



Kasetsart Journal of Social Sciences

journal homepage: <http://kjss.kasetsart.org>



Tourism recovery policy post corona virus disease outbreak 2019 (COVID-19) in Bali Province

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Article Info

Article history:

Received 13 June 2022

Revised 20 July 2022

Accepted 1 September 2022

Available online 21 June 2023

Keywords:

COVID-19,
post-pandemic policy,
recovery,
sad kerthi culture,
tourism recovery

Abstract

This paper aims to analyze the portrait of Indonesian tourism during the COVID-19 pandemic and provide recommendations for the restoration of economic policy adaptation in the short, medium and long term to determine the impact of COVID-19 on tourism in Bali Province. This study uses model building and literature review methods with a descriptive analysis approach. The results of the study reveal that tourism is one of the sectors most affected by the COVID-19 outbreak in Bali-Indonesia. The results of the analysis recommend that the tourism development planning review emphasizes general stimulus, financial stimulus for the creative economy, organizational capacity building and external recovery efforts such as tourism relaxation policies and tourism promotion, strengthening tourism diversification, and strengthening demand and supply sides. The government needs to improve tourism sustainability strategies by synergizing sad kerthi culture, mulat sarira, and technological developments and implementing strict health protocols.

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Introduction

The COVID-19 pandemic not only hit Indonesia's tourism sector, but also did on a global scale where in various parts of the world there has been a sharp decline in the business of aviation, hotel, land and sea transportation services. The world travel industry experienced a significant decline in income in Europe, North America, Latin America, the Middle East, Africa, and the Asia Pacific (Becker, 2020). Europe was the hardest hit with a minus 46 percent drop in revenue, with the smallest decline in North America by minus 27

percent. The tourism industry has been one of the sectors most affected by the COVID-19 pandemic and has a chain effect on other sectors. For Indonesia, the tourism sector would clearly be hit hard, especially in the first quarter of 2020 (Saputra et al., 2021).

The province of Bali, as one of the tourism areas that has had the most cases of COVID-19 infection in Indonesia, implemented various policies in its efforts to tackle the spread of COVID-19 so that it would not spread and infect many people (Darma & Saputra, 2021). One of the policies having a direct impact on the tourism sector was the Circular Letter of the Governor of Bali No. 7194 of 2020 concerning Follow-Up Guidelines regarding the prevention of the spread of COVID-19 in Bali, namely, closing or stopping visits to tourism attractions managed

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<https://doi.org/10.34044/j.kjss.2023.44.2.28>
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by the government, private sector, community and traditional villages to prevent the spread of COVID-19. This greatly impacted the Bali tourism sector, because the main income comes from the tourism sector (Law et al., 2016).

The cessation of the tourism sector does not only have an impact on tourism objects, but has a significant domino effect for tourism actors (Werastuti et al., 2018). The tourism actors are tourism service providers such as tour guides, travel agents, spas, restaurants, hotels, shopping tours, drivers, and so on (Sutawa, 2012). Although many parties predicted that COVID-19 would last throughout 2020, the impact of the loss for the tourism industry could already be felt after the implementation of the PKM (Community Activity Restriction) policy. The processing industry experienced tourism-related impacts due to global supply chain disruption factors (Malesios et al., 2020). The transportation sector was significantly affected by travel restrictions imposed by the government in almost all countries, as well as the sector for providing accommodation and food and drink (Patiar & Mia, 2008; Rahmiati et al., 2020). Large-scale and retail trade was also affected in this case as a result of the implementation of physical distancing (Turner et al., 2017).

