

# Explorative Study on the Impact of Pandemy on the Tourism Services Industry in West Java

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**Abstract**— The Covid-19 pandemic affects almost all sectors of life. The Covid-19 virus attacks the world's economies, including Indonesia. The tourism sector has even felt its impact since the beginning of 2020. Fear of traveling, both domestic and foreign travel, as well as policies and instructions to stay at home to prevent transmission of the virus, create a domino effect on tourism supporting sectors, such as hotels, restaurants and retail business. In West Java alone, according to the Head of West Java Tourism and Culture Office, Dedi Taufik, as of April 16, 2020, there were 2768 tourism businesses consisting of tourist destinations, hotels, and creative economy activity in closed areas. This resulted in the loss of livelihoods, tens of thousands of tourism workers. In West Java, 33,084 tourism workers were unemployed. Research was carried out in several locations in West Java during the pandemic. The method used in this research is descriptive qualitative research, that describes the object of research based on visible facts or as they are. Respondents were selected purposively by selecting 8 respondents according to research objectives including tourism industries agents (restaurants, spas, hotels and MICE), tourism researchers and policy makers (local government).

**Keywords**— *tourism, Covid-19 pandemic, Pentahelix*

## 1. Introduction

The government, for the first time, announced two positive patient cases of Covid-19 in Indonesia, on March 2, 2020. According to University of Indonesia (UI) Epidemiologist Pandu Riono, Covid-19 will have a longer process to reach its end. According to him, "no way back to normal" there is no looking back to the previous normal state. Therefore, all circles both government and society must be ready [1].

The Covid-19 pandemic affects almost all sectors of life. The Covid-19 virus attacks the world's economies, including Indonesia. The tourism sector has even felt the impact since the beginning of 2020. Many tourists, especially foreign tourists from China, canceled their trips, while tourist visits from these countries were the second largest. This has an impact on decreasing

the number of airplane passengers, decreasing hotel occupancy, cruise operators, and the loss of various business potentials. Foreign tourists during 2019 reached 16.3 million from the target of 18 million. In addition, in the trade sector, China is Indonesia's biggest partner, so the outbreak of this outbreak also has an impact on the investment and trade sectors [2].

The outbreak of the Covid-19 pandemic has an impact on all sectors related to tourism. According to the Minister of Tourism and Creative Economy Wishnutama, foreign exchange from the tourism sector in 2020 is estimated to be lost by half.

In 2019, foreign exchange from the tourism sector reached 20 billion dollars. Menparekraf / Head of Baparekraf Wishnutama Kusubandio stated through a form letter issued on March 18, 2020, all indoor and outdoor activities in all sectors related to tourism and the creative economy were temporarily suspended in order to reduce the spread of corona. He said there were many parties affected by the policy and the numbers were large [3].

The world of Indonesian tourism has felt the greatest impact from the emergence of the corona virus. There are three cities in Indonesia that have minimal visits from foreign tourists, namely Bali, Manado and Riau Islands. From Kompas.com, Deputy of Marketing for Tourism and Creative Economy, the Republic of Indonesia Tourism and Creative Economy Agency, Nia Niscaya, said that the three destinations had different impacts. Bali has an impact on overseas (foreign tourists), because Bali is a choice of foreign tourists, not only Chinese tourists, but also tourists from other countries.

Then for Manado, the impact is felt because the largest tourist market there comes from China. The closure of flights to and from China caused tourist destinations in Manado to experience the greatest impact. Meanwhile, the Riau Islands tourist destination is divided into two areas affected by the corona virus issue, namely Bintan and

Batam. Batam is targeting Singaporean tourists, while Bintan is targeting Chinese tourists [4]

For Bali, the impact of Covid-19 was even worse than the Bali Bombing and Mount Agung Eruption. The BOM Bali I and II tragedy several years ago caused the hotel occupancy rate to be at 20 percent. Meanwhile, during the eruption of Mount Agung, the occupancy rate of southern Bali, such as Badung, Denpasar and Gianyar, still reached 60 percent, because the dangerous radius is only 12 KM. Meanwhile, due to the current outbreak, of the total occupancy of hotel rooms in Bali, around 146,000 rooms, specifically for Badung Regency there are 102,000 rooms, since April, almost 96 percent of hotels have closed, because there are no more tourist visits, existing tourists will be called back to their country. each. Bali tourism loses revenue of up to billions of rupiah per day. Because foreign tourist visits reach 16,000-17,000 people every day, with a spending per person of around IDR 20 million.

