

POST-PANDEMIC ECONOMIC RECOVERY STRATEGIES: A CASE STUDY ON THE TOURISM INDUSTRY IN INDONESIA

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Abstrak: The COVID19 pandemic has inflicted significant financial setbacks on the tourism industry in Indonesia, resulting in an urgent requirement for the formulation of robust economic recovery strategies. This research utilizes a qualitative methodology, focusing on multiple case studies across major tourist destinations within the country. The aim is to delve into and systematically analyze the recovery strategies that have been implemented. Through interviews and observations, this study examines how local businesses, in collaboration with the government, have adopted innovative approaches, such as integrating digital technologies into their operations and rigorously enforcing health protocols to ensure visitor safety. Additionally, it explores the role of promotional campaigns and financial incentives in attracting tourists back to these destinations. The findings reveal that these combined efforts have not only facilitated an increase in tourist visits but have also progressively revived the industry's economic contributions. This study underscores the importance of a coordinated approach involving both public and private sectors in revitalizing the tourism sector. The insights garnered here could serve as a valuable framework for stakeholders looking to bolster the resilience and sustainability of the national tourism industry in the face of future disruptions.

Keyword : Post-Pandemic, Economic Recovery Strategies, Case Study, Tourism Industry

INTRODUCTION

The COVID-19 pandemic has unleashed unprecedented challenges across the global economic landscape, with the tourism industry facing some of the most severe disruptions. In Indonesia, a country where tourism plays a critical role in national economic stability, the impact has been particularly devastating. The abrupt cessation of international and domestic travel during the pandemic resulted in a dramatic decline in tourist arrivals, leading to massive revenue losses and widespread unemployment within the sector.¹

This research aims to address the urgent need for effective post-pandemic economic recovery strategies within Indonesia's tourism industry. The primary objective is to identify and evaluate the recovery strategies that have been implemented in various tourist destinations across Indonesia. These strategies are crucial for mitigating the economic impacts of the pandemic and for establishing a resilient framework that can safeguard the industry against future disruptions.²

The tourism sector in Indonesia is not only a significant source of employment but also a major contributor to the country's GDP. The halt in tourism activities affected not just the primary tourism services like hotels, travel agents, and tour operators, but also the secondary businesses such as local handicrafts, restaurants, and entertainment venues. The ripple effects extended to almost all facets of regional economies, highlighting the interconnectedness of the tourism industry with other economic sectors.

Given this context, the study focuses on a series of case studies from Bali, Yogyakarta, and Raja Ampat—regions that are heavily reliant on tourism revenues. These areas were selected due to their high economic stakes in tourism and their varied approaches to recovery. The research methodology involves qualitative analysis, incorporating interviews with key stakeholders, including government officials, tourism experts, local business owners, and tourists, as well as an examination of secondary data from relevant reports and publications.

The goal is to uncover the strengths and weaknesses of the recovery strategies adopted in these regions. This involves a detailed assessment of policy interventions, such as financial aids, marketing campaigns, infrastructure enhancements, and health safety protocols. Moreover, the study evaluates the effectiveness of digital transformation initiatives, which have been pivotal in adapting to the new norms of travel and tourism.³

¹ Robbi Nur Fareza, Wandu Suwarno, dan Andika Putra, "Halal Tourism and Poverty Alleviation," *Halal Tourism and Pilgrimage* 2, no. 2 (2022), <http://dx.doi.org/10.58968/http.v2i2.176>.

² Anniza Citra Prajasari, "How to Promote Halal Tourism through the Stakeholders? Case of Halal Tourism Market in Indonesia," *Jurnal Ilmiah Ekonomi Islam* 8, no. 1 (2022): 411, <http://dx.doi.org/10.29040/jiei.v8i1.4401>.

³ Apay Safari, Lia Afriza, dan Anti Riyanti, "Tourism Village Assistance in Purwakarta Regency (Case

By synthesizing the findings from these diverse case studies, the research aims to provide a comprehensive overview of the strategic responses to the pandemic and to develop a set of recommendations for policymakers, business leaders, and other stakeholders involved in tourism. The ultimate intention is to not only revive the tourism industry but to also enhance its long-term sustainability and resilience.