The real impact that could be seen is that tourism sector workers experienced a decrease in income, especially those related to accommodation and food and beverage providers; large-scale and retail trade; repair of cars and motorcycles; and ware housing and transportation (Alvarez-Ferrer et al., 2018). In areas that rely on tourism as their main income, pessimism began to emerge about the future of the tourism sector, especially for regions that were highly dependent or interested in developing tourism given the uncertainty of when the COVID-19 pandemic would end (Yuniti et al., 2020). According to Dano et al. (2022) the COVID-19 pandemic in the tourism sector at least affected economic risks in relation to: (1) Temporary Closure of Hotels, Restaurants, Other Tourism Industries; (2) Employee Reduction: Unpaid Leave/Termination of Employment (PHK); (3) Liquidity Difficulties: Failure to Pay Investment and Working Capital Credit; and (4) Permanent Business Closure (Herdiana, 2020).

Based on the problems mentioned above, this article describes the impacts of the COVID-19 outbreak on tourism in Bali Province. In addition, this article proposes recommendations for what actions the Bali Provincial government should take in the future to return tourism to its original condition before the COVID-19 outbreak, and further, what policy instruments must be prepared by the

Bali Provincial government so that they can be used as guidelines for tourists, stakeholders in order to jointly realize the recovery of tourism and be able to bring in large numbers of tourists. The study on the impact of the COVID-19 outbreak on tourism in Bali Province is expected to provide an overview of tourism conditions to the parties concerned, and it is hoped that the policy recommendations compiled in this article can be used as input for the formulation of tourism recovery policy instruments after the COVID-19 outbreak in the Province of Bali. The research was conducted on what the impact of the Tourism Recovery Policy after the Corona Virus Disease 2019 (COVID-19) Outbreak in Bali Province was so that it can be known whether the economy and tourism can survive and develop again after the COVID-19 pandemic with the concept of sad kerthi and mulat sarira.

Literature Review

Philosophy of Tri Hita Karana

Tri Hita Karana's philosophy is filled with the environment that is sourced from Sad Kerthi work in an area, island, and environment. Sad Kerti means six efforts to maintain the balance of the universe (Saputra et al., 2021), namely: Jana Kerti means efforts to uphold the sanctity or balance of ourselves. Jagat Kerti means an effort to maintain the sanctity or harmony of the relationship between all beings. Samudera Kerti means efforts to maintain the sanctity or sustainability of beaches and oceans. Wana Kerti means efforts to maintain the sanctity or sustainability of forests and mountains. Danu Kerti means efforts to maintain the sanctity or sustainability of fresh water sources such as lakes, various springs and rivers. Atma Kerti means the effort to uphold the sanctity of the souls who have left this material world, while the understanding of Mulat sarira is a Balinese culture that prioritizes self-control by reassessing past actions to maintain balance, harmony, and peace in life. The values in Mulat sarira remind us to find one's identity by returning to the roots of life's values. This means finding the nature of the self and what actions will be taken as a form of commitment to the nature of the self. The discovery of self-nature is carried out by daring to be introspective and improve actions based on values in the unity of balance and harmony. This shows the basic thoughts of mulat sarira, and the awareness that whatever we do will produce results (karma) that shape our mindset, attitude, and behavior.

Tourism

The Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism defines tourism as a variety of tourism activities that are supported by various facilities and services provided by the community, entrepreneurs, central and local governments. According to Mathieson and Wall (1982), tourism demand is the number of people who travel or wish to travel far from their work and residence locations to be able to use tourism facilities and services. Tourism activities cannot be separated from international trade because they are related to the exchange of goods or services between one country and another (Todaro & Smith, 2006). Trading occurs when one party gains or benefits but the other party does not feel disadvantaged (Fu, 2020; Hidayatullah et al., 2019; Sara et al., 2021). All of these activities are carried out according to the interaction between tourists and the tourism industry to meet their tourism needs, this description of the interaction is described as the interaction of demand and supply in tourism (Leonidou et al., 2015; Mihalič et al., 2012). Tourism activities are inseparable from two important elements, namely tourists and tourist attractions (Cohen, 1974).

