

Green Tourism Concept For Recovery Indonesian Tourism Model After Pandemic Covid-19

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Abstract

Experiencing impact crisis, the number of tourists visiting Indonesia experience decreased, and had an impact on the occupancy of all hotels in Indonesia, which decreased by around 12.67% from the total in the previous year in 2019. A lot of energy work in the field of industry tourist experience bleaching consequence crisis that, recorded in the official site Ministry of Tourism and Creative Economy about 409 thousand power work housed. Adversity Industry tourist has implications for the inhibition developments in the sector others, such as continuity power work and business in the field of harmful tourism Indonesian economy. Research methods, the author uses qualitative research with scheme begins with determining the objectives or questions that underlie the research Destinations tour the could made example or model for repair quality tourist bulk previously in the post- pandemic era because already carry draft tourist sustainable. Customized with addition the rules more Health protocols tight in the pandemic era with pattern application CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certification recommended by World Health Organization (WHO) as a standard for implementing tourism side by side with COVID -19 so that people who can travel feel safe and trust that journey tour the no will caught transmission of the Covid-19 virus. Emergency response mechanisms that disable economic activity, including that which may come from the tourism industry. due to the fact that the existence of lockdowns and the prohibition of outside activities In houses makes activity tours halt Many have been stopped in order to stop the virus's inflow and outflow before it destroys the tourism industry's business model.

Keywords: *Tourism Strategy, Green Tourism, New Normal after pandemic*

1. Introduction

Disease (Covid-19) which emerged on March 11, 2019, made global community in threshold concern, because whole potential global citizen caught plague that . Besides danger turn off for infected people, this virus is also deadly global activity. Almost all countries are required activate mechanism response emergency through lock-up its territory (lockdown) and prohibit people for activity outside _ house (Wiwik 2020) .

This action was taken as a form of world concern over the spread of the virus and its alarming impact, and reminded all countries to activate and improve emergency response mechanisms.

At the same time, all citizens of the world have the potential to be infected with the Covid-19 disease. Mechanism response emergency the disable activity source economy globally, including activity the economy that can be from sector tourism. because with existence lockdown and ban outdoor activities _ house make activity tour stopped, tourism sector mobility Many have been stopped to prevent the inflow and outflow of the spread of the virus so that it kills the business pattern of the tourism industry such as the lodging business, restaurants, travel businesses and the transportation sector (Wiwik 2020) .

Industry Tourism in Indonesia is also experiencing impact crisis, the number of tourists visiting Indonesia experience decreased, and had an impact on the occupancy of all hotels in Indonesia, which decreased by around 12.67% from the total in the previous year in 2019. A lot of energy work in the field of industry tourist experience bleaching consequence crisis that , recorded in the official site Ministry of Tourism and Creative Economy about 409 thousand power work housed . Whereas sector tourist contributed 49.22% to economic income for growth Indonesian economy (Saridi et al. 2021) .

Adversity Industry tourist has implications for the inhibition developments in the sector others, such as continuity power work and business in the field of harmful tourism _ Indonesian economy. However on the side another, this pandemic crisis Becomes a opportunity new for improve the tourism model previously considered _ push more fast damage environment due to over-tourism and also being one factor fast his the spread of the Covid-19 virus.

Tourism model before The Covid -19 pandemic is known as tourist mass / urban (urban). this model more put forward values commercial where refers to to the opening model tourist mass that causes concentration mass enough tall so that impact for environment and human health. Form tourist this is also rated speed up rate land degradation even the destruction of the environment consequence development facilities and infrastructure sector tourism, in addition to having a positive impact on economic growth of a country.

Besides that because dense activity tourist mass / urban (urban), type tourist this increase frequency wave heat and impact on change bad weather _ determined . Tourist bulk is also more put forward mobility quite a trip tall with use intensity use energy and transportation about 80% who participated contribute to the increase emission carbon dioxide (Juricka-Pürerer, Brandenburg, and Pröbstl-Haider 2020) .