The primary and most urgent issue identified in this research is the profound dependency of certain regions on tourism revenues, particularly highlighted in areas such as Bali, Yogyakarta, and Raja Ampat. These regions, emblematic of Indonesia's rich cultural and natural heritage, have developed economies that are intricately tied to the influx of tourists. The sudden disappearance of this economic lifeline due to pandemic-related travel restrictions has not only crippled local businesses but also destabilized the broader regional economies.⁴

This dependency on tourism has exposed these regions to significant vulnerabilities, especially in the face of global crises that can halt travel and tourism activities instantly. The urgent challenge now is to devise and implement recovery strategies that not only revive the tourism sector in the short term but also reduce these regions' over-reliance on tourism. This involves diversifying their economic activities and developing more robust systems that can withstand future economic shocks.⁵

The recovery strategies must be sustainable and inclusive, ensuring that they do not merely return the regions to their pre-pandemic state but actually enhance the economic resilience and quality of life for all community members. This requires a comprehensive understanding of the economic, social, and environmental dynamics of each region and tailored approaches that address their unique challenges and opportunities.⁶

RESEARCH METHODOLOGY

This study employs a qualitative descriptive methodology to deeply understand the impacts of COVID-19 on tourism-dependent regions in Indonesia, specifically focusing on Bali, Yogyakarta, and Raja Ampat. By choosing a qualitative approach,

Study of Indonesian Wanayasa Village)," *Asian Journal of Business Research* 13, no. 2 (2023), <http://dx.doi.org/10.14707/ajbr.230147>.

⁴ Azhar Alam, Dian Nofitri, dan Aminudin Ma'ruf, "Halal Tourism Potential in Muslim Minority Areas (A Case Study in Indonesia)," *Journal of Sustainable Tourism and Entrepreneurship* 3, no. 2 (2021): 127–138, <http://dx.doi.org/10.35912/joste.v3i2.1296>.

⁵ Agus Wahyu Irawan dan Siti Lailatunnikmah Asfiah, "Analisis Metode SMART Dalam Strategi Segmentasi Pasar (Studi Produk Tabungan Simitra Mikro di Bank Mitra Syariah Kantor Cabang Bojonegoro)," *ADILLA: Jurnal Ilmiah Ekonomi Syari'ah* 5, no. 1 (2022): 75–98, <http://dx.doi.org/10.52166/adilla.v5i1.3050>.

⁶ Agus Wahyu Irawan dan Zulfatun Anisah, "Dewan Pengawas Syariah Dalam Pengawasan Kontrak Pembiayaan," *ADILLA: Jurnal Ilmiah Ekonomi Syari'ah* 4, no. 2 (2021): 16–25, <http://dx.doi.org/10.52166/adilla.v4i2.2515>.

the research aims to capture the nuanced experiences of local communities, businesses, and policymakers within these distinct geographical and cultural contexts. Data collection is conducted through a series of structured and semi-structured interviews with a diverse range of stakeholders including government officials, tourism industry experts, local business owners, and employees within the tourism sector. Additionally, focus groups and observational visits are utilized to gather firsthand information about the current state of the tourism industry and the effectiveness of recovery strategies implemented so far.

Document analysis also plays a crucial role in this research, involving the examination of existing reports, policy documents, and previous research studies related to economic strategies and tourism development in these regions. This method helps in understanding the historical and current strategies in place, providing a background against which new data is analyzed. The descriptive nature of this qualitative research allows for a detailed and holistic understanding of the complex socio-economic dynamics influenced by the pandemic, enabling the study to provide more targeted and effective recommendations for recovery and future resilience. Through this methodology, the research aims to draw a comprehensive picture of the challenges and opportunities within these tourism-heavy regions.⁷

RESULTS AND DISCUSSION

Results : Postpandemic Economic Recovery Strategies: A Case Study On The Tourism Industry In Indonesia

The results of this study on post-pandemic economic recovery strategies in the tourism sector of Indonesia reveal a range of innovative and adaptive measures that have been implemented across Bali,⁸ Yogyakarta, and Raja Ampat. These strategies have been tailored to address the unique challenges faced by each region while capitalizing on their distinct cultural and natural assets.⁹

1. Bali's Tourism Recovery Strategy

The recovery strategy has emphasized enhancing digital tourism platforms to attract a tech-savvy international audience. New virtual tours and interactive

⁷ Agus Wahyu Irawan et al., "Pendistribusian Zakat Sebagai Upaya Pengentasan Kemiskinan Di Badan Amil Zakat Nasional (BAZNAZ)," *JPSDa: Jurnal Perbankan Syariah Darussalam* 3, no. 1 (2023): 74–88, <http://dx.doi.org/10.30739/jpsda.v3i1.1954>.