Economic Growth and Tourism Development

The dynamics of the global tourism industry means it is facing a situation of increasing competition turmoil, both at the regional and international levels between countries as tourist destinations (Remoaldo et al., 2020). The more competitive a country is as a tourist destination, the more it will attract tourists to visit, and tourists will spend more money in the tourist destination country (Dwyer et al., 2000). As a result, the Gross Domestic Product (GDP), the country's economic growth, and the economic welfare of the people will increase. Therefore, each country will compete to attract more tourists and spend (Crouch & Ritchie, 1999). The role of the national tourism sector is increasingly important in line with the development and contribution made by the tourism sector through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor and business development spread across various parts of the region in Indonesia (Abdurahman, 2017; Situmorang et al., 2019). Tourism has become one of the main contributions to economic growth in many developing and developed countries (Jayathilake, 2013; Kadir & Karim, 2012). Tourism contributes to

economic growth through various channels including foreign currency earnings, attracting international investment, increasing tax revenues and creating additional jobs (Gokoavali & Bahar, 2006). Thus, this research was conducted to find out the impact of the Tourism Recovery Policy after the Corona Virus Disease 2019 (COVID-19) Outbreak in Bali Province, which is very important for economic growth and tourism in Bali Province.

Post-Disaster Economic Recovery Policy

Based on Law Number 24 of 2007 related to disaster management, the COVID-19 disaster management, which was designated by the government as a national disaster, is the responsibility of the central government, which includes the disaster impact management process to the disaster recovery process. However, it also regulates the responsibilities of local governments to the obligations of the community in disaster management through the law (McTavish, 2013). Nurjanah (2012) states that disaster management efforts are called disaster management, which can be interpreted as a dynamic process of working disaster management functions such as planning, organizing, actuating and controlling. Based on the understanding above, disaster recovery is an effort made to return conditions to their initial or original state before the disaster (Dimitrios et al., 2020; Serbu, 2014).

Various efforts to restore the economy continue to be carried out, both in the form of programs and economic stimulus, both from the central government and local governments, such as stimulus for MSME actors, for high school / vocational students, students to the media, both print and online media. In addition, in collaboration with Bank Indonesia and other banks in Bali, a mutual cooperation market was also held to absorb agricultural and fishery products (Herdiana, 2020). Likewise, in the tourism sector, the tourism industry players continue to improve by preparing the application of health protocols both at tourist objects, hotels and restaurants so that confidence among tourists grows in the application of health protocols in Bali (Pramana et al., 2021). The government has prepared a number of supporting regulations as a legal umbrella and continues to improve infrastructure facilities such as adding and improving the quality of hospitals, isolation rooms, laboratory capacity and is continuing to explore cooperation with industry players abroad and surveying tourism trends as a result of Covid 19 (Somawati et al., 2020).

Methodology

This study uses a qualitative method with descriptive analysis methods, especially the model-building method and literature review (Creswell, 2007). This is based on the purpose of research that examines tourism problems in Bali Province as a result of the COVID-19 outbreak. By using a qualitative descriptive approach, analysis results will be obtained in the form of a natural/real description of the reality of tourism in Bali Province which involves the following matters: First, what is the impact of COVID-19 on tourism in Bali Province. Second, what steps or efforts should be taken by the government so that tourism in Bali Province can run optimally as before. The model-building method is used to construct tourism recovery policy recommendations in Bali Province based on findings in the form of the impact of the COVID-19 outbreak on tourism. These data are then used as the basis for developing recommendations for the Bali Provincial Government. This understanding is in line with the opinion of Shepherd and Roy (2017), who argue that theoretical findings can be built on empirical grounds that exist in the field. The data as the basic source of analysis in this study were obtained using a documentation data collection technique (documentary study) in which various data deemed relevant to the research being conducted were sourced from books, journals, laws and regulations, web pages and other reference sources.

