

Exploring Pandemic, Research, and Data - Unveiling Solution Tourism for the Future

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ABSTRACT

Despite the waning of the COVID-19 pandemic, its lingering effects continue to hinder the recovery of the global tourism industry. It has prompted the Indonesian government to implement a framework for navigating the evolving "new normal" era and ensuring its long-term sustainability. This initiative aims to revive the tourism industry through a post-pandemic strategic plan. This study examines the development of short-medium-long term tourism trends based on research and data from a review of 32 pieces of literature that describe tourism conditions before, during, and after COVID-19. These findings emphasize the importance of reforming and adapting tourism development plans, focusing on resilience, adaptation, and sustainability. The main areas include understanding alterations in tourist conduct due to the pandemic, which has resulted in travel trends leading to destination bubbles with the concepts of quality tourism and digital nomads. So, guidance is needed for human resources and strengthening the supply and demand aspects of the tourism industry. The government must also improve the pentahelix collaboration strategy to optimize tourism expansion, which continues to grow.

Keywords: Resilience, Travel Bubble, Destination Attributes, Risk Perception, Tourist Behavior, Quality Tourism, Digital Nomad

INTRODUCTION

The global pandemic has exerted a discernible influence on worldwide economic operations. This pandemic has caused the most severe global economic

downturn, surpassing the crisis during the Great Depression in the 1920s and 1930s (IMF, 2020). In Indonesia, this pandemic has significantly hampered economic growth; in August 2020, there was a decline of -6.13%, and continued to decline until early 2021 (Junaedi & Salistia, 2020). In 2020, international visitors to Indonesia amounted to around 4.052 million people or only a quarter of 2019.

According to numerous economic experts, the tourism sector stands out as one of the industries undergoing particularly pronounced repercussions, and Teguh (2020) predicts a prolonged recovery. This substantial decline has significantly impacted government revenues from the tourism industry. The widespread implementation of social distancing and restrictions on international access to and from Indonesia reduced state income from the tourism sector by 20.7 billion (Kemenparekraf, 2020).

The substantial loss incurred undeniably demands attention through concrete actions to revitalize the Indonesian tourism. Earlier, the Ministry of Tourism (Kemenparekraf) had devised a three-part rescue plan comprising Emergency Response, Recovery, and Normalization phases. The initial two phases represent short-term initiatives focusing on public health and the preparation for gradually reopening tourist destinations in Indonesia by establishing health regulations and protocols. On the other hand, the Normalization phase, which

has been introduced as the 'new normal era,' still requires a range of adaptable medium and long-term strategies that can be adapted to post-pandemic Tourist Behavior.

Surviving within the tourism sector necessitates more than just a return to normal; it requires a strategic recuperation and transformation to foster resilience. The resilience described herein is a crucial factor for the prospective growth of the tourism and creative economy. Utilizing the knowledge derived from research and education driven by data, humanity can adeptly navigate analogous crises, enabling the anticipation of challenges through the implementation of effective risk management strategies. As suggested by Ginting (2021), in turn, it ensures the maintenance of a competitive, sustainable tourism industry while also preserving local knowledge. The revival of tourism and the creative economy rests on three primary pillars: innovation, adaptation, and collaboration. The pentahelix strategy offers a collaborative approach involving Academic, Business, Government, Customer, and Media to drive this recovery effectively.

Based on the positive viewpoint of science, the COVID-19 pandemic can be viewed as an unexpected blessing that compels individuals to engage in more active learning. In turn, it fosters a tourism and creative economy sector better equipped to withstand challenges, adapt, and remain competitive. Stakeholders in the tourism industry are compelled to possess exceptional skills, particularly in health, safety, and security, while embracing digitalization as a means to sustain their businesses. This integration of digital technology also opens up fresh opportunities for businesses in the tourism and creative sectors, facilitating a shift from traditional tourism management models to digitalized alternatives. Another transition has also occurred in reorientating target markets, moving from the previous emphasis on attracting international tourists to a new focus on the domestic tourist

market. Consequently, market research strategies must be reformulated to accommodate these changes and develop innovative management approaches.

Previous research examining the impact of COVID-19 on the tourism industry has adopted a variety of theories and methodologies. Some initially delved into the international media's role, which tended to perpetuate the notion of COVID-19 as a "Chinese Virus," potentially affecting the willingness of Chinese tourists to travel (Zheng et al., 2020), in turn, had repercussions on how foreign tourists perceived those from China, with potential long-term effects on the Chinese tourism industry (Hoque et al., 2020).

Subsequent research investigated the potential evolution of global tourism (Brouder, 2020; Niewiadomski, 2020) and how the industry might recover and attain sustainability following the transformative COVID-19 impact globally (Chang et al., 2020). Inclusive tourism was transformed into exclusive tourism to respond to international travel restrictions during the pandemic with the travel bubble strategy. At that time, most countries viewed the travel bubble concept as something that could restore business in various sectors. (Almokdad et al., 2022; Fusté-Forné & Michael, 2023). Additionally, Desbiolles (2020) suggested that the post-pandemic future of tourism, often referred to as the "new normal," presents opportunities for positive transformation. It includes redefining and reevaluating responsible tourism development by focusing on social and environmental carrying capacity.

Other studies enhance the literature by incorporating a historical perspective, comparing COVID-19 with past pandemics (Ebola, MERS, SARS, and H1N1), and exploring its broader implications for society, the economy, and tourism (Gossing, et al., 2020). However, multiple research has indicated that the alterations in travel risks resulting from COVID-19 have led to modifications in future travel behavior (Bae & Chang, 2020; Zheng et al., 2020; Chua et

al., 2021). One of the determinants of tourist behaviour in choosing a destination is the condition of the tourist attributes offered. Destination attributes contain the physical environment, natural environment, services, and amenities that attract tourists (Moon & Han, 2018). After COVID-19, tourists prioritize health and mitigation, so the completeness of these facilities can also influence their attitude towards a destination.