⁸ Agus Wahyu Irawan, Nur Lailatul Fitri, dan Popy Nur Maeni, "Quick Respond Indonesian Standart (QRIS) dalam Ber-Transaksi Secara Go Digital di UMKM Keripik Pisang UD. Muser Desa Pandanagung Kecamatan Soko Kabupaten Tuban," *Akademika* 17, no. 2 (2023), <http://dx.doi.org/10.30736/adk.v17i2.1832>.

⁹ Dian Rosita Hariyati, Agus Wahyu Irawan, dan Shelvyna Rikantasari, "Model Kewirausahaan Sosial Di Pondok Pesantren Miftahul Hikmah Sukorejo Pangen Tuban," *Akademika* 16, no. 2 (2022), <http://dx.doi.org/10.30736/adk.v16i2.1097>.

cultural experiences have been developed, allowing tourists to engage with Bali's rich cultural heritage remotely. This digital shift not only adapts to the current global travel restrictions but also sets a foundation for future tourism marketing strategies.¹⁰

In response to the unprecedented disruptions caused by the COVID-19 pandemic, Bali has embarked on an ambitious strategy to rejuvenate its tourism sector, primarily through the adoption of digital innovations. This strategic shift towards digital platforms is designed to cater to a more tech-savvy international audience, reflecting a proactive adaptation to the ongoing global travel constraints and changing tourist behaviors. The development of new virtual tours and interactive cultural experiences enables potential tourists to explore Bali's rich cultural heritage from the comfort of their own homes. This approach not only serves to maintain interest in Bali as a prime tourist destination but also paves the way for future marketing strategies that are more resilient to global disruptions.¹¹

The implementation of digital tools in Bali's tourism recovery strategy involves several key components. Firstly, the creation of virtual tours has been prioritized, offering 360-degree video experiences of popular sites such as the temples of Uluwatu and Tanah Lot, the terraced rice fields of Ubud, and the vibrant arts and market scenes. These virtual experiences are enriched with interactive elements, such as clickable information tabs and live Q&A sessions with tour guides, providing a rich, engaging, and educational experience.¹²

Bali has enhanced its digital infrastructure to support an increase in online activities. This includes upgrading internet services at tourist hotspots and training local businesses in digital competencies, such as online customer service, digital marketing, and e-commerce. These skills are crucial for businesses to effectively engage with the digital economy and cater to a global audience.

Bali's tourism authorities have collaborated with tech companies to develop apps and platforms that offer personalized travel itineraries based on user preferences, integrated booking systems, and real-time health and safety updates. These technological solutions ensure that potential tourists receive all the necessary information to plan a safe and enjoyable visit to Bali in the future.

Marketing efforts have also been intensified, utilizing social media and digital advertising to reach a broader audience. Campaigns focus on highlighting

¹⁰ Agus Wahyu Irawan, "Analisis Kualitas Produk untuk Meningkatkan Kepuasan Nasabah," *Tasyri` : Jurnal Tarbiyah-Syari`ah-Islamiah* 27, no. 2 (2020): 1–10.

¹¹ Agus Wahyu Irawan, "Penerapan Etika Bisnis Islam Terhadap Kelangsungan Pembiayaan SPBU Mini Di KSPPS Bina Syariah Ummah Jawa Timur," *JES (Jurnal Ekonomi Syariah)* 5, no. 1 (2020): 14–21.

¹² Agus Wahyu Irawan, Mukhamad Roni, dan Heri Kuncoro Putro, "Islamic Business Ethics: How to Apply it on the Supply Chain Management?," *Journal of Sharia Economics* 3, no. 1 (2021): 18–39.

Bali's commitment to safety and its readiness to welcome tourists with new and innovative tourism products. These marketing campaigns are designed to create a sense of anticipation and excitement about the new ways tourists can experience Bali.

Bali has initiated partnerships with global online travel agencies and influencers to promote its virtual tourism initiatives. These partnerships help to amplify Bali's visibility on the international stage, ensuring that the island remains top-of-mind for tourists planning future travels. The emphasis on digital transformation in Bali's tourism recovery strategy not only addresses the immediate challenges imposed by the pandemic but also builds a foundation for a more innovative and resilient tourism sector. By leveraging technology, Bali is positioned to adapt more swiftly to future challenges, potentially leading to a more sustainable and diversified tourism economy.¹³

2. Yogyakarta Tourism Recovery Strategy

Focused on local community engagement and sustainable tourism practices. Recovery efforts here have included training programs for local artisans and tour operators on sustainable practices and health safety protocols. Moreover, Yogyakarta has increased its investment in local arts and crafts, integrating these cultural products into a broader marketing strategy aimed at promoting domestic tourism.