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The Indonesian Rafting Federation (FAJI) said that thousands of employees in the rafting tourism industry have been sent home. Because, there are no more tourists in the middle of the corona virus pandemic. Based on an online survey of 50 operators in 16 provinces, it is estimated that around 7804 rafting tourism workers have been sent home.

Several cases of closure of tourist destinations, such as closures at the Borobudur, Prambanan and Ratu Boko Temple Tourism Park (TWC). On April 20, 2020, because the Pati

Regency Government was included in the COVID-19 red zone area, the Pati Regency Government changed the Safin Hotel to be a quarantine location. In Jakarta, tour guides have switched professions to become online motorcycle taxis. However, the policy of staying at home and PSBB made this livelihood also deteriorated. While at the Mount Merapi tourist destination, the Covid-19 outbreak caused the Merapi jeep driver swerve to become a farmer. Since the Bantul Regency Government closed all tourist attractions, traders on Parangtritis Beach have been forced to sell their belongings to survive.

Fear of traveling, be it domestic or foreign travel, as well as policies and instructions for staying at home to prevent transmission of the virus, have a domino effect on tourism supporting sectors, such as hotels and restaurants and retailers. The Indonesian Hotel and Restaurant Association (PHRI) said the impact of the spread of the corona virus was felt by hotel, restaurant and airline business who had a massive share and value of investment. This dynamic is a force majeure or a condition that cannot be avoided. Two months after the Corona virus entered Indonesia, the Indonesian Hotel and Restaurant Association (PHRI) noted that there were 1,542 hotels closed in 31 provinces in Indonesia. The other three provinces are still under PHRI management

Apart from hospitality industries, travel agencies are one of the sectors that is directly affected by the corona virus. Many cancellations of travel plans that had been scheduled in advance were canceled due to the virus. The percentage of cancellations caused by the virus has almost reached 100%. This resulted in many travel agents collapsing and forced to lay off all of their employees.

Restaurants both in tourist attractions and in other places have also been affected by the covid-19 pandemic. Many restaurants have been forced to close their operations because there are no buyers visiting due to the closure of tourist attractions in their respective areas. Likewise with the souvenir store. The reduced number of tourists causes visits to souvenir store also decrease. Meanwhile, the souvenir center plays a role for UMKM that supports the goods sold by the gift center. Therefore, the closing of the souvenir center also had an impact on the related UMKM. The impact of Covid-19 is also felt by car / bus rental companies. The large number of travel agents

canceling their travel agenda, which until June 2020 reached 100%, caused a decrease in income for this sector.

In addition to business owners, employees who are directly related to the world of tourism experience the worst impact, for example, travel agent employees, hotel employees, restaurant employees, central employees, car rental employees, drivers, tour leaders (TL), and tour guides. (TG). There have been many employees who have been dismissed from the tourism sector, around 20 million people [5].

In West Java alone, according to the Head of West Java Disparbud, Dedi Taufik, as of April 16, 2020, there were 2768 tourism businesses consisting of tourist destinations, hotels, and ecographs (creative economy) in closed areas. This resulted in the loss of livelihoods, tens of thousands of tourism workers. In West Java, 33,084 tourism workers are unemployed [6].

Based on this background, this study is aimed at exploring the impact of Covid-19 on the tourism sector in West Java.

## 2. Literature Review

### 2.1 Tourism

In a broad sense, tourism is a recreational activity outside of the domicile to escape from routine work or to find another atmosphere [7]. As an activity, tourism has become an important part of the basic needs of developed communities and a small proportion of people in developing countries. (Source: [http://a-research.upi.edu/operator/upload/s\\_geo\\_0703773\\_chapter2x.pdf](http://a-research.upi.edu/operator/upload/s_geo_0703773_chapter2x.pdf)).

The definition of tourism is a phenomenon of the movement of people, goods and services, which is very complex [8]. It is closely related to organizations, institutional and individual relationships, service needs, provision of service needs, and so on.