Activity number of visitors many or group When doing journey tour too _ contribute to damage environment . Because no all the tourists good local nor international attach importance to or understand the impact _ During travel. Nearly 65% of visitors no obey regulation During travel that causes loss in aspect environment , for example visitors in the form of groups more many produce trash on the spot travel .

For that existence Covid-19 pandemic event, can Becomes a approach new for tourism model improvement previously in order to realize a more sustainable tourism model quality. Industry Indonesian tourism can geared towards the concept development tourist quality that carries draft economy sustainable such as Green Tourism. Where not only can be more useful for the economic life of the country but also useful in terms of the progress of society as a whole and sustainable for a very long period (*sustainable*),

or even indefinitely, both in terms of economic welfare, as well as socio-cultural life as well as environment .

Green Tourism can made a draft new for tourism model restoration previously with adapt habit new community during the Covid-19 pandemic. Where is the community will more tend choose To do journey travel and buy product tourism that prioritizes protection convenience like cleanliness, health and safety environment in To do journey (Jiricka-Pürerer et al. 2020)

Though development Green Tourism concept already many implied in Indonesia 's tourism strategy however from a number of the literature obtained state that During this the concept of Green Tourism in industry tourism, limited implied for Fulfill needs power selling and media promoting for activity tourism that leads to an increase in benefit economy for Indonesian society. So in this study the author will more see *green tourism* as a effort new in repair tourist bulk previously customized _ with pattern adaptation society in the middle pandemic Covid 19. Expected from the results of this study can provide a paradigm new for tourism industry players and the government about repair quality Indonesian tourism at the same time beneficial for development economy sustainable.

2. Method

In the process of research methods, the author uses qualitative research which is research based on an interpretive approach to try to understand why people or groups see the actions, *values*, *beliefs* and decisions they make (Umar Suryadi Bakr & Dimaswids 2016) . Broadly speaking, a qualitative research scheme begins with determining the objectives or questions that underlie the research, namely: How can green tourism be made a effort in improve the tourism model mass to encourage repair tourist quality after the Covid-19 pandemic?

Furthermore, the process continued with the collection and conceptualization of qualitative data. The data collected will be analyzed and interpreted so as to produce research findings in the form of correlations or answers to questions or research bases with the processed data. (Umar Suryadi Bakr & Dimaswids 2016) . The author will use secondary data through various studies literature, by collecting document - based data (*research*) related to the tourism model sustainability and implications green tourism concept. The data used will come from electronic and non - electronic based data searches like books, reports, analytical journals (in digital form), magazines or newspapers, as well as other data originating from official government sources researched/related to concept and application implications of green tourism in Indonesia and various countries for interest utilization industry tourism. Data based electronic will taken from source Google Scholar and Scopus journal data search especially in the era or during the Covid-19 pandemic. From the data that has been collected, the author will analyze secondary data with theory analysis content and reviews (content analysis) of contents or message that exist so as to produce correlations and results from the questions that underlie the research.

3. Result and Discussion

A. Tourist Mass and Pandemic Covid-19

Development tourist sometimes cause dilemma alone for a country. Because other than grow movement activity economy with opened various industry tourism, development tourism will also cause various impact to Public good by social, cultural and environmental. Opened various destination tourism and industry tourist like hotel, home eat, and use tool transportation for journey tour it turns out make environment explored and polluted. Amount visitors tourism is increasing and more increase development infrastructure related tourist cause the more increase garbage and waste, pollution, problems sanitation, and aesthetics (Nofriya, Arbain, and Lenggogeni 2019) .