Several fundamental inquiries emerge for consideration, including examining the impact of the "new normal" on the tourism industry with a specific focus on scientific research and insights drawn from field-specific data. Conversely, this investigation delves into the capacity of science and research to foresee potential scenarios associated with future disruptions in tourism management induced by pandemics. Moreover, the study examines the extent to which more developed countries widely apply this science and research. In conclusion, numerous studies emphasize the necessity of multidisciplinary research as a pathway for future advancements in comprehending the extensive impacts of the pandemic across all sectors (Wen et al., 2020).

This investigation explores diverse research efforts in combating COVID-19, and its impact on tourism. Existing literature underscores the important role of human sciences in confronting the challenges posed by the pandemic. As the consequences of this persistent crisis unfold, the active participation of scientists and academics remains imperative. Their contribution involves generating research empirical data, seeking solutions, and formulating transparent strategies to revive regional tourism within the context of the new normal.

LITERATURE REVIEW

A literature review regarding the impact of COVID-19 on the tourism industry shows that most publications so far fall into the opinion or research notes category. For

example, this article contains more than 32 articles that explore how pandemic events may change the tourism sector. Yang et al. (2020) and Gossling et al. (2020) highlight the absence of a universal strategy that uses empirical methodology due to the pandemic's varying impacts based on each region's unique characteristics. Therefore, this article will explore literature that uses the theories of resilience, adaptation, transformation, destination attributes, risk perceptions, attitudes, tourist behaviour, sustainable tourism, and travel bubbles and their role in fighting COVID-19 in the tourism sector.

Resilience

According to Maliati and Chalid (2021), resilience is the ability of a group or community to effectively manage external pressures and disturbances due to complex interactions between social, political and environmental factors. Resilience is more than just recovering from setbacks or challenges; it involves the capacity to adapt, learn, and ultimately develop in the face of adverse events (Ramdhani & Kiswanto, 2020). Furthermore, Irwanto et al. (2021) describe resilience as a measure of the intrinsic ability of a system or subsystem to absorb and recover from hazardous events.

Resilience attributes, as described in scientific literature, can be classified into adaptive, proactive, reactive, absorptive, or dynamic categories (Supardi et al. as cited in Rianty et al., 2022). The idea of resilient tourism is widely considered as a strategy to increase sustainability after ecological or environmental disasters, offering an alternative approach to conventional strategies related to sustainable development (Lew, 2014; Rianty et al., 2022; Dahles & Susilowati, 2015). Another opinion states that sustainable development is concerned with predicting and mitigating potential disruptions in certain sectors. At the same time, resilience focuses on providing solutions to manage and recover from shocks that result in losses (Hallegatte, 2014). Cooper (2016) added that resilience

involves effective adaptation to face risks or challenges.

Adaptation

Resilient post-pandemic tourism must prioritize fairness and operational adaptability due to its significant impact on individuals, regions and general society (Benjamin et al., 2020) with the cessation of activities due to multiple social restrictions (Svagzdiene et al., 2020). Adaptation refers to the process by which individuals and societies make decisions and apply their capacities to manage perceived or anticipated risks associated with change. This concept is well documented in the literature by scholars such as Eakin and Luers in 2006, Füssel in 2007, and Smit and Pilifosova in 2001.

Adaptation strategies refer to a series of intentional behaviors or action plans that individuals use to meet their basic needs and overcome their difficulties (Putra, 2003). According to Suharto (2009), adaptation strategies are the same as coping strategies, which are generally understood as an individual's ability to apply various methods to overcome life's challenges. Each individual has a different capacity to adapt to certain environmental triggers or circumstances, and their level of adaptability determines the way they react to their environment. Therefore, adaptation strategies are needed that involve conscious efforts and planned actions by individuals or groups to overcome environmental challenges, meet their needs, and achieve desired goals in the physical environment.

Transformation

Transformation is a change process that includes structures and processes that aim to improve performance in accordance with the dynamics of environmental, scientific and technological developments, which occur as a response to dissatisfaction in the past. The transformation carried out must be more than just the cultural and strategic aspects of the organization; it also includes the transformation of technology, education

and external factors faced by the organization and the nation. According to Kilmann & Covin, as cited in Poerwanto (2018), in companies, transformation is a response to environmental and technological changes by different types of organizations for future changes. This transformation behavior must be seen as a new method with continuous efforts to be used in dealing with a dynamic world; then it must be expanded as a management effort that crosses organizational traditional boundaries so that it can monitor the environment

In the tourism sector, organizational transformation can be carried out in structure, culture, systems, quality and processes because the characteristics of the service industry are intangible, inseparable, perishable, diverse, and there is no element of physical ownership. So, tourism customers demand more focused, detailed and personal service (Poerwanto, 2018). The ongoing industrialization, including the tourism industry, has given rise to fundamental socio-economic changes in society; besides giving rise to resistance or rejection among certain communities, it has also given rise to creativity in the form of accommodation that can be accepted directly and modifications that are accepted through adjustments (Kuntowijoyo as cited in Saharudin, 2021).