Results and Discussion

The cumulative number of positive cases of COVID-19 in Bali Province occurred in Denpasar City with 37,938 positive people, followed by Badung Regency with 20,897 people and Tabanan Regency with 11,592 people. Based on official data from the Bali Province COVID-19 Handling Task Force as of Sunday, December 19, 2021, there were 114,340 confirmed positive cases of COVID-19 in Bali, 110,200 recovered cases and 4,054 deaths. The number of healings also increased by 15 people consisting of Jembrana (5 people), Tabanan Regency (0 people), Badung Regency (2 people), Gianyar Regency (0 people), Klungkung Regency (0 people), Bangli Regency (0 people), Karangasem Regency (0 people), Buleleng Regency (0 people) and Denpasar City (8 people). The COVID-19 Handling Task Force said, based on the results of the updated zoning map for the COVID-19 risk released by the National Task Force on Sunday, December 19, 2021, as many as 9 regencies/cities in Bali Province had the status of a Yellow Zone or low risk.

Based on these data, now the Province of Bali must be prepared to make new changes with the aim of normalizing tourism. The above conditions construct an understanding of the need for post-COVID-19 development recovery planning. This is because there have been many negative impacts caused by COVID-19, so policy instruments that accelerate the development recovery process are absolutely necessary. In the context of tourism, COVID-19, which was followed by the imposition of Community Activity Restrictions (PKM), had implications for the cessation of all tourism activities in the Province of Bali, which had implications for economic losses in the tourism sector. The discussion of the results of this study examines 3 (three) subjects in responding to COVID-19, namely: First, examining tourism in the Province of Bali. Second, to examine the impact of COVID-19 in Bali Province. Third, providing recommendations for tourism stakeholders in preparing post-COVID-19 tourism recovery policy planning.

Tourism in Bali Province

The island of Bali is the most popular tourist destination in Indonesia. Tourism is a mainstay sector for the Balinese economy, and nationally, Bali is a barometer for the progress of Indonesian tourism (Sutawa, 2012). The tourism sector is a sector that has the potential to be developed and plays a role in driving economic growth and community welfare (Law et al., 2016). The tourism sector can have a positive impact on the socio-economic conditions of the community. Tourists are interested in visiting Bali because it has beautiful natural scenery, unique customs, and culture along with its climate, art, history, food, hospitality of its people, and the ability to withstand the effects of globalization (Wardana et al., 2021). This is reflected in various ceremonies (rituals) that occur every year or every six months as a reflection of religious attitudes and behavior (Dewi, 2014) as follows [Table 1](#).

Based on the data above, the growth of Bali tourism has been increasing from year to year, although it often also experiences a decline due to unexpected disasters (Lesmana & Sugiarto, 2021; Sudiarta & Suardana, 2016), such as the current decline due to the pandemic COVID-19. But in general, Bali tourism was stable before 2019. Bali tourism has an advantage, namely, cultural tourism, which provides opportunities for tourists to make direct contact with local communities and individuals who have special knowledge about a cultural object (Picard, 1990). This type of tourism provides a wide variety of cultures, ranging from performing arts, fine arts, festivals, traditional food, history, nostalgic experiences and other ways of life (Picard, 1996).

Table 1 Number of Foreign Tourists to Indonesia and Bali, 2010–2020

Year	Indonesia		Bali	
	Total	Growth (%)	Total	Growth (%)
2010	7, 002, 944	10.74	2, 576, 142	8.01
2011	7, 649, 731	9.24	2, 826, 709	9.73
2012	8, 044, 462	5.16	2, 949, 332	4.34
2013	8, 802, 129	9.42	3, 278, 598	11.16
2014	9, 435, 411	7.19	3, 766, 638	14.89
2015	10, 406, 291	10.29	4, 001, 835	6.24
2016	11, 519, 275	10.70	4, 927, 937	23.14
2017	14, 039, 799	21.88	5, 697, 739	15.62
2018	15, 806, 191	12.58	6, 070, 473	6.54
2019	16, 106, 954	1.88	6, 275, 210	3.37
2020	4, 022, 505	-75.03	1, 069, 473	-82.96