Indonesia is one of the countries experiencing this dilemma. Beside the more increase sector helpful tourism _ growth economy, Indonesia is also listed as a sector country tourism need to be evaluated. In activity evaluation conducted by the Travel and Tourism Competitiveness Index (TTCI) regarding performance world country tourism, Indonesia occupies order 131st as a contributing country big in acceleration damage environment globally. Industry Indonesian tourism causes various exploitation ecosystem overload at the destination travel, such as utilization water consumption , usage energy , and diversion function land. The area used the place tourism also generates rubbish more big compared areas that are not destination tours, and much more hotels and restaurants that don't in accordance standard Environmental safety and health still using chemicals and materials that cannot be decomposed so that they have an impact on environmental pollution (Yamin, Darmawan, and Rosyadi 2021) .

As example object tourism in the area of West Sumatra, Bukittinggi. In the area the almost all destination carrying the tourism model bulk where was focus on improvement visitors in urban areas. Development tourist the many open field job, upgrade industry service tourist like hotel and house eatery, and addition foreign exchange from visit tourer foreign. However on the side other , development sector tourism in the area the rather make impact bad for environment like changes in land cover and land use (accommodation, transportation infrastructure, recreation areas, erosion and waste generation), energy use that contributes to increased CO₂ emissions, biotic changes and extinction of wild species, exchange and spread of disease and overuse of water (Gössling 2002) .

The tourism development strategy in Bukittinggi City is still focused on how sector tourist could speed up well-being people with Support technology, innovation and high amount visitors however have not thought further about environmental sustainability. as a result carrying capacity (carrying) the capacity of the city to accommodate several functions at once in an area becomes limited and has an impact on damage environment .

Can be said no only in the West Sumatra region , but almost all type tourism in Indonesia is concept -oriented tourist bulk commercial where on implication development no thinking impact to environment. Tourism model bulk sometimes cause multiflyer effect for society. where only thinking method success tourist with see height amount visit tourist without see effect others that appear (Balinese Channel 2022) .

Mass tourism developed after the development of technology in communication and transportation that allowed the transportation of many people so that the more make it

easy development tourism and opening large industry tourism. The effect is very positive for well-being society, because popping up perpetrator industry encouraging tourism _ growth economy with open many field job. However along walking time, view to development tourist bulk rather trigger effect side other. Tourist type this seen Becomes factor trigger degradation and destruction on environment. Request visit for travel with progress information and technology the rather create over-tourism which results in over - exploitation and *over - loading for* environment a country.

Even Bali is known as destination tour with wisdom local rated no can guard environment ecosystem in the area. With rampant destination tourism developed in Bali, the region this Becomes center Destinations Bali tours a lot offer various type tourism, ranging from cruise tours (*pleasure*) to business tours (including conferences), underwater tours to mountain tourism, cultural and adventure travel. Utilization of Bali as a Destination that is “All-In-One and Versatile” many bring profit for development Indonesian economy. However growth economy the no balanced with power support region for support capability security ecosystem in the area. Bali tourism rated too *over - exploited , and over - loaded*, so that Bali faces considerable environmental problems heavy and complicated as a result of the rapid development of tourism (Tourism 2013)

The negative impact of tourism development could see by Destruction and pollution, among others, occur in water, including ground water and surface water, as well as in soil and air layers. In addition, changes in land use, especially the conversion of agricultural land, are difficult to control. Various forest areas have been converted Becomes tourism facilities, facilities or infrastructure, so that it is very influential on environmental sustainability and has the potential to trigger disaster natural as marked by the occurrence of floods and landslides during the rainy season. Expanses of fertile agricultural land have been turned into permanent buildings and structures, including hotels and villas. We can easily see this in the tourist areas of Ubud, Gianyar and other strategic areas. Many tourism objects developed in Bali have taken over hundreds of hectares of productive agricultural land, and have even disrupted the closure of coastal functions (BALI 2022) .

Pressure Environment from activity tourist bulk the more increasing in various parts of Indonesia, increasing amount visitors and increase development infrastructure related tourist Becomes dilemma. Because no balanced with tourism policies that take into account the carrying capacity of the environment. So that the supporting sub-systems such as transportation and waste management are inadequate in line with the increasing number of tourists. If imbalance in management tour this Keep going in progress worried Indonesian tourism will experience decline. Because more the damage ecosystem environment consequence exploitation of resources and generating waste that is harmful to the environment so that will result in disruption of tourism activities and reduce the interest of tourists to visit.