Meanwhile, "Tourism is a temporary movement carried out by humans with the aim of getting out of routine jobs, out of their homes [9]. Activities are carried out as long as they live in the intended place and facilities are made to meet their needs. "

The definition of tourism according to Law Number 10 of 2009 "Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments".

So tourism is a trip made by humans to an area that is not their place of residence for at least one night with the aim of the trip not to earn a living, income or livelihood at the destination [10].

## Tourism Component

### 1) Attractions

Tourist attractions can be defined as everything in a tourist area that can attract tourists to visit an area [11]. Something that can attract tourists includes objects available in nature, human creation and the way of life of the community.

Attractions can be divided into:

- a) Site attractions (places of interest, places with a comfortable climate, beautiful views and historical sites)
- b) Event attraction (places related to tourism, for example conferences, exhibitions of sporting events, festivals, etc.)

Tourist attractions are everything in a tourist destination which is an attraction so that people want to visit a tourist destination [12]. The types of tourist attractions include the objects that are available and exist in the universe, which in tourism terms are called Natural Amenities. Included in this group are:

- a) Climate, for example sunny weather (clean air), lots of sunlight (sunny day), cool (mild), dry, hot, rain (wet), and so on.
- b) Land configurations and landscape.
- c) Forest grove (the sylvan element), for example a large forest, lots of trees.
- d) Fauna and flora, like uncommon vegetation, birds, fish, wild life, national park, hunting and photographic et cetera.
- e) Health centre and those included in this group, for example mineral water sources (natural spring of mineral water), mud baths, hot springs, where all of them are expected to cure various diseases.
- f) Human creation (man made supply). This group can be divided into four important parts, namely: historical, cultural and religious objects.
- g) The way of life, the traditional way of life of a community is one very important source to be offered to tourists. How his life habits, customs, all of which are an attraction for tourists in this area.

Based on this description, it can be seen that there are three types of tourist attractions, namely objects already available in nature, human creation (culture) and the way of life in society.

### 2) Accessibility

Accessibility in tourism relates to the level of ease for a tourist to reach a tourist attraction [13]. Accessibility is important to note, considering that this aspect can have a big influence on tourists.

Transportation facilities in the tourism sector are closely related to accessibility. This means that the frequency of using the vehicle that is owned can result in long distances as if it were closer [14]. This can shorten time and effort and further reduce travel costs. Accessibility is the ease

in reaching tourist destinations, either geographically or technically, as well as the availability of transportation advice to the destination.

Several things that affect the accessibility of a place are road conditions, transportation rates for types of vehicles, transportation networks, mileage and travel time [15]. The better the accessibility of a tourist attraction, the more tourists who visit can be. Conversely, if the accessibility is not good, it will become an obstacle for tourist in their visits to travel.

### 3) Facilities

Tourist facilities can be interpreted as facilities and infrastructure that must be provided by the manager for the needs of tourists. The needs of tourists not only to enjoy the natural beauty or the uniqueness of tourist objects but also require tourism facilities and infrastructure such as accommodation (cleanliness, health, security, communication, entertainment, hotels / inns, restaurants and souvenir shops), transportation (alternative roads, asphalt, hotmix and trails), vehicles (public transportation, rickshaws, motorbike rent and bicycles) and others (prayer rooms, parking lots, toilets and shelters).

Infrastructure is all the results of physical construction, both above and below ground, needed as a prerequisite for development, including in the form of power plants, health facilities, and ports. Suprastructure is anything that is built by utilizing infrastructure. These facilities are an important requirement for tourists. If provided properly, tourists will feel comfortable doing various other activities.

## 2.2 Pentahelix Model

One of the strategies designed by the government in tourism development is through the collaborative use of the Pentahelix Model. The Pentahelix model was first proclaimed by Arief Yahya and was poured into the Minister of Tourism Regulation (Permen) of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations that to create orchestration and ensure quality, activities, facilities, services, and to create experiences and value benefits tourism in order to provide benefits and benefits to society and the environment, it is necessary to encourage the tourism system through optimizing the roles of business, government, community, academic, and media (BGCAM).