Destination Attributes

A destination is described as a place that includes a combination of tourism products such as attractions, facilities and services and offers an integrated experience to tourists, which can also be experienced subjectively by tourists (Moon & Han, 2018). Meanwhile, destination attributes are tourism products that are the main attraction of a geographical area, such as infrastructure (facilities), superstructure, physiography, accessibility, events, services, cultural activities, local history, destination management, hospitality, and other tourism activities, which can influence tourists' perceptions, memorable tourist experience (Kim, 2014). Other research also

finds that the quality of a destination's attractions, services, and infrastructure builds tourist experience and loyalty (Ekanayake & Gnanapala, 2016). In line with that, Ghose and Johann (2018) also added that each tourism destination would consist of attributes such as attractions, facilities, activities, services, accessibility, packages and experiences, tour package features such as organization, program attractions and tour escorts, cultural experiences and monuments, and security. Based on several studies, tourist destinations are perceived as a fusion of distinctive elements, so that tourists can enjoy various natural and artificial attributes. Tourists' perceptions of destination attributes provide valuable managerial information for tourism destinations. Therefore, the evaluation of destination attributes can help decision-makers recognize tourist needs so that they can direct the competitiveness of the destination itself (Vodeb & Rudez, 2017).

Risk Perception

From a consumer behavior standpoint, the perception of travel risk can be defined as the adverse impact of a given risk and the probability of this negative outcome occurring (Karl et al., 2020). Within the tourism domain, perceived travel risks encompass various types and typologies, including but not limited to food safety, financial concerns, weather-related issues, social challenges, physical dangers, psychological factors, health-related threats, service quality issues, cultural disparities, environmental considerations, and political uncertainties (Wolf et al., 2019; Kim et al., 2021). These risks can be further categorized into physical or health-related risks, such as the potential for contracting diseases, dealing with epidemics, and encountering accidents; psychological risks, such as satisfaction with the travel experience; equipment-related risks or organizational challenges; timing-related risks; and social risks (Lee et al., 2021; Chinazzi et al., 2020).

Risk and tourism are interrelated, as the purchase of tourism experiences carries its risks (Zheng et al., 2021), and perceptions of a destination's risk level change over time, depending on the country of origin and the location of the destination within a wider geographic area or between international destinations and domestic (Wolff & Larsen, 2016).

Attitude

In psychology, attitude is described as a relatively stable and enduring tendency to behave or respond to various stimuli shaped by cultural, familial, and individual experiences (Chaplin in Nomura, 2017). It is often considered a predisposition to behave in a particular way or a source of behavioural motivation (Kyselá et al., 2019) that can be generalized to all objects through positive or negative actions (Hepler & Albarracín, 2013). Attitude measurement encompasses cognitive, affective, and conative dimensions. Cognitive attitudes are knowledge-based, affective attitudes are emotion-based, and conative attitudes are belief-based (J. Park et al., 2008). In tourism, affective attitudes refer to emotions generated by tourism experiences, while cognitive attitudes assess a destination's perceived utility and profitability (Hultman et al., 2015).

Attitude towards a destination is a tourist's predisposition or feeling towards a destination and the destination's tourism services, which is based on perceptions of the tourism product and attributes of the destination (Bresciani et al., 2015; Sánchez-Cañizares et al., 2021). Attitudes toward tourist destination objects are a function of beliefs regarding the entity and its inherent evaluative responses. These evaluations naturally and inevitably develop during contemplation of the object (Pereira et al., 2022).

Tourist Behavior

Consumer behaviour, a multidisciplinary field, explores how individuals and organizations decide about goods, services,

or experiences. These choices are shaped by cultural, social, personal, and psychological factors (Kottler, 2009; Sunarto, 2004). In tourism, tourist behaviour includes activities at the start and end of a trip, influenced by expected conditions at destinations. Lubis et al. (2022) emphasize the need to analyze tourist behaviour in diverse destinations, considering factors influencing revisit decisions. Zang et al. (2014) stress understanding the significance of tourist behaviour in tourism business development, focusing on destination selection, evaluation, and predicting future intentions. Therefore, Setiawan (2018) delineates essential stages in tourist decision-making: initiation, information search, assessment, final decision, travel, and post-travel phases. Drawing upon these theoretical frameworks, it is evident that tourist behavior profoundly influences their behavioral intentions, shaping future decisions and actions. Consequently, the tourism industry must comprehensively understand tourist behavior to predict the sustainability of their business endeavors effectively.

Sustainable Tourism

Sustainable tourism is an exciting opportunity that must be put into practice. It represents a tourism model, also known as sustainable tourism, which places great emphasis on environmental friendliness, includes biological and socio-cultural aspects and has the potential to create jobs for local communities (Widari, 2020). The concept of sustainable tourism departs from the principle of sustainable development, which prioritizes the preservation of natural and cultural resources to ensure their availability for future generations (Candranegara et al., 2021). Sustainable tourism is closely related to various aspects, including ensuring the sustainability of natural, social, cultural and even economic resources, thereby facilitating long-term positive impacts (Pangestika, 2019; Yasinta, 2022).

Capitalizing on this opportune moment, Benjamin et al., (2020) advocate for the

transformative restructuring of the tourism industry towards a sustainable and equitable paradigm. In the post-COVID-19 age, the tourism stands at a pivotal juncture, primed for a pragmatic and planning-driven transformation that prioritizes education, environmental and social justice, and racial healing. It is critical to communicate with various stakeholders, including tourists, local communities, small and medium businesses, and government agencies, about the opportunities that exist in the current critical situation to improve the overall tourism experience. Encouraging service providers to stimulate new demand by modifying unsustainable product offerings can encourage connectivity, support and protection for the entire tourism sector, thereby benefiting all parties involved (Stankov et al., 2020).

Travel Bubble

The travel bubble is a concept of international travel restrictions that emerged in response to the pandemic. This model is the formation of a bloc with neighbouring countries that allow limited travel between the countries that agree to it. Visitors from these countries can travel more quickly through the travel bubble, for example, by not being required to self-quarantine upon arrival in the destination country. This exclusive partnership between countries has very high conditions. Each country must demonstrate success in containing and fighting the Covid-19 pandemic to create a corona-free travel corridor (corona corridor). This corridor will make it easier for residents who live in it to travel freely within the zone (Sugihamretha, Bappenas RI, 2020).