Tourist bulk responsible answer on problem environment, decline standard life Public custom and local by general, as well as commodification culture because the more many sacrificing natural habitat with various activity exploitation environment and culture local, as well as make Public tend consumptive. From that application of the tourism model commercial bulk _need repaired and for dampen negative impact of this

model government need develop draft more tourism quality. Meaning tourist quality in the sense that government and stake holders policy in the field of industry tourist must think change draft tourist towards the important values Health safety with organize activity oriented sustainable tourism for future development. Besides because consideration big impact environment from draft application mass tourism, the Covid-19 pandemic has become a step the need acceleration for industry tourism in Indonesia for quick switch to form development tourist quality such as Green Tourism.

Covid-19 pandemic, brings a discourse new in industry tourism. Where is the concept tourist sustainable such as Green Tourism is indispensable for needs tourism sector. The current Covid-19 pandemic change pattern life and pattern think people who tend more appreciate their health have and importance guard ecosystem the environment they occupy. Society will more tend choose tours that offer product rated tourism _ more healthy and based environment because put forward hygiene circulation air and more large the place without many interact and touch with the crowded.

The community will make the decisions purchase product tour based on need for feel benefit traveling who is *concerned* about protection convenience like cleanliness, health and safety when decide purchase. They will more want existence guarantee standard more health _ tall in decision the purchase and always ensure rule protocol health in skeleton prevention and control of the *Covid-19* virus in public places and places effort tourist has applied with good and true. Restrictions imposed to avoid the spread of the virus will also pattern adaptation becomes new made Public more like form journey tour by private and not group because more tend guard security health as something needs, and more believe in destination open tour with more space wide.

For that type of tourism with the concept of Green Tourism will more many interested because offer room open green and more space large as well as give outlook by direct about pattern more life _ healthy. Because Green Tourism products will offer a variety of sustainable tourism products by providing many experiences that will encourage tourists to be more aware of the impact they make on nature, and appreciate the culture and nature they witness more, rather than just thinking of their trip as an adventure or adventure experience. just a means of recreation (Mboksanski 2022) .

B. Green Tourism as draft repair tourist bulk post covid-19

Respond norms and the multi- flyer effect caused by the types of tourist mass, tourism sustainable like Green Tourism can Becomes a alternative draft tourist more sustainable _ safe and possible positive when implied post *New Normal After Pandemic Covid-19*. Draft this could repair the impact _ previously in draft application tourist bulk, and even though normal implemented at the destination natural village based tourism but can utilized in tourist urban (urban) with adapt multiple strategies and customized with pattern behavior community during the Covid-19 pandemic.

With see pattern habit new society _ after experience pandemic event, then sector tourism is also necessary customize and view what be _ needs main Public for To do travel and buy product travel . After the pandemic passes and enters the new normal era, will appear paradigm new for Public in To do journey more travel _ put forward issue *health, hygiene, and safety* (Dane 2021) , policy development tourist sustainable in the

district Buleleng). Society will tend to the journey tour return later no just only want to recreation but more to trauma healing _ from presence of the Covid-19 virus. Like because there were his restrictions long - lasting mobility will cause “*Travel revenge*” and desire To do journey travel, however journey desired tour _ more to how tour the could ensure Health safety for they from the Covid-19 virus and have value benefit education for Health. The public will also more choose type tourism that offers *small-scaled*, or alternative holiday by private or solo travel for prevention the spread of the Covid-19 virus, and more choose a large destination area for limit in interact.