In the wake of the COVID-19 pandemic, Yogyakarta has strategically prioritized the recovery of its tourism sector through enhanced local community engagement and a renewed focus on sustainable tourism practices. This approach has been driven by the dual objectives of revitalizing the local economy and ensuring the long-term sustainability of its tourism industry. Central to Yogyakarta's strategy has been the development and implementation of training programs specifically designed for local artisans and tour operators. These programs emphasize sustainable practices that not only meet environmental standards but also enhance the appeal of Yogyakarta as a responsible tourism destination. For instance, training sessions have covered areas such as eco-friendly business operations, waste management, and the conservation of natural and cultural resources. These educational initiatives are crucial in equipping local stakeholders with the knowledge and skills necessary to operate sustainably and attract eco-conscious travelers.¹⁴

¹³ Guntur Eko Saputro, "Implementation of Defense Industry Policy in Supporting National Economic Growth," *International Journal of Social Science and Human Research* 5, no. 3 (2022), <http://dx.doi.org/10.47191/ijsshr/v5-i3-53>.

¹⁴ I Komang Trisna Adi Winata et al., "Green purchasing of kitchen equipment at Anantara Uluwatu Bali Resort," *Journal of Applied Sciences in Travel and Hospitality* 6, no. 2 (2023): 72–83, <http://dx.doi.org/10.31940/jasth.v6i2.72-83>.

Alongside sustainability training, there has been a significant emphasis on health and safety protocols. In response to the pandemic, Yogyakarta has introduced comprehensive safety measures to reassure tourists and encourage visits. These measures include regular sanitization, mandatory mask-wearing in public areas, and social distancing guidelines, all of which are rigorously enforced across tourist sites. Training for local businesses also incorporates these health guidelines, ensuring that all operators are well-prepared to manage and mitigate any health-related risks.

Moreover, Yogyakarta has substantially increased its investment in local arts and crafts, recognizing these cultural products as vital elements of its tourism offering. The local government has facilitated platforms where artisans can showcase and sell their work, such as online marketplaces and local trade fairs. These platforms not only help sustain the livelihoods of local artists but also serve to integrate these cultural products into a broader marketing strategy aimed at promoting domestic tourism. By highlighting unique local crafts and art forms, Yogyakarta aims to attract domestic travelers who are keen to explore and experience Indonesia's rich cultural heritage.¹⁵

The integration of local arts into tourism marketing has been complemented by the promotion of cultural events and festivals. These events are designed to display the region's vibrant traditions and history, thereby enhancing its attractiveness as a cultural tourism hub. Promotional campaigns for these events are widespread, leveraging both traditional and digital media channels to reach a broad audience. In addition to these targeted initiatives, Yogyakarta has also strengthened its collaboration with national tourism boards and local travel associations to align its recovery strategies with national tourism objectives. This collaboration ensures a coordinated approach to tourism marketing and product development, maximizing the impact of promotional efforts and resource allocation.

Yogyakarta's comprehensive recovery strategy reflects a well-thought-out plan to not only revive its tourism sector in the short term but also to lay the groundwork for a more resilient and sustainable tourism economy. By focusing on community engagement, sustainability, and the promotion of local arts, Yogyakarta is effectively adapting to the new tourism landscape shaped by global health concerns and changing traveler preferences. These efforts are expected to solidify the region's reputation as a leading destination for cultural and sustainable tourism in Indonesia, driving economic growth and enhancing community well-being.

¹⁵ Mohammad Iqbal Irfany, "Challenges in Developing Integrated Halal Industry in Indonesia," *Halal Tourism and Pilgrimage* 2, no. 1 (2022), <http://dx.doi.org/10.58968/htp.v2i1.114>.

3. Raja Ampat Tourism Recovery Strategy

Pursued a strategy of environmental sustainability and exclusive tourism, limiting the number of visitors to protect its fragile ecosystems while offering high-value, low-impact tourism experiences. This approach not only preserves the natural environment but also enhances the exclusivity and appeal of Raja Ampat as a destination.