Source: Central Bureau of Statistics (2021)

Cultural tourism also has the value of economic profit and cultural profit that complement each other (Picard, 1995). Indonesia's diverse regional cultural potential places cultural tourism as one of the main pioneers in achieving Indonesia's economic goals (Dunbar-Hall, 2001). By making cultural tourism destinations a destination for tourists, especially foreign tourists, cultural tourism becomes a real reference for Indonesia to implement cultural diplomacy (Adhika & Putra, 2020; Picard, 1995). Tourism has always been a sector that the government continues to develop. The DPR RI enacted Law no. 10 of 2009 concerning Tourism, which replaced Law no. 9 of 1990. Regulatory, the law aims to encourage small and medium-sized businesses to help create a Sustainable Tourism Industry (Herdiana, 2020).

This is also supported by Bali tourism businesses by developing various MSMEs to support Bali tourism (Sutawa, 2012). Many home-based business actors have developed in terms of crafts, arts, and others (Widiastuti et al., 2015). In the "Tourism Law" it is stated that the underlying principles of tourism development are the following principles: "benefit, kinship, fair and

equitable, balance, independence, sustainability, democracy, equality, participatory, sustainable, and unified (Lemy et al., 2019). This is applied by taking into account the uniqueness, uniqueness of culture, diversity, and nature, as well as the human need to travel in the implementation of tourism development plans (Rhama, 2020). In line with the mandate of the Tourism Law, the Provincial Government of Bali also issued the Bali Provincial Regulation Number 2 of 2012 concerning Balinese Cultural Tourism, which was then strengthened again by the issuance of the Bali Provincial Regulation Number 10 of 2015 concerning the Master Plan for the 2015 Bali Province Tourism Development 2029 as a guideline for Bali tourism policy. Up until now, the Bali Provincial Regulation Number 5 of 2020 has been used regarding the Standards for the Implementation of Balinese Cultural Tourism. These standards have become important guidelines for the implementation of tourism in Bali, guided by the important elements of sustainability tourism. Until now, Bali is still a favorite tourism destination for foreign tourists (Werastuti et al., 2018) as seen in [Table 2](#).

Table 2 Number of International Tourists to Bali

Tourist Area Origin	Number of International Tourists to Bali by Region (People)		
	2018	2019	2020
ASEAN	553,728	613,509	100,967
Asia (without ASEAN)	2,410,620	2,321,161	334,247
America	362,357	415,435	79,010
Europe	1,406,086	1,480,907	300,264
Oceania	1,282,886	1,375,399	244,227
Africa	54,796	68,799	10,758
Crew	-	-	-
Total	6,070,473	6,275,210	1,069,473

Source: Central Bureau of Statistics (2021)

Impact of COVID-19 on the Tourism Sector

The effects of the COVID-19 pandemic are still being felt by the tourism sector, especially in Bali. The implementation of the policy of limiting the entry of international visits related to controlling the COVID-19 pandemic has had an impact on foreign tourist arrivals to the island of Bali (Bhaskara & Filimonau, 2021). Since the enactment of the Minister of Law and Human Rights Regulation No. 11 of 2020 concerning the Temporary Prohibition of Foreigners from Entering the Territory of the Republic of Indonesia, there has been a decline in foreign tourist arrivals to Indonesia. This was an anticipatory measure to reduce the spread of COVID-19 in Indonesia (Pambudi et al., 2020). The need for the COVID-19 policy on the tourism sector could be seen by studying the data and actions taken in a number of countries, some of which were proposed so that they could be implemented in Indonesia, especially in Bali (Yuni, 2020). This is very important because tourism involves a large workforce, and its role economically is being encouraged by the Indonesian government (Pramana et al., 2021). Handling COVID-19 requires policies through appropriate actions in various sectors, because the formation of the right policies will help the recovery of a slumped economy (Susilawati et al., 2020).

