endorser). Paid media is marketing done through paid media such as Discovery Channel, CNN, Metro TV, Youtube, National Geographic Channel and CCTV. Some countries block access to foreign media, such as China, which prohibits people from using Google as a search engine. That's why the Indonesian government cooperates with Chinese media, namely Baidu Browser, China's official browser and search engine.

Marketing is done according to Paid Media with its own media, i.e. the use of official media for marketing, such as the official page of the Indonesian Ministry of Tourism or the official Wonderful Indonesia page. Another tool used is social media. Social media is used to share links or information about Indonesian tourism, which allows the public to engage in Indonesian tourism marketing as well. The last strategy is supporters. The support comes through contracts with several artists as Indonesian tourism ambassadors, such as Raisa, Pevita Pearce and most recently Prof. Philip Kotler. The tourism industry can be financed by investment. Investment in Indonesia consists of Domestic Investment (PMDN) and Foreign Investment (PMA).

Currently Indonesia's tourism funding comes from investment, but is also supported by state and local government tourism funding. According to the Indonesian Tourism Law No. 10 of 2009, Chapter XIII on Funding states that tourism financing is divided between the responsibilities of the state, provinces, entrepreneurs and communities. State and local budgets are used in government financing. In 2015, the budget for tourism and creative industries amounted to Rp. 2.4 trillion or 0.1 percent of government expenditure (GPP). This amount increased by 11.7 percent compared to 2014. The state budget funds were used for tourism destination development programs, tourism marketing development programs, tourism resource development programs, and creative industry development programs, arts and culture-based creative industry development, as well as media, design and science development, and technology-based creative industry programs.

In 2016, the government will allocate up to 1% of the total state budget or Rp 5.4 trillion as tourism BPP. This is done to realize a more advanced and competitive tourism in the AEC. With the additional funds, the government targets 12 million foreign tourists in 2016 or equivalent to 260 million trips in 2016. However, the achievement was slightly below the target, which was 11,519,275 foreign tourists who came to visit in 2016.

Tourism infrastructure is a very important supporting element, because without adequate infrastructure, access to tourist destinations becomes difficult, so tourists rarely come there. Objectives must be accompanied by infrastructure improvements such as transportation and infrastructure development, construction of public facilities, area maintenance, provision of fuel and electricity, preparation of tourist destinations, and institutional development of tourist destinations.

The development and improvement of tourism in the country is very important, because well-maintained and well-organized tourist destinations attract more and more tourists from home and abroad. To understand this, regulations are needed to regulate and control the growth of tourism production. Regulations or guidelines issued by the government to increase the number of tourists include:

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Infrastructure development can encourage the growth of Indonesia's tourism industry to compete with other ASEAN countries such as Singapore and Thailand. The infrastructure development implemented includes road improvements, availability of vehicles and road signs, improvement of facilities and infrastructure, and increased access to information through online media such as social media and official websites of travel destinations and information points. Masyono and Suhada (2015) and Amalia (2016)(10) also found that many things must be prepared to improve the performance of the tourism industry. Itamar et al (2014)(11) found that the limited availability of infrastructure can be a factor inhibiting the development of the tourism industry.

Mulyana (2012)(13) also explained in his research that most tourists get information about tourist destinations through electronic media and the internet, in addition to recommendations from friends/family/travel agents. The dissemination of information can increase the interest of tourist visits both domestic and foreign.

Indonesia needs to manage and preserve its culture and nature. Sri (2013)(14) states that the motivation for tourists to visit a destination is because it has beautiful natural scenery, unique customs and culture, as well as art, history, food and hospitality. Widagdyo (2017)(17) also notes that adventure and cultural factors can influence tourists' interest in visiting. Indonesia's tourism trademark is Wonderful Indonesia, which since 2011 has increasingly attracted foreign tourists to Indonesia. Idriasih (2016)(12) also notes that the Wonderful Indonesia campaign has achieved impressive results.

MICE is one of the sales stages that plays a very important role in promoting Indonesian tourism. Deni and Sopian (2017)(21) also stated that MICE is an indirect promotional tool to present tourist destinations in the country where the activity takes place.

The tourism sector affects the country's economic growth. Wijaya (2013) also found that the tourism sector saw high FDI in a group of countries (Indonesia, Malaysia, Singapore, Vietnam) and low FDI countries (Brunei Darussalam, Cambodia, Laos, Philippines, Thailand). positive and significant impact on gross national product (GDP). The increasing number of foreign tourists visiting Indonesia also boosts the country's foreign exchange earnings, as does Hakim (2010)(23).

To regulate and control the increase in tourism activities, regulation is required. Hashrawi and Sugihartoyo (2015) (24) and Moenir (2017) (25) also state that tourism policies must be implemented to encourage economic growth and increase tourism in Indonesia. The same thing was stated by Rani (2014) (26) and Setiabudi (2016) (27) where tourist destinations can contribute to increasing regional income.

Based on data on the number of Indonesian foreign tourists in 2022 after the Covid-19 pandemic, Figure 1 shows that the number of foreign tourists continues to increase every month, with the highest growth in October-December 2022. This shows that the implementation of marketing strategies, financial strategies, infrastructure development strategies and policies in the tourism sector have a positive impact on the number of foreign tourists. It is also important that the government includes the active role of the community in the development of the tourism industry. This has a significant impact on the local economy (Resnawaty, 2016)¹⁸. This can be seen in Banyuwangi Regency, which develops community-based tourism. Improving the quality of human resources is not so important for the development of the tourism industry (Aripradana and Widayaningsih, 2006)¹⁹.

If these factors improve, it will improve the performance of Indonesia's tourism industry in the ASEAN Economic Community (AEC). Finally, the Wonderful Indonesia brand is gaining popularity in the ASEAN region and internationally, increasing the number of tourists to Indonesia. In addition, Utami (2016) states that the tourism industry must have unique individual skills for tourists. Each destination must be able to present its own uniqueness that can be sold to attract tourists to visit (WEF, 2015)²⁰.

CONCLUSIONS

Based on research conducted by researchers on the implementation of urban branded tourism strategies and the development of DOT, BASE and POSE marketing strategies for the tourism industry after the Covid-19 pandemic in Indonesia, there are several insights as well as growth. The current number of tourists in Indonesia. The sub-brands implemented in the development of the existing tourism sector are MICE tourism, festivals, culinary, arts and also the development of the cultural sector. This sub-brand will certainly also have a positive impact, which can improve the brand tourism image, increase visits and profits, increase advertising effectiveness, revitalize the tourist city brand, and others. To replace

Based on the Travel and Tourism Competitiveness Index (TTCI) indicators for infrastructure indicators, infrastructure improvements and upgrades such as road construction, infrastructure funds supporting tourism accessibility.

In addition, related to indicators of natural and cultural resources, the government must encourage people to care more about the environment and culture in order to create environmental and cultural sustainability. Second, tourism businesses are encouraged to be more active in tourism promotion activities through social media (Twitter, Path, Instagram, etc.) which do not require large costs. Third, that future researchers can conduct more in-depth research on other factors or opportunities in Indonesian tourism to improve Indonesia's tourism performance. Fourth, by buying shares of SOEs that are directly related to tourism, the public can participate in tourism financing so as to increase investment in Indonesian tourism.

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