In response to the global pandemic's impact on tourism, Raja Ampat has strategically positioned itself to recover and thrive by emphasizing environmental sustainability and exclusive tourism. This deliberate approach involves carefully regulating visitor numbers to mitigate environmental impact while simultaneously enhancing the region's appeal as a high-value destination. By doing so, Raja Ampat addresses the critical balance between preserving its unique biodiversity and providing a sustainable economic pathway for its local communities.

The strategic decision to limit tourist numbers is a cornerstone of Raja Ampat's recovery plan. This measure is not only aimed at preserving the delicate marine and terrestrial ecosystems but also at ensuring that tourism activities do not overwhelm local resources and infrastructure. The limitation on numbers helps maintain the quality of visitor experiences, preventing the overcrowding that can detract from the exclusivity and tranquility that Raja Ampat is known for. Additionally, it reduces the stress on natural habitats, which is crucial for maintaining the biodiversity that makes the area a top destination for eco-tourists and divers worldwide.

To implement this strategy effectively, Raja Ampat has developed a comprehensive visitor management system that includes pre-booking requirements, visitor caps at popular sites, and strict zoning regulations that dictate where and when tourism activities can take place. These regulations are enforced through collaboration between local authorities, conservation organizations, and tourism operators, ensuring that all parties adhere to the agreed-upon sustainability practices.

Raja Ampat has invested in creating high-value, low-impact tourism experiences that align with its environmental goals. These include guided nature tours, diving excursions led by certified eco-guides, and educational programs that inform visitors about the importance of conservation. These activities not only provide economic opportunities for local residents but also foster a deeper appreciation and respect for the natural environment among tourists.

The focus on exclusive tourism has also led to the development of eco-friendly accommodations and services that meet the needs of discerning travelers looking for sustainable options. From eco-resorts that use renewable energy and local materials to restaurants that source sustainably produced local food, Raja

Ampat is committed to ensuring that every aspect of its tourism infrastructure supports environmental sustainability.¹⁶

In parallel with these on-the-ground strategies, Raja Ampat has also enhanced its global marketing efforts to target eco-conscious travelers. The marketing campaigns highlight the region's commitment to conservation and the unique opportunities it offers for responsible tourism. By positioning itself as a model for sustainable tourism practices, Raja Ampat not only attracts tourists who are likely to respect its environmental ethos but also sets a benchmark for other destinations aiming to combine conservation with economic development.¹⁷

The comprehensive approach taken by Raja Ampat extends beyond immediate economic recovery and aims to establish a long-term sustainable tourism model. Through stringent visitor management, the creation of low-impact tourism experiences, and targeted marketing strategies, Raja Ampat not only preserves its natural treasures but also ensures that its tourism sector remains resilient and capable of contributing to the community's prosperity in a post-pandemic world.¹⁸

This proactive and visionary approach demonstrates Raja Ampat's leadership in sustainable tourism and provides a replicable model for other regions facing similar challenges. By valuing quality over quantity and sustainability over short-term gains, Raja Ampat is not just recovering from the impacts of the pandemic but is also paving the way for a future where tourism and environmental conservation go hand in hand.

Discussion: Postpandemic Economic Recovery Strategies: A Case Study On The Tourism Industry In Indonesia

The concerted recovery strategies across Bali, Yogyakarta, and Raja Ampat highlight a diverse yet focused approach towards revitalizing the tourism industry in Indonesia following the severe disruptions caused by the COVID-19 pandemic. Each region, leveraging its unique cultural and natural assets, has developed tailored strategies that not only aim to recover lost economic ground but also enhance the resilience and sustainability of their tourism sectors. This discussion synthesizes the

¹⁶ S D Khoiriyati et al., "Debating Halal Tourism Between Values and Branding: A Case Study of Lombok, Indonesia," *KnE Social Sciences* 3, no. 5 (2018): 494, <http://dx.doi.org/10.18502/kss.v3i5.2352>.

¹⁷ Francisco José Leandro, "Tourism as an Instrument of Cultural De-bordering and Economic Connectivity," *Role and Impact of Tourism in Peacebuilding and Conflict Transformation* (2021): 148–163, <http://dx.doi.org/10.4018/978-1-7998-5053-3.ch009>.