The increase in cases still occurring caused the government's main focus to be health recovery with policies to break the chain of spread of COVID-19 through social distancing and working from home. This policy has had an impact on decreasing transportation activities both nationally and internationally, and directly has an impact on reducing tourism activities in Indonesia (Prajnawardhi, 2020). During January to June in 2020, the number of foreign tourist arrivals to Indonesia decreased by 59.7 percent from 7.7 million people to 3.1 million people (YoY). In addition, national transportation activities either by plane, train, or ship decreased. The total national departures from January to June 2020 only

accommodated 136 million passengers, where in the same period the previous year, it reached 256 million passengers (YoY).

The decline in foreign tourist arrivals and national transportation trips had an impact on the accommodation provision sub-sector, where the occupancy rate of star hotel rooms (TPK) in Bali only reached 36.64 percent in 2021. Foreign tourist visits in January 2020 decreased by 7.62 percent compared to December 2019, from the previous 1.37 million foreign tourists to 1.27 million foreign tourists (month to month/mtm). However, when compared to January 2019, the rate of foreign tourists visiting in January 2020 (year on year/yoy) increased by 5.85 percent. In 2019, only 1.2 million foreign tourists visited. Cross-country human movement or mobility starting at the end of January 2020 began to decrease in order to avoid the negative impact of the transmission of the corona virus (COVID-19). As a result, the level of foreign tourists visiting various countries, including in Indonesia, fell (Suryawan et al., 2021) as follows [Table 3](#).

The decline in community economic activity will cause a social crisis marked by increased poverty and unemployment (Subadra & Hughes, 2021). Based on data published by BPS, several provinces that have priority tourism destinations experienced different phenomena in terms of open unemployment (TPT) and poverty rates in the period before and during the COVID-19 pandemic (Gössling et al., 2020). The majority of provinces experienced a decrease in the open unemployment rate, but experienced an increase in the poverty rate (Saputra, 2021). This shows that the pandemic was not significant in reducing the workforce, but the income of the people in the province decreased, so they tended to be vulnerable to poverty (Mahmud & Riley, 2021). This phenomenon commonly occurs during a recession, where a decline in the production of goods and services is associated with a decrease in employment, and is present in a labor-intensive economic structure (Yu et al., 2021) as follows [Table 4](#).

Table 3 Occupancy Rate of Hotel Rooms in Bali in 2021

Star Hotel Class	Room Occupancy Rate (TPK) for Star Hotels by Class in Bali Province (Percent) 2021									
	January	February	March	April	May	June	July	August	September	October
Star 5	9.63	5.84	8.20	10.29	12.43	22.61	5.67	4.92	11.61	20.65
Star 4	11.92	9.77	11.20	10.30	9.05	14.75	4.77	4.26	9.33	18.26
Star 3	11.62	11.05	10.95	9.36	10.01	12.91	5.09	4.80	7.32	13.93
Star 2	11.76	12.51	10.46	11.09	10.14	11.77	6.50	7.51	8.50	12.14
Star 1	-	1.19	7.48	6.88	7.77	10.82	1.99	6.92	6.74	25.38
All Star	11.15	8.99	10.24	10.09	10.35	16.68	5.23	4.77	9.46	17.73

Source: Central Bureau of Statistics (2021)

Table 4 Unemployment Rate and Labor Force Participation in Bali

Employment Indicator	Unemployment Rate and Labor Force Participation Rate of Bali Province (Percent)					
	February			August		
	2019	2020	2021	2019	2020	2021
Unemployment Rate Open	1.19	1.25	5.42	1.57	5.63	5.37
Labor Force Participation Rate	76.68	77.03	73.71	73.77	74.32	73.54

Government Policy Regarding Tourism during the COVID-19 Pandemic

The Indonesian government, in March 2020, issued several economic stimulus policies to create stability in several sectors of the country's economy during the COVID-19 pandemic (Wijaya & Mariani, 2021). One of the policies given to the tourism sector was the policy of increasing tourist visits through the provision of incentive packages for airlines and travel agents. The 10 Priority Tourism Destinations (DPP) reached 50 percent for each passenger with as much as 25 percent of the total aircraft seats at a cost of around IDR 490 to IDR 500 billion (Ministry of Finance of the Republic of Indonesia, 2020). During the COVID-19 pandemic, there were concerns about traveling for both domestic and foreign tourists, so the use of this stimulus did not go well (Pambudi et al., 2020).