METHODS

The research methodology employed in this study is the comprehensive literature review approach. The approach entails meticulously collecting and analysing diverse sources, encompassing books, online newspapers, and scholarly research articles relevant to the research topic and

aligning with the established research objectives. This methodology identifies and scrutinizes a spectrum of theories pertinent to the challenges being investigated, thereby establishing a robust foundation of reference materials to inform the subsequent discussion of research findings.

Given the limitations of traditional data collection methods, the Literature Review approach proves to be a valuable strategy for synthesizing existing knowledge and insights on the research issue. By meticulously reviewing and summarizing pertinent literature, the researchers can develop a comprehensive understanding of the subject matter and integrate diverse perspectives into their analysis, compensating for the constraints posed by the current circumstances.

The literature review is from various sources, including national and international journals. The researchers used the Google Scholar platform to access these journals, using four main journals accredited by Scopus: *Annals of Tourism Research*,

Journal of Sustainable Tourism, *Tourism Geography*, and other scientific disciplines such as economics and management. These databases were selected for their ability to provide high-quality, reputable articles and adhere to strict standards. The main keywords used in the search were “CODID-19 and tourism”. Based on the search, four clusters were formed, namely 'Tourism during the COVID-19 pandemic', 'Post COVID-19 Tourism Recovery', 'Post-Pandemic Tourism Strategy', and 'Future Tourism', resulting in the identification of 51 papers. These papers underwent an initial screening process based on title and abstract, resulting in 32 papers that fit the research theme, while the remaining 19 papers were excluded. Furthermore, these papers underwent in-depth analysis and produced nine main theories most suitable for use in this article: resilience, adaptation, transformation, destination attributes, risk perception, attitude, tourist behavior, sustainable tourism, and travel bubble.

Table 1 Clustering Data Analysis

No	Keyword	Cluster
1	UNWTO strategies	Tourism during the Covid-19 pandemic
2	National resilience strategies	
3	Virtual Tourism	
4	Safe Tourism Certificate	
5	The Impact of Covid-19 on Tourism	
6	Tourism resilience	Post-Covid-19 Tourism Recovery
7	Tourism Adaptation	
8	Tourism Transformation	
9	New Normal	
10	Transformative e-tourism	
11	acceleration of vaccination	
12	Tourism Behavior	Post-Pandemic Tourism Strategy
13	Travel Bubble	
14	Destination Attributes	
15	Risk Perception	
16	Tourist Attitude	
17	Sustainable Tourism	
18	Digitalization	
19	Tourism HR Development	
20	Supply and Demand	
21	Tourism Collaboration	
22	Domestic Tourists	
23	Market Interest and Incentives Tourist	
24	Strategic Event and MICE	
25	New Trends in Tourism	
26	Destination Bubble	Future Tourism
27	Quality Tourism	
28	Workcation (Digital Nomad)	
29	Future tourism trends	
30	Exclusive & Inclusive tourism	
31	Destination strategies to face future pandemics	
32	Tourism E-Learning	
33	Tourism Curriculum Transformation	

RESULT AND DISCUSSION

The Theory of Survival: Resilience, Adaptation, Transformation, Travel Bubble, and Sustainable Tourism

The authors propose a research-based framework after reviewing 32 papers investigating the tourism sector's dynamics during and after the pandemic. Scientific developments and research advancements inform this framework and aim to rejuvenate regional tourism post-COVID-19. The authors draw insights from research conducted across various countries. This framework identifies primary factors for fostering resilience in the regional tourism sector during a pandemic and the New Normal Era. In light of the global pandemic's unprecedented impact, thoroughly evaluating nationally supported projects in developed countries is crucial to formulating interdisciplinary research strategies that foster international collaboration (Lee et al., 2020; Rianty et al., 2022).

The COVID-19 pandemic's disruption of the tourism industry necessitated adaptation among tourism professionals. The study investigates their culture shock experiences, adaptation processes, and self-concept. Findings indicate a culture shock peak in March-April 2020, with pressure on economic, social, and cultural aspects. While cultural and social pressures were manageable, economic impact significantly impacted livelihoods and families. A positive self-concept facilitated resilience, patience, courage, and creativity in navigating challenges and pursuing opportunities. Alternative career paths like online businesses emerged as a coping mechanism (Simanjuntak & Fitriana, 2020; Rianty et al., 2022).

Addressing community challenges calls for active engagement in community empowerment, specifically enhancing knowledge and education. Beyond economic solutions, empowerment targets individuals' ability to address social, physical, and economic needs. It involves internal transformations and external

support. Higher education institutions play a vital role, directly or indirectly, in community empowerment. However, COVID-19 has presented nuanced challenges for university involvement. Opportunities exist, but obstacles require well-structured government policy interventions to strengthen higher education institutions in addressing COVID-19 challenges through science and research (Saleh & Mujahiddin, 2020; Rianty et al., 2022).

The global pandemic response has spurred innovative strategies and technologies to maintain educational, industrial, and healthcare operations. Initial governmental responses, such as Indonesia's phased social restrictions, had economic repercussions, prompting alternative approaches. Remote work and virtual learning emerged, utilizing online platforms and the Internet for communication and collaboration.

Scholars addressing the repercussions of COVID-19 on the hotel and tourism sector emphasize technology's crucial role as a central resilience strategy. Extensive research on technology integration drives advancements and applications to combat pandemic challenges, necessitating thoroughly examining technology's design, development, and usage (He et al., 2021; Rianty et al., 2022). Digital advancements have sparked a competitive race for breakthroughs and time-bound research. Technologies like 5G and IoT hold promise for addressing COVID-19 challenges across sectors. The integration of these technologies into various domains is being explored, emphasizing a critical exploration of its philosophical and epistemological underpinnings. Anticipated solutions are expected to impact post-pandemic lifestyles and routines significantly. To fully realize the e-tourism potential, researchers propose six guiding principles for innovative research: historical context, self-reflection, equity, transparency, diversity, and fostering creativity (Gretzel et al., 2020; Rianty et al., 2022).