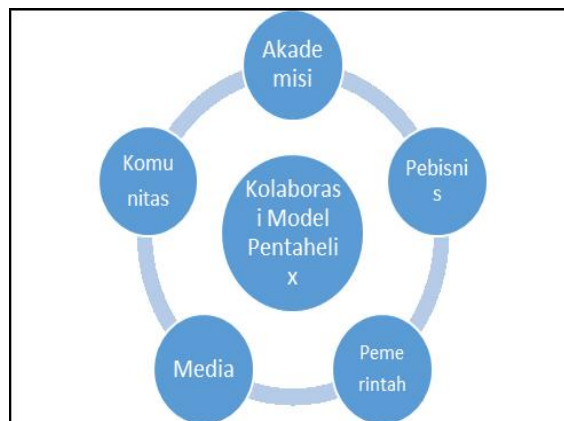


Figure 1. Pentahelix Model

The pentahelix model is a reference in developing synergies between related agencies in optimally supporting them in order to achieve goals. Pentahelix collaboration has an important role to play in supporting the goals of joint innovation and pentahelix contributes to regional socio-economic progress.

The literature review as a complement to research related to the pentahelix model of collaboration. Collaboration is basically a formal or informal agreement between two or more organizations to improve their competence through a combination of the resources they have with their partners [16]. Tourist destinations will get a competitive advantage if each of the organizations involved can share knowledge, skills, expertise, and other resources. There are 4 pillars of collaboration strategies in increasing the excellence of tourist destinations, including Building Vision, Building Commitment, Building Identity, and Building Condition.

## 2.3 The Impact of the Pandemic on the Tourism Service Industry

The COVID-19 outbreak, which is spreading relentlessly across the globe, has demonstrated a real VUCA (Volatility-Uncertainty-Complexity-Ambiguity) in the business landscape and raised the urgency to re-analyze during this time of crisis, before people take action.

Previous research has shown the role of the tourism sector in the economy. The role of tourism on the economy in Bukittinggi. Bukittinggi City is one of the cities located in West Sumatra Province. Although it does not have the potential for natural resources that can be exploited, the city of Bukittinggi has other potentials, namely beautiful natural conditions, cool air, has historical heritage places, and is located in a strategic position making this city a potential tourist area. Due to this potential, the tourism sector is used as one of the leading sectors in the City of Bukittinggi, which is expected to be the main

driver of the city's economy. The influence of the tourism sector and its relationship with other sectors on the economy of the city of Bukittinggi. Also discussed how the tourism sector influences the spatial pattern and structure of the city of Bukittinggi. The influence of the tourism sector on the economy of the city of Bukittinggi shows that the role of the tourism sector in total demand is 40.86% if the business fields are grouped into the agriculture & mining sector, the industrial sector, the tourism sector and the service sector.

The outbreak of the Covid-19 outbreak which has an impact on the tourism sector has been researched by several studies. The corona virus outbreak that began at the end of 2019 in Wuhan China has now spread throughout the world. Until mid-March 2020, the corona virus has infected 185 countries with more than 270 thousand sufferers. The large number of economic sectors in the tourism industry causes the impact of the decline in the tourism industry, not only in sectors related to tourist travel and accommodation, but several other supporting sectors for tourism activities are also affected.

Many studies have examined the impact of tourism activities on the economy. An analysis method for calculating the impact of tourism activities on the economy based on tourist spending. An econometric approach to examine the relationship between tourism development and economic growth in Bahrain. The impact of tourism activities on the Balinese economy. The impact of reduced tourism activities on the poor. The estimation results show that the workforce in the performing arts sector and the provision of employment is the most affected due to the decline in tourism activities. Therefore, it is necessary to prepare replacement employment during the decline in tourism activities. Other sectors affected are air transport, other service sectors, the food crop sector and the film, animation and video sectors.

Karisma [17] compiled an essay to provide an explanation of how the impact of the Covid-19 pandemic on the Indonesian tourism sector and are there policies that can be implemented in the travel and tourism business so that there are no major losses to this sector. Karisma [17] drew the conclusion that the Corona virus did not only impact the health sector but also the tourism sector. Several policies implemented by the government and companies such as WFH can be applied in this sector, but not for all employees because jobs such as tour guides and tourist transport drivers still have to be met with many people in their work. The losses experienced by this sector are not the result of their inability to implement existing policies, but more because of people's fear of leaving the house and lockdown

policies in several countries that make it difficult for tourists to enter and exit the country.