Another policy issued by the government during the COVID-19 pandemic was the government's fiscal incentives in order to save the tourism industry and workforce. The policies issued were hotel and restaurant tax exemption for 6 months with compensation of Rp. 3.3 trillion (Sugihamretha, 2020), expansion of government borne PPh 21 exemption (DTP) for accommodation and restaurant sector workers, pre-employment card assistance to workers in Indonesia, including tourism workers, as well as incentives of 600 thousand/month for workers registered with BPJS employment with income below 5 million rupiah per month (Arlinwibowo et al., 2020). This policy in order to save the tourism industry was responded to positively by several parties, but there are still some notes, where the tourism industry expects direct cash assistance from the government, rather than tax incentives (Olivia et al., 2020). This is because income from accommodation and food and drink has decreased significantly, so the provision of tax incentives will be useless (Soehardi et al., 2020). The stimulus for government assistance in order to protect the tourism workforce has been effective, but has not been able to provide certainty to all tourism sector workers, and cannot guarantee new jobs after COVID-19 later (Pambudi et al., 2020).

Bali Tourism Recovery Efforts and Policy Proposals

The COVID-19 pandemic has had a major impact on the Indonesian economy, particularly the tourism sector. In Indonesia, by the end of 2020, there would only be 4–5 million foreign tourist visits (Djalante et al., 2020). It was estimated that the foreign tourist market would only gradually return to normal starting in 2021, and return to normal in 2023. The COVID-19 pandemic also changed the tourism paradigm, where (1) tourist attractions had to now implement physical distancing and visit restrictions (quota); (2) Airports, Terminals, Stations had to apply high sanitation standards; (3) Product Differentiation, where mass tourism is replaced with fresh air, adventure, mountains, oceans, nature and outdoor health tourism; (4) Value Preposition, which was originally cheap and overcrowded to being young, clean, and having quality experience; (5) The Group Travel marketing focus shifted to Free Independent Traveler (FIT), and; (6) Hygiene Labeling being absolutely necessary (Pambudi et al., 2020).

In the current new normal era, several lessons for tourism in the world need to be considered for recommendations for tourism development strategies in Indonesia, especially Bali (Utami & Ilyas, 2021). Although the recovery process will be different in each country, there is a general pattern found, namely, people are still willing to travel even though it is generally predicted that domestic travel will recover faster than international travel (Pambudi et al., 2020). Policy analysis and tourism recovery proposals after the COVID-19 pandemic need to consider special things. These include: (1) taking advantage of the conditions in other countries (which have become customers for Bali tourism) which are recovering more slowly and opening up markets for Indonesia, especially Bali; (2) considering young tourists will travel first where the trip is still limited to the nearest destination; (3) The economic impact of tourism will recover faster where outdoor and nature-related destinations will be more popular than urban destinations and this is an opportunity for Bali because it relies on nature and culture; (4) To capture the initial demand, travel industry players must move their resources quickly

through digital (internet-based) marketing by developing modified processes and products; (5) implement strict health protocols in tourist attractions so as to create a sense of security for tourists; (6) while waiting for the policies of other countries to visit Bali, it can be transferred to the domestic market; and (7) opening new eco-friendly and village-based tourism areas in synergy with the village ministry in developing tourism villages (Gurtner, 2007; Japutra & Situmoran, 2021; Pambudi et al., 2020; Utama et al., 2020; Yuniti et al., 2020).