Scholars posit that the post-crisis recovery phase offers an opportunity to revitalize the tourism sector, spurred by government interventions following market disruptions. COVID-19's disruptive impact has paradoxically fostered heightened considerations for ethics, responsibility, and sustainability within the tourism industry. Discussions within the TriNet Tourism Information Network have focused on academic challenges in redefining roles within the tourism domain. These discussions are significant for the discipline's progression, education, and post-pandemic tourism practices (Desbiolles, 2021; Rianty et al., 2022).

Acknowledging the limitations of existing subsidies and initiatives is crucial to bolster tourism resilience. The COVID-19 crisis presents a timely opportunity for a paradigm shift towards sustainability. Collaboration among public, private, and academic stakeholders can steer tourism towards greater environmental consciousness. Academics play a pivotal role by reshaping educational programs based on research findings, equipping future industry leaders with responsible tourism knowledge. Research outcomes advocate for progressive pathways involving innovative lifestyles, transformed business practices, reassessed relationships with nature, and increased educational investment through tax incentives. Regional tourism recovery is anticipated to accelerate, driven by domestic travel preferences due to health and safety concerns. Global shifts in tourist demand patterns underscore the need for a detailed analysis of the demand side, encompassing features, types, behaviour, and preferences. Such analysis is instrumental in formulating strategies to attract tourists to the new normal and tailoring offerings to evolving characteristics (Ioannides & Gyimóthy, 2020; Iwuoha, 2020; Ida et al., 2020; Chang et al., 2020; Tasci & Sönmez, 2019; Chakravarty et al., 2021; Ivanova et al 2021; Paramita & Putra, 2020; Saway et al., 2021; Rianty et al., 2022).

In the post-pandemic era, travellers prioritize safety during their journeys, favouring outdoor tourism as a perceived lower-risk option for COVID-19 transmission. Domestic tourists, particularly millennials and zelennials, prefer visiting protected natural areas, emphasizing cleanliness, health, safety, and environmental sustainability in their travel choices. The tourism market has undergone significant changes influenced by these shifts in consumer preferences. This transformation has resulted in overarching megatrends and short-term consumer patterns, highlighting the enduring forces with a transformative impact on consumer markets (Lebrun et al., 2021; Rianty et al., 2022). As outlined by Euromonitor International's Megatrends framework, gaining comprehensive insights into the behaviour and characteristics of domestic tourists in this context requires a thorough analysis considering demographics, occupation, gender, and education. Given evolving consumer preferences, tourism stakeholders should prioritize natural attractions while incorporating cultural and artificial elements to enhance the tourist experience. Additionally, preparing communities for adept destination management is essential for ensuring secure travel and revitalizing tourism in Indonesia (Harianja et al., 2022; Rianty et al., 2022). Before the COVID-19 pandemic, Asia and the Pacific focused on four key megatrends: economic development, technological advancements, evolving consumer values, and demographic shifts. However, the pandemic's emergence introduced a new megatrend: health. This megatrend underscores the critical interplay between public health and the tourism industry's operational effectiveness. Additionally, health has assumed geopolitical significance, transforming into a non-traditional security concern that impacts cross-border travel and intergovernmental relations. Research conducted by governmental and academic institutions has identified ten megatrends that emerged after

the COVID-19 pandemic (Teguh, 2020), as follows.

Table 2 Tourism Strategy - Mega Trends Tourism in New Normal

1) Staycation, homey, interactive relationship, and activities	6) Reliance and local knowledge experience, past wisdom and literacy
2) Short-distance destinations, domestic travel	7) Authentic value creation product development
3) Choice of safe, clean, healthy, and secure destination	8) Digital ecosystem
4) Health, hygiene, sanitation sensitivity, the new protocol	9) Non-personal services deliverables and distancing
5) Sustainable and responsible tourism	10) Niche market, voluntourism, education, philanthropy, eco-nature seekers, healing, ecotourism.

Pre-pandemic travel trends were shaped by specific outbound markets, evolving consumer behaviours, shifting travel motivation patterns, expanding travel segments, and technological advancements

in the tourism sector. However, the COVID-19 pandemic has engendered new travel patterns, necessitating the identification of key factors shaping post-pandemic tourism and travel, as Teguh (2020) outlined.

Table 3 Tourism Strategy - The Focus of Tourism and Traveling After Covid-19

1) Contactless travel and electronic health documentation	10) The fall of senior travellers
2) Emerging types of lodging and accommodation options or amenities	11) Self-guided tours and non-personal interpretation
3) Sanitation takes precedence over environmental concerns	12) Hot deals everywhere
4) Nature, eco will triumph	13) Rise of wellness and SPA
5) Space is the new luxury	14) Virtual MICE
6) The boom of staycation	15) Minimalist hotel interior
7) Microtourism	16) Rural and remote luxury escapes
8) The growth of local tourism	17) A digital nomad is the new travel trends
9) Destination revival and social capital	

Tourism trends promoting mass tourism are becoming widespread among tourism actors, with environmental aspects often categorized as the last priority. However, the environment plays a role not only as a development asset but also as a supporter of living patterns. Environmental conservation, expansion, and empowerment must continue to be considered consistently and continuously, with environmental standardization and the provision of incentives and sanctions for environmental users as the main constraints in preserving a sustainable tourism environment. The COVID-19 pandemic has presented an opportunity to study the impact of disruptions on sustainability transitions. The long-term consequences are expected to lead to lasting changes in digital work and daily activities, potentially reducing mobility demands and fossil fuel consumption (Kandaa & Kivimaa, 2020). Collaborative efforts to develop sustainable tourism models or prototypes can significantly advance the industry. This

approach emphasizes enhancing tourism quality through system improvements, standards, synergies, scalability, specialized tourism, and increased integration. Sustainable tourism is crucial in securing the sector's post-COVID-19 viability, particularly by promoting accessible destinations. In light of existing constraints, sustainable tourism approaches offer a promising solution to revive tourist activity and facilitate industry recovery. Increased tourist interest in sustainable tourism underscores the importance of environmentally conscious tourism practices (Florencio et al., 2021).