A. *The research results of I Dewa Gde Sugihamretha [18], revealed that the Covid-19 outbreak had a severe impact on the tourism sector. The Covid-19 outbreak has had a more severe impact. I Dewa Gde Sugihamretha [18] studied the policy response of the Covid-19 outbreak to the tourism sector by studying data and actions that have been taken in a number of countries, some of which are proposed to be implemented in Indonesia. This is very important because tourism involves a large workforce, and its role is economically being pushed by the Indonesian government.*

B. *Folinas and Metaxas [9] investigated the extent to which epidemics such as 2019-nCoV could affect the global tourism industry and recorded the first estimates of damage to world tourism. Countries such as China, where the epidemic started, as well as Italy, where new cases continue to be reported, are no longer tourist destinations. Potential tourists tend to delay or cancel their plans for pandemic-hit destinations, especially when the main features are the scarcity of effective antiviral drugs and vaccines, the rapid spread of the virus and the damage that can cause health. In the case of a pandemic, tourists cancel their trips to avoid suspected places and people. Such pandemics directly affect industries such as the tourism sector and retail services. The economic consequences of this outbreak will be serious and will cause damage not only to tourist destinations with a concentration of important cases but also at the global level. A similar case is the SARS outbreak in 2002.*

Tourism is currently - March 2020 - one of the most affected sectors and the World Tourism Organization has revised its 2020 forecast for international arrivals and receipts, although it emphasizes that such predictions are likely to be further revised. The UN specialized agency for tourism noted that international tourist arrivals will fall 20% to 30% in 2020 when compared to 2019 figures. The decline is estimated to be between 20-30%, which could translate into a decrease in international tourism revenue (exports) of between US \$ 300- 450 billion, almost a third of the US \$ 1.5 trillion generated in 2019. Taking into account past market trends, this means that the value of growth between five and seven years will be lost due to COVID-19. The government-ordered lockdown had disrupted the lives of billions of people and at the same time created a scenario of economic collapse. The countries with the most COVID-19 infections reported record increases in unemployment. This study calculates the effects of COVID-19 on the tourism industry for affected

countries around the world. This study evaluates its impact by using supply and demand curves to detect economic changes in the tourism industry. The results show that COVID-19 is creating panic among the public which is contributing to a decrease in demand in the tourism industry. This is one of the effects because the spread of disease includes the lock down approach that is applied in the current situation [19]. This scenario, contributes to a decrease in the price demanded by customers. Therefore, according to the market equilibrium of the supply-demand theory, the price of the tourism sector continues to decline along with the decline in demand.

The impact of COVID-19 on tourist satisfaction with B & Bs in China. Work / travel restrictions begin from 20 January 2020, and work / after travel resumes from 20 February 2020 in Zhejiang, China. Data were collected from 588 tourists (who experienced B & B in Zhejiang, China) from the WeChat online survey, from March 1 to March 15, 2020. The current study seeks to fill the gap by studying changes in traveler satisfaction levels with B & B's before / after COVID -19.

### 3. Methodology

The research was carried out in several locations in West Java during the pandemic. The method used in this research is descriptive qualitative research method, which is research that describes the object of research based on visible facts or as they are. In qualitative research, researchers start from empirical facts, utilize existing theories as explanatory material, and end up with a "theory". Where data is collected from various sources, namely observation, depth-interviews and documentation related to research problems. Respondents were selected purposively by selecting 8 respondents according to the research objectives including tourism service actors (restaurants, spas, hotels and MICE), tourism researchers and policy makers (local government). Interviews were conducted in a semi-structured manner by dividing the questions into 3 parts, namely to explain the impact of the pandemic and photograph the condition of the research subject during the emergency response (February-May), the recovery process (June-December), and the subject's plan during normalization (January 2021). One source of complexity of decision-making problems is the variety of selection criteria. Analytical Hierarchy Process (AHP) is a technique to help solve, especially in the selection of innovation strategies by tourism service actors and tourism policy makers in reviving the tourism industry in the midst of a pandemic. AHP is used to determine priority options with many criteria and various alternatives to solve various problems.