¹⁸ Doina MUREȘAN, "FORECASTS OF ECONOMIC RECOVERY IN THE POSTPANDEMIC PERIOD," *STRATEGIES XXI - National Defence College* 1, no. 72 (2021): 349–355, <http://dx.doi.org/10.53477/2668-5094-21-24>.

findings from these strategies, providing insights into their effectiveness and the broader implications for the tourism industry in Indonesia.¹⁹

Bali's response, characterized by a swift pivot to digital tourism platforms, underscores the critical role of technological adaptation in contemporary tourism management. By developing virtual tours and interactive cultural experiences, Bali has effectively maintained its visibility and appeal amidst travel restrictions. This strategy not only serves to keep the global audience engaged but also prepares the region for future challenges that may disrupt traditional tourism activities. The enhancement of digital infrastructure and the development of apps and platforms for travel facilitation are particularly noteworthy, as they represent a long-term investment in tourism that transcends the immediate recovery phase. These initiatives are crucial for ensuring that Bali remains a competitive destination in the evolving digital landscape of global tourism.

Yogyakarta's focus on local community engagement and sustainable tourism practices offers a model for how regions can harness their cultural capital to drive recovery and future growth. By integrating local arts and crafts into the broader tourism marketing strategy, Yogyakarta not only supports local economies but also enriches the tourism experience, attracting domestic tourists interested in authentic cultural engagements. The training programs for local artisans and tour operators highlight an inclusive approach to recovery, where benefits are distributed equitably among all stakeholders. Furthermore, the emphasis on sustainability and safety protocols not only enhances the appeal of Yogyakarta as a responsible tourism destination but also aligns with global trends towards more sustainable travel practices.

Raja Ampat's strategy of limiting visitor numbers to offer exclusive, high-value experiences while preserving the environment reflects a profound commitment to sustainable tourism. This approach not only ensures the protection of Raja Ampat's unique biodiversity but also enhances its exclusivity and appeal as a premium destination. The implementation of a comprehensive visitor management system demonstrates an advanced understanding of the delicate balance required to sustain tourism while preserving natural resources. Additionally, Raja Ampat's focus on creating low-impact tourism experiences and eco-friendly accommodations speaks to a broader vision of what the future of tourism might look like—sustainable, conscious, and highly personalized.²⁰

The strategies employed by these regions collectively illustrate a shift towards

¹⁹ Shivani Trivedi dan Santosh K Patra, "Rebuilding Tourism Industry Through Sustainability Practices and Opportunities in the Postpandemic Era," *Resilient and Sustainable Destinations After Disaster* (2023): 287–298, <http://dx.doi.org/10.1108/978-1-80382-021-720231021>.

²⁰ Huang Ha dan Timothy Wong, "Tourism Industry and the COVID-19 Pandemic: A Case Study in Indonesia," *International Handbook of Disaster Research* (2022): 1–12, http://dx.doi.org/10.1007/978-981-16-8800-3_166-1.

more resilient and adaptive tourism practices. Each region's approach—whether through digital innovation, community engagement, or environmental sustainability—contributes to a more robust framework for dealing with future crises. However, while these strategies have shown promising results, challenges remain. The dependence on technology, the effectiveness of community engagement programs, and the scalability of exclusive tourism are all areas that require ongoing evaluation and adjustment.

The post-pandemic recovery strategies of Bali, Yogyakarta, and Raja Ampat provide valuable lessons on the complexities of tourism management in crisis situations. These strategies reveal the potential of adaptive measures to not only recover tourism revenues but also to reimagine and reformulate the foundations of tourism development. For policymakers and stakeholders in Indonesia and beyond, these case studies offer a blueprint for building a more resilient, sustainable, and inclusive tourism industry. As the global tourism landscape continues to evolve, the insights garnered from Indonesia's experience will undoubtedly contribute to broader discussions on sustainable tourism practices and the future of global travel.

CONCLUSION

The recovery strategies implemented in Bali, Yogyakarta, and Raja Ampat illustrate the adaptive and innovative approaches necessary for revitalizing the tourism industry post-pandemic. Bali's shift towards digital tourism platforms and infrastructure development highlights the importance of embracing technology to engage international tourists remotely and sustain interest. Yogyakarta's investment in local community engagement and sustainable practices underscores the value of integrating cultural heritage into tourism to attract domestic visitors and support local economies. Meanwhile, Raja Ampat's strategy of environmental sustainability and exclusive tourism showcases how limiting visitor numbers can protect natural ecosystems while offering high-value experiences. Collectively, these strategies not only aim to recover lost economic ground but also enhance the resilience and sustainability of the tourism sector, providing valuable lessons for global tourism management in adapting to future challenges and shifts in traveler preferences.

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