The travel bubble policy, seen as a promising strategy for tourism revival during the pandemic, faces challenges. Yu, J.-H et al. (2021) explored factors influencing Taiwanese citizens' willingness to participate, revealing concerns about infection rates, transmission, and symptom identification. Effective risk communication and precautions are crucial for public confidence. The complex environment of

airports, hotels, and restaurants adds stress, compounded by misguided policies and high prices. Factors like health assessments and environmental risks shape travel intentions. Chi F. Lam (2020) found that COVID-19, risk attitude, and travel anxiety negatively impact travel intentions. Hao et al. (2020) study on China's hospitality sector identifies lasting influences on business, product design, technology adoption, and market restructuring. Cuomo et al. (2021) stress the impact of tourist preferences on hospitality competitiveness, recognizing their significance across periods. In summary, tourist preferences are pivotal for the competitiveness of hotel systems.

For the post-COVID-19 tourism industry sustainability, regional management must strategically reinforce the Pentahelix framework. Effective local government strategies in building smart cities focus on creating distinct brands to achieve tourism development goals. The Pentahelix framework, dedicated to sustainable tourism development through branding, addresses global competition challenges and aims to boost global productivity and competitiveness (Isdarmanto et al., 2021). Government policies for revitalizing the tourism sector in the new normal era undergo a comprehensive examination, emphasizing safety, security, and health as foundational elements. A descriptive literature review highlights the importance of implementing a social safety net and identifies three pivotal dimensions for effective tourism policies: Sustenance, ensuring the destination's continued existence; Self-esteem, promoting community engagement in tourism management; and Freedom from servitude, advocating for in-city tourism, and granting regional autonomy in tourism management (Azizi et al., 2021).

HOW DID THE PANDEMIC CHANGE TOURISM?

Destination Attributes, Attitude, Risk Perception, Tourist Behavior

In behavioral theory, it is stated that a good tourist destination will be able to provide satisfaction with the hopes or imagination brought from the area of origin (Schiffman and Kanuk, cited in Suryawardani, 2021). A tourism destination includes very multi-dimensional attributes that act as resources and main attractions (Crouch & Ritchie cited in Khongrat, 2022) in the form of food and drink, natural environment, history, culture and other attractions. Apart from that, destination attributes also have an important role in increasing trust, loyalty and destination image so that they can influence tourists' attitudes and behavior while at a destination and in making decisions to visit again.

Trust is an important antecedent of tourists' interest in visiting a particular destination. Trust refers to the extent to which a destination is considered reliable, transparent, risk-free, and capable of carrying out its advertised functions (Aktan et al., 2022). Belief in the toughness of tourism attributes will influence the attitude toward the destination, which refers to tourists' behavior in describing emotional tendencies as a result of positive or negative assessments when carrying out specific behavior (Fadlullah & Nurlatifah, 2020). In tourism, attitudes are tourists' predispositions or feelings towards a destination, which are based on perceptions of tourism products and the attributes of the destination (Pereira et al., 2019).

All these components must be taken into account when assessing an objective picture or trying to influence the outlook of the tourism market. Visitors who have previous experience of a destination will have different views and often influence attitudes and behavior towards the destination more than those who do not. During the COVID-19 period in 2021, the decline in tourists' intentions to visit can be assessed from the elements of attributes, perceived risk received, and trust. So destination attributes and risk perceptions have a high level of importance to be evaluated based on the

physical condition of tourist attractions and human resources.

Health behaviour studies indicate that when perceiving a health threat, individuals are motivated to take preventive actions to mitigate or avoid potential risks (Paek et al., 2016; Han et al., 2022). So when the pandemic broke out, many countries implemented lockdown policies, travel restrictions, and health protocols such as wearing masks, handwashing, and using sanitizers. Additionally, broader measures such as maintaining social distancing and vaccination were enforced to control the spread of the virus (Chu & Liu, 2021; Oh et al., 2021; Hakim et al., 2021; Han et al., 2022; Humagain & Singleton, 2023). It directly influences tourists' decisions in choosing tourist destinations and carrying out activities during the trip (Bajrami et al., 2023), so tourists become more aware of health risks, avoid crowds, and are more careful in interacting with other people during the trip (Shareef et al., 2023).

Changes in tourism behaviour and tourism activities due to COVID-19 significantly impact tourism in the future. In the initial phases of the post-pandemic period, tourists are more inclined to choose tourist destinations near their residences and avoid crowded and high-risk tourist attractions (Han et al., 2022). There is a trend toward selecting lesser-known attractions situated away from crowds, with an increased emphasis on health and cleanliness considerations, choosing private travel over group travel, and the importance of travel insurance has gained prominence in this context (Chebli, 2020). Notably, these changes have sparked a heightened interest in domestic tourism, while interest in international travel has experienced a decline (Liu & Chong, 2023).

A similar pattern also occurs in Indonesia; post-pandemic tourist behaviour shows that millennials and the zillennial generation have a lower risk perception but express significant concerns about health, safety, cleanliness, and environmental sustainability and tend to choose natural

tourism destinations. The ease of technological transformation makes their consumption patterns shift to online travel agents (Harianja et al., 2022).