## 4. Results and Discussion

### 4.1 Subject Overview

Based on the results of the screening carried out in June-July 2020, almost all research subjects stated that at the emergency response stage, where social restrictions were imposed, they closed their businesses, laid off employees, and carried out activities from home (work from home), except for businesses that engaged in providing basic necessities such as supermarkets (there are hotels that have other businesses such as supermarkets and catering services). This causes a loss of income, even though on the other hand, they still have to pay operational costs such as electricity, water, room rent, and employee salaries.

#### 4.1.1 Impact on Local Government

The tourism industry is an industry that involves humans as its main commodity. Therefore, airlines, hotels, restaurants and travel agents who rely on their income from tourists are experiencing a crisis due to the spread of the corona virus [20]. This resulted in the loss of 100 million jobs in the travel and tourism sector, or down 31 percent with a value of 2.7 trillion US dollars. The impact was even five times that of the 2008 global financial crisis. Airlines suffered significant losses and flight bookings decreased by 50%.

During this pandemic period, several disaster mitigation strategies had been carried out in the tourism sector with several approaches, namely, emergency response, recovery and normalization. The strategy for tourism and culture in the mitigation process consists of 3 (three) stages. Namely:

- a. The first phase, the emergency response for the February to May period by forming a Tourism Crisis Center, suspending all programs and activities and relocating budgets to mitigation programs, identifying impacts on the tourism sector, supporting social movements in the tourism and culture sector, and maximizing the go digital program / West Java Smart Tourism (SIRARU).
- b. Second, make a recovery. In the June-December period, it is hoped that productivity in the tourism sector will run while maintaining discipline and a level of vigilance.
- c. The third stage of normalization for the period January to December 2021, by means of total domestic and foreign publications and promotions, organizing tourism and cultural activities, as well as support for tourism and cultural destinations and industries.

The West Java Tourism and Culture Office (Disparbud) stated, both local and foreign tourist visits to tourist objects in West Java Province decreased by only 20 percent due to the

Covid-19 pandemic. The report from the Tourism Office at the district and city level states that hotel occupancy is only in the range of 5 percent. A total of 575 hotels in the West Java region are no longer operating and this has resulted in the dismissal of 25 thousand employees since there were social restrictions from the government. Other tourism destinations that closed were 342 places.

**Table 1.** Estimated results of shock without tourist visits

Items	The impact of reducing labor absorption (% against normal conditions)
Performing arts	-100.00
Provision of accommodation	-97.89
Air freight	-19.16
Other services	-17.55
Film, animation and video	-16.24

Source: Agni Alam Awirya (2020)

From the creative industry sector, information was received as many as 12,521 people. Information received from the Culture and Arts sector was that 3,041 people were affected. The estimation results show that the workforce in the performing arts sector and the provision of employment are the most affected due to the decline in tourism activities [21]. Therefore, it is necessary to prepare substitute jobs during the decline in tourism activities.

**4.1.2 Impact on Industry Agents**

1. Closing the place of business. The results of interviews and observations show that tourism service businesses closed their businesses during the emergency response phase from February to May 2020. Both hotels, restaurants and especially businesses that interact directly with customers such as salons and spas. This is because this profession is very susceptible to transmission. While some hotels are still opening their operations to receive guests, but by offering product innovations on offer. For example, some hotels provide self-isolation programs at a fairly low cost. Meanwhile, there are hotels that have switched to providing catering for limited parties.
2. Decreased income and demand for goods / services / tourism activities.
3. Sales in e-commerce starting March 2020 continue to increase by 18%. The “at home only” policy encourages the sale of primary needs, where people's needs for food and drink during the PSBB, school needs increase by 34%. Personal needs, such as masks and hand sanitizers, also grew by 29%.

**4.1.3 Strategic Priorities for the Tourism Industry during the Pandemic**

The following table shows the AHP results comparing various innovation strategies to keep the tourism industry afloat during a pandemic.