Proposed tourism sector policies in the context of short-term recovery after the COVID-19 pandemic can be carried out in the form of: (1) changing the orientation of Bali tourism into quality and sustainable tourism; (2) encourage the development of MSMEs; (3) develop green and environmental-based tourism; (4) acceleration of tourism infrastructure development; (5) increase tourism promotion and massively return to organize tourism events both hybrid and online; and (6) Synergize with the central government to make hotels in Bali as partners in handling COVID-19, for example in terms of isolation (Purnomo et al., 2021; Pambudi et al., 2020; Putra, 2021; Sun et al., 2021; Subadra, 2021; Wirawan et al., 2021).

Medium-term policy proposals include process and value chain improvements in the tourism aspect. In this case, you can apply a tourism sustainability strategy (Salguero et al., 2019; Wickham et al., 2020) in collaboration with Balinese culture which is already full of meaning in terms of nature protection, namely Sad kerthi. The strategies in question are (1) provide a policy of public holidays on religious holidays and certain moments for government employees, so that domestic travel will increase; (2) synergize with the central government in organizing official or state events carried out in Bali, as a promotion that Bali is safe to visit; (3) explore other countries that have already recovered from COVID-19 to come to Bali; (4) cooperate with airlines for restoration and addition of flight schedules; (5) escort the realization of large-scale tourism investment; (6) increase access to financing for tourism business actors and creative actors, both to banking and non-banking; and (7) strengthen tourism supporting infrastructure, especially those that support the prevention of COVID-19 (Adams et al., 2021; Aryawiguna, 2021; Balasundharam, 2021; Liu et al., 2021; Santosa et al., 2021; Subadra, 2021; Subadra & Hughes, 2021; Susanti & Amelia, 2021).

Long-term policy proposals should be made through the development of the tourism industry operating

system. Proposed tourism sector policies in the context of long-term recovery after the COVID-19 pandemic can be carried out in the form of: (1) strengthening the character of Bali tourism; (2) strengthening the selling power of Bali tourism; (3) paying attention to Bali tourism access; (4) having involvement of all tourism actors, the government and the community in supporting the improvement of Bali tourism; and (5) optimizing the use of information technology in the context of harmonization of information on the tourism agenda (Jamin et al., 2020; King et al., 2021; Moenardy, 2021; Purnomo et al., 2021; Pramana et al., 2021; Pambudi et al., 2020; Pan et al., 2021).

Conclusion

The COVID-19 pandemic that has affected the world community's movement has been a disaster for the tourism sector, including in Indonesia. Tourism development has been forced to adapt to the pandemic, translated by the Indonesian government in the form of new normal policies. Current efforts not only related to disaster management, but also reviewed national and regional planning for the tourism sector. Tourism in Indonesia at the end of 2020 was predicted by various experts to only reach 4–5 million foreign tourist visits. It was estimated that the foreign tourist market would only gradually return to normal starting in 2021, and return to normal in 2023. This paper provides specific policy proposals for the tourism sector, in the short, medium and long term. This proposal is based on a literature review on the portrait of tourism before and after the COVID-19 pandemic. The results of the analysis recommend that the review of tourism development planning emphasizes financial stimulus for the creative economy, general stimulus, structuring tourism infrastructure including accommodation and transportation, strengthening tourism diversification, and strengthening tourism demand and supply side. The government needs to improve tourism sustainability strategies by synergizing sad kerthi culture, mulat sarira, and technological developments as well as implementing strict health protocols.

Conflict of Interest

This research was conducted to explore the impact of COVID-19 on the tourism sector and public policies that are able to restore the condition of tourism in Indonesia.

This research received permission from related parties used as respondents and the government. There is no conflict of interest, because it received appreciation from academia, government and society. This publication is dedicated to academics in the fields of social and political science, law, economics, government and tourism.

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