Salimah et al. (2023) argue that all these changes are an adaptive response to the extraordinary situation resulting from COVID-19 to protect themselves and reduce risks so that tourists prefer to travel in small groups, more natural tourist destinations, increased awareness about the importance of maintaining health and hygiene, and technology is using to plan trips and find information.

In 2023, tourist behavior began to experience slight changes. SiteMinder researched this in July 2023 with a sample of 10,000 tourists from 12 countries, and 840 of the respondents came from Indonesia. Four behavioral changes were found that SiteMinder monitored over the last 2.5 years and became the main characteristics underlying travel plans and motivation, which will impact the global accommodation and tourism industry post-recovery from the COVID-19 pandemic.

1. The Enduring Explorer

The "enduring explorer," characterized by an unwavering commitment to travel, remains undeterred by the challenges of rising living costs. Despite macroeconomic issues, this traveller prioritizes adventure, considering travel not merely a luxury but a fundamental aspect of human existence—a right and a means of regaining control in a relentless world. Globally, 91% of survey respondents express their intent to travel at least as much as the previous year, with 57% planning to travel more. Only 9% anticipate traveling less. While the enduring explorer is inclined to make their stay special by spending additional money and opting for luxury boutique properties, rising room costs necessitate adjustments. Notably, 39% now resort to package deals and cheaper rooms in response to increased prices, with only 20% claiming to be unaffected by price increases. Despite this, 87% of travellers are willing to spend

additional money beyond their rooms, and 21% of millennials plan to stay in luxury boutique properties on their next trip. Although older travellers may be less price-sensitive, the majority, including those in the workforce, feel the impact of escalating costs, reflecting the adaptive choices of the enduring explorer.

2. The Digital Dependent

The "digital dependent" traveller is tightly bound to devices and heavily relies on technology platforms for decision-making, especially in accommodation choices. This traveller is adjusting to chatbots and AI but is highly sensitive to online experiences perceived as clunky or insecure. Digital behaviours are closely tied to other aspects of life, with screen time globally exceeding six-and-a-half hours daily. Most travellers are more likely to start accommodation research on search engines than through friends, with Australians leading at 36%. Social media's influence on accommodation discovery has grown, particularly among Gen X travellers. Over 50% of respondents, rising to 68% among millennials, are likely to use AI for accommodation recommendations. Accommodation providers are experiencing an innovation imbalance, not meeting the tech-driven expectations of younger travellers. Security and a seamless digital experience are top priorities, with more than half of travellers abandoning bookings due to poor digital experiences, a figure rising to almost 3 in 4 among Gen Zs. While digital dependents are open to using augmented and virtual reality for planning or experiencing accommodation, only 16% are willing to replace a real-life stay with augmented/virtual reality.

3. The Memory Maker

The "memory maker" traveller is known for their commitment to unique and novel experiences, seeking meaningful adventures beyond the conventional path. This intentional approach to travel reflects a broader trend of purposeful exploration.

Three-quarters of surveyed individuals note a shift in accommodation preferences, strongly emphasizing a "great experience." Leading this movement are Indian, Chinese, and Indonesian travellers, especially among the younger demographic opting for luxury boutique properties. The working traveller, utilizing their stay as a counterbalance to the workday, is a notable subgroup, with changes observed among the Chinese, Spanish, and American travellers, albeit with a slight decrease in 2023. As accommodations evolve into enhanced "third places" for extended stays, half of the respondents express a desire to spend a significant amount of time at their accommodations on the next trip. Despite adapting to rising prices, the memory maker remains dedicated to enriching their stay by spending additional money beyond their room.

4. The Conscious Collaborator

The "conscious collaborator" embodies a new type of traveller deeply connected to accommodations and the local community. This ally to the industry seeks meaningful connections during their stay, valuing interactions with accommodation staff and desiring a positive impact on the communities they visit. They view their stay not merely as a place to rest but as an immersive experience within the local culture. This changing traveller desires ongoing dialogue with accommodation providers, expressing a preference for personalized communication beyond booking confirmations, especially among Gen Z, millennials, international travellers, and Asians. While they appreciate personalized offers, they are most inclined to provide reviews when asked, with 70% expressing a likelihood to share their experience. The conscious collaborator recognizes the importance of accommodation staff and favours direct bookings, with plans to book directly increasing slightly from 27% in 2022 to 28% in 2023. They seek a facilitated connection with the local community and

prioritize in-person communication during their stay, emphasizing the importance of a close connection between accommodations and local culture.

NEW TRENDS IN FUTURE TOURISM

In Indonesia, Bank Indonesia reviewed the national tourism travel record to assess the country's efforts in overcoming the significant challenges posed by the COVID-19 pandemic. The Deputy Governor of Bank Indonesia 2022 stated that various efforts to save and restore tourism are essential for policy formulation in facing increasingly complex challenges in the future. Therefore, it is necessary to examine various ideas to strengthen national tourism development amidst various new opportunities, including opportunities born from community adaptation to pandemic conditions. This adaptation process has pushed future tourism development towards quality tourism that carries aspects of cultural preservation and environmental sustainability. So, it is no longer only assessed from economic aspects alone. Therefore, Bank Indonesia is committed to continuing to synergize with the government in efforts to strengthen tourism in the future. Through advocacy and studies, they are developing MSMEs, promoting tourism investment, increasing access to financing, as well as digitizing tourism support payment systems (Waluyo, 2022). Based on Bank Indonesia's analysis, future tourism trends are as follows.

1. Quality Tourism

The global adaptation within communities and the alterations in tourism behaviour resulting from the COVID-19 pandemic have stimulated a transformation in tourism development trends. This shift is characterized by prioritizing quality tourism, closely intertwined with fundamental aspects such as competitiveness, providing unique experiences, high value, and sustainability. The adaptation process during the pandemic has pushed tourists' preferences to shift, and

they tend to choose destinations far from the crowds (secluded), located in the open, and prioritize aspects of cleanliness, safety, health and environmental sustainability (CHSE). The development of quality tourism has the opportunity to increase tourism competitiveness, which still requires strengthening. In line with the spirit of sustainable tourism, quality tourism is an option to avoid the negative impact of mass tourism on environmental and socio-cultural sustainability. Quality tourism also has more significant potential to capture opportunities for shifts in tourism preferences after the pandemic.