**Table 2. AHP Result**

Criteria	Sub-Criteria	Rank
Inovation-Service (0.625)	Tariff adjustments (0.112)	4
	Ease of transaction (0.134)	3
	Online event (0.049)	5
	Product restrictions (0.196)	2
	Set the hours of service (0.509)	1
Virtual-Reality Tourism (0.043)	New experience (0.034)	5
	Use of technology (0.084)	4
	Promotion strategy (0.499)	1
	Reachable (0.237)	2
	Avoid the crowd (0.146)	3
Stayvacation (0.210)	Cost effective (0.750)	1
	Saving time (0.250)	2
TravelClean (0.122)	Establish protocol CHSE (0.327)	2
	Offers clean accommodation (0.413)	1
	Offers healthy and safe facilities (0.260)	3

Source: AHP Result (2020)

AHP results compare four strategies that are expected to be able to revive the tourism industry in West Java, including service innovation, Virtual-Reality Tourism, the concept of stayvacation and TravelClean. The result is that service innovation is the top priority, followed by Stayvacation and TravelClean.

One of the advantages of a stayvacation is the savings on travel budgets, because it doesn't require plane tickets or rental vehicles. Another advantage is that a staycation is more time-efficient than long-distance vacations that require the packing process, the process to the airport, and changes in weather or time zones that make the body easily tired.

Virtual tours that are supported by virtual reality (VR) technology will become mainstream in the tourism industry, considering that self distancing will become the new normal, where people will always avoid physical contact and crowds.

Travel clean is a form of service provided to ensure that people who travel are still provided with services that apply hygiene, health, safety and

environmentally friendly (CHSE) protocols during a pandemic period. This promotion has been carried out, among others, by Traveloka by providing a Clean Flight Travel Kit which includes hand sanitizers, disinfectant sprays and anti-septic wipes.

## 5. Conclusion

Local governments and business actors have developed a number of solutions to overcome the impact of the pandemic on the tourism sector in West Java.

### 5.1 Solutions developed by local governments

Tourist attractions in Pangandaran Regency have opened tourist attractions on June 5, 2020. However, there are many conditions that must be met, namely tourists who enter Pangandaran Beach must have a health certificate and a "rapid test".

The policy of relaxing the obligation for companies to pay local taxes and levies. Namely exempting restaurant and hotel taxes for 6 months (Setkeb.go.id, 26 February 2020). In an effort to realize the Social Safety Net, the Provincial Government is helping workers and small (informal) business actors working in the tourism and cultural sectors as well as the creative industries that have been directly affected by the pandemic.

Six tourism business sectors get priority in implementing the new normal protocol, namely the provision of accommodation, food and beverage services, tourist attractions, and travel services. Includes art facilities and film, television, video and advertising production facilities. Providing discounted flight tickets to 10 tourist destinations starting March 1, 2020. The discount is valid until May 2020. Namely Batam, Denpasar, Yogyakarta, Labuan Bajo, Lombok, Malang, Manado, Silangit, Tanjung Pinang, and Tanjung Pandan.

### 5.2 Solutions made by Industry Players

#### 1. Switch professions

Losing their livelihoods due to the closure of business premises has made some professional workers in the spa and salon sector switch professions to become online merchants. The goods sold range from basic necessities to household needs, especially beauty products. It is estimated that they still have to work hard until the end of 2020 until the normalization stage. Because at the recovery stage they cannot operate.

#### 2. The efforts to restore the MICE (Meeting, Incentive, Convention, Exhibition) industry for the initial phase will focus on working on

the meeting business for a small capacity of under 500 people. If conditions continue to improve, large scale meetings or activities will be held again.

3. There was a technology disruption. Namely, the acceleration of digital and information technology will take place faster. "The increase in online meetings and technology development is making virtual events a new normal."
4. The use of digital technology continues to be maximized. Online shopping can replace the difficulties faced by retailers and manufacturers in selling their goods. But this requires the availability of an adequate internet, a reliable non-cash payment system and an efficient and inexpensive delivery system.
5. Adapt and business to new requests. Always flexible and dynamic to see new business opportunities.
6. "Travel bubble"

In a travel bubble one region / country agrees to open their borders to each other, but to close borders with all other countries. So people can move freely inside the bubble, but can't enter from outside. The travel bubble does require confidence and trust among partner countries and their ability to contain the virus, including extensive testing, contact tracing and effective quarantine. At the recovery stage, domestic travel will recover faster than international travel. Consumers will have new habits where it will be quite difficult for them to take risks if they have to travel abroad.

Travel bubble can be applied to areas that are in a coordinating task force, for example between cities / districts in West Java. As the country enters the so-called new normal, the COVID-19 task force continues to map the territory into three categories: green zones, or cities and counties that have not recorded any confirmed cases of COVID-19; yellow zone, or low-risk area with contained spread but with possible transmission; and the red zone. Areas within the same zone (green and yellow) can apply a travel bubble as long as the health protocol is strictly enforced.