Trend in traveling will also experience change, tourists will more notice internal health protocol travel especially related _ with *Sustainable and Responsible Tourism, and Authentic Digital Ecosystem* (Lahcen et al. 2020) . Tourist sustainable like Green Tourism would be a choice main for the people for decide To do tour return (Dane 2021)

Incident the Covid-19 pandemic teaches many Thing for industry tourism, especially how to do pattern more travel _ environmentally responsible _ for support public health. Not only focus on value commercialization product tourism. Green tourism is rated in accordance for implied because have score consistency for focus on effort conservation environment that influences the pattern more life _ healthy for Public with offer room open green for enjoy and limit interaction. Especially correlated positive to development economy sustainability and interests in guard values culture, and social Public because utilise wisdom local in their respective areas.

Draft it also offers *Experiential richness* where later more invite tourists _ responsible to sustainability source power environment with method limit use consumptive Public like subtraction use energy fossil in journey tour replaced with usage energy sustainable , inviting traveler more know how impact from stacking rubbish tourists , and consume food made from base distant organic _ more healthy for Health (Pollitt et al. 2021) .

Green tourism offers many interesting thing, ok _ from side suitable destination _ needs society in the new normal era and values education that will push pattern life sustainability. Through a number of stages selective in every program offered, Green Tourism will interesting interest traveler for To do journey tour return after enter the new normal era. Draft this is too much offer values education like Support conservation, and try dig various experience about how undergo more life _ quality in the future, so that Becomes own attraction _ for society.

Development attractions more travel _ put forward uniqueness root culture local and based natural as well as involve Public local in the process of implementation, become a uniqueness increasingly separate _ add score power sell later and influence Public for travel back. Which only need emphasized how managing the Green Tourism strategy in business tourism in the post -covid-19 era.

There are many necessary thing _ fixed in tourist bulk before, with change to predictable pattern of Green Tourism concept strategy will Becomes alternative choice Public after pandemic, that is form tourist bulk the need changed to tourism more quality put forward effort conservation environment and guarantee health. For examples tour local Public Tasikmalaya "Kampung Naga", when seen including one _ type tour urban, because no too remote and accessibility close with city Tasikmalaya. Destinations tour

this by direct managed government area together Public local. Tour this offer the concept of Green Tourism because many score education and focus on introduction culture Public local. Tourists who visit required walk on the street the path that makes they no clustered and not can there is vehicle enter to area that. Tour this introduce to the visitors about importance pattern life simple and not too useful consumer _ for Health.

In every the place always provided the place rubbish even before enter to the place tour visitors given bag rubbish by private and not allowed bring food. Only allowed bring a drink tumbler that can filled repeat. If visitors violate regulation so will worn fines/ sanctions tight. Visitors introduced how method community in the area the always consume materials organic from results plant agriculture they alone. Even offer tourism souvenir products that they for alone with ingredient friendly environment. For maintain public health they use herbal medicines grown in the fields/ gardens they alone During still can handled without handling doctor. And society there pattern his life healthy far because far from level pollution industrialization. Due to power they have electricity too use power electricity natural, and avoid pattern consumptive community in urban areas. However though avoid pattern social Public urban, quality life Public there no left behind and far more quality for sustainability in the future.

Destinations tour the could made example or model for repair quality tourist bulk previously in the post- pandemic era because already carry draft tourist sustainable. However more customized with addition the rules more Health protocols tight in the pandemic era with pattern application CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certification recommended by World Health Organization (WHO) as a standard for implementing tourism side by side with COVID -19 so that people who can travel feel safe and trust that journey tour the no will caught transmission of the Covid-19 virus.

This green tourism concept could adapted to tourism mass / urban with method manage management visitors with good like limit size, group, provision more infrastructure _ safe and healthy, and clear rules for visitors who come so that could minimize possibility happening tourism multi-flyer effect bulk. Next , determine appropriate strategy choice with values conservation or where is *ecodevelopment* emphasizes the concept of symbiotic mutualism Among environment , economy , and pattern life social (Chigora and Zvavahera 2015) . This strategy more to direction guarantee maintenance resource tour good natural nor artificial for long term. The perpetrators business