Most of the literature states that quality criteria in tourism are closely related to aspects of sustainable tourism. The main criterion for quality tourism is fulfilling sustainable tourism, which is related to the economic benefits of local communities. It simultaneously can be attentive to environmental and cultural sustainability (Theng et al., 2015; Holloway et al., 2009; Markplus, 2020). Characteristically, quality tourism must show a unique experience that can be measured by tourist satisfaction resulting from interactions with tourism service providers at the destination (Perdue et al., 1999; Theng et al., 2015). Apart from aspects of sustainability and unique experiences, some literature also mentions the criteria of obtaining more significant economic benefits in return for the high-added-value tourists feel at quality tourism destinations.

Quality tourism is an intersection between sustainable and premium tourism (luxury tourism), so it can provide more significant economic benefits but still pays attention to sustainability aspects, including the environment, culture and welfare of local communities (MarkPlus, 2020) to become quality tourism, tourist destinations must still have essential competitiveness as the primary prerequisite. The official concept from UNWTO regarding quality tourism is stated in the Practical Guidelines for Tourism Destinations (UNWTO, 2017). According to this source, the quality of

tourist destinations is an outcome of a process that harmonizes satisfaction with tourism products and services with consumer expectations, all within affordable price levels. Acceptable, by mutually agreed criteria and considering essential factors in tourism services, namely safety, security, cleanliness, accessibility, communication, infrastructure, and public facilities and services. This concept shows that the essential tourism factors of a destination are prerequisites for quality tourism.

Overall, the essence of developing quality tourism is related to four main factors: (1) the essential competitiveness factor, which a destination must fulfil to become a competitive tourist destination; (2) sustainability factors that support the sustainability of the environment, cultural, social, economic, historical and knowledge values at a destination; (3) a destination's unique experience factor provides experiences rarely found in other destinations; (4) the factor of high-value tourism activities for tourists can provide high-value experiences, the exclusivity of products and services tourism, privacy, and premiums.

2. Workcation/Digital Nomad

The process of adapting to the COVID-19 pandemic, particularly the emergence of remote work patterns, is an opportunity that can support future tourism performance. Conversely, COVID-19, which requires restrictions on mobility, has also accelerated changes in work culture patterns, which increasingly rely on technology and no longer recognize distance and time. Workers no longer have to be stuck in one place at one time to complete work but can also do it while traveling. The 'workcation' trend is a change in the concept of work, which combines elements of vacation with work. Various surveys conducted by international institutions predict that the workcation trend in various countries will remain strong in the future. It is also indicated by searches for activities related to 'workcation' via

online search engines, which have shown acceleration since 2020.

The emergence of the 'workcation' trend is considered an evolution of 'bleisure', a combination of business travel and tourism developed before the pandemic. The development of the 'workcation' trend during the pandemic or digital nomads is expected to encourage foreign tourists to stay longer and spend more. It is estimated that as many as 35 million people globally have implemented remote or nomadic working patterns, with the majority pursuing professions in marketing, information technology, design, publication and e-commerce.

The survey results also indicate that the average expenditure of digital nomads is 1,875 US dollars per person every month. The potential for the development of the workcation or digital nomad trend has encouraged various countries to issue special visa schemes and (or) incentives. In August 2022, Thailand officially introduced the "Golden Visa" facility with a 10-year stay permit to attract foreign professionals with world-class salaries to work nomadically in Thailand. This visa scheme issued by Thailand also applies to the holder and four dependents or one family. This step taken by Thailand shows increasingly tight competition to attract tourists who have the opportunity for a more extended stay and more lavish spending.

However, optimizing workcation trends needs to be carried out while ensuring safety aspects and the role of local communities. At least three things still need attention with the emergence of the workcation or digital nomad trend. First, increased digital nomad visits in an area can be followed by increased property rental prices in line with high demand. Obtaining affordable housing will undoubtedly be a problem for residents or local tourists. Second, digital nomad or nomadist tourists tend to pay little attention to the cultural values that apply at their destination. It must be distinct from the characteristics of nomadists who focus on their work so that attention to local cultural

values becomes low. Third, nomadists may look for other work at their destination, which could cause friction with local communities. In this regard, regulatory arrangements regarding the visa scheme for nomads are essential, including the countries that are the subject of the digital nomad visa scheme. In some countries that have implemented digital nomad visa schemes, strict rules apply and are only intended for specific countries – with the potential level of spending at the destination usually taken into consideration.

CONCLUSION

The repercussions of the Coronavirus have delivered a substantial blow to the tourism industry, characterized by numerous travel restrictions that limit individual vacation plans. As a result, the tourism sector came to a standstill, and various business establishments and tourist attractions such as hotels, restaurants, cinemas, travel agents, museums, amusement parks, recreation areas and entertainment venues were forced to close in response to the threat of COVID-19. This situation is forcing governments around the world to grapple with the challenge of evaluating the opportunities and risks that exist in the future tourism sector. In response, the Indonesian government has initiated a new regulatory framework called the “new normal” to guide the revitalization of the tourism sector and formulate strategic plans for the post-pandemic period.

In this regard, various factors influence tourism activities in the new normal paradigm. One important factor is changes in tourist trends and behavior. Therefore, this article explores collaborative initiatives by governments, scientists and academics in developing data-based research. These efforts are directed at revitalizing the tourism sector in the short, medium, and long term as the new normal era progresses.

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