### 5.3 Pentahelix Model Related Solutions

1. Respondents argued that tourism development was not only managed by the provincial government (pemprov) and local government (pemda) in each city and district, but also needed the role of the private sector and other parties who support through various ideas, so that it happened. Synergy that includes all



elements in the tourism industry, which in turn can increase progress in the tourism industry.

2. Respondents argued that collaboration is needed in order to jointly develop tourism objects as optimally as possible, for that collaboration is needed between elements that are directly related to the tourism industry because each element has its own competence so that it is very much needed in developing better tourism.

One of them is collaboration between communities to deal with Covid-19 which is process-oriented to strengthen SOC (Sense of Community). Community-based Covid-19 handling includes the following two things:

- First, a continuous process of forming collective awareness that the Covid-19 pandemic is hitting one large community called Indonesia - not just certain provinces, cities, districts or regions.
- Second, a continuous process of forming collective solidarity so that solidarity actions can maintain the functioning of the large community called Indonesia. Solidarity actions can nurture awareness of togetherness and protect those who are vulnerable.

Community-based strategies to deal with Covid-19 primarily aim to strengthen communities. By continuing to foster collective awareness and solidarity in handling Covid-19, we can not only accelerate the handling of Covid-19 but also maintain Indonesia as a competent, functioning, and united community.

3. Respondents as academics in the field of tourism argue that the policy of developing tourism human resources by academics is directed at developing and improving the quality and professionalism of competency-based human resources. Academics can play a role in providing views and analysis based on data in the field regarding the level of development and also the right formula for advancing tourism through various research, analysis, and human resource development. Human resources in the tourism industry play a role as a driving force for industrial sustainability, as well as determining the competitiveness of the tourism industry. Collaboration in tourism development is urgently needed, such as in making curricula and teaching processes in the field of tourism. Collaboration is needed with tourism business actors, the government as the regulator, the media as the “funnel” for tourism news and the community as “connoisseurs” of tourism. Input from other parties with various experiences in the field is very useful in establishing and compiling a tourism curriculum, so that graduates from tourism education can immediately "tune in" when in the tourism industry.

4. Respondents as tourism business actors argue that the most important thing is the need for collaboration between the local government and the surrounding community in eradicating extortion or thugs that can be unsettling and make tourists feel uncomfortable.

The government in developing tourism in Indonesia plays a very crucial role, as a regulator, the government is expected to be able to provide facilities in developing tourism in Indonesia through policies that can be implemented and able to support all stakeholders in the tourism sector, including also providing easy incentives or tax breaks, especially for some a sector that is in a sluggish economy, where the sector is related to tourism, namely hotels, restaurants and tourism events. Based on respondents' answers (Table 3), it can be recapitulated the important role of the pentahelix in the tourism industry in connection with the Covid-19 pandemic:

**Table 3.** Pentahelix's Important Role in the Tourism Industry

No	Stakeholder	Important Role
1	Government	As a regulator, it is expected to provide policies that facilitate and support the tourism industry
2	Academics	Develop and improve the quality and professionalism of competency-based human resources
3	Businessmen	Collaborating with the government and other related parties
4	Community	Using the community as a basis for responding to the crisis is the right step (Russell Dynes: 1998). Communities which are a universal form of social life have the capacity to respond to disasters and crises that are happening - including the crisis caused by the Covid-19 pandemic, by taking social actions, both locally, relational and constructionist. In short, a community that is formed due to location factors and geographic boundaries, interpersonal relationships based on friendship, common interests, hobbies, missions, etc., a community is constructed by a shared awareness among individuals who agree to achieve a common dream or goal.
5	Media	The media as a liaison between the community, business people and the government, by providing constructive critical analysis on tourism products, through writing or visuals from the media as a cultural developer of dromology and the formation of public opinion related to tourism products.

Pentahelix collaboration has an important role to play in supporting the goals of joint innovation and pentahelix contributes to regional socio-economic progress, so good collaboration is needed in Among the five pentahelix stakeholders, namely

government, business people, academics, the community, and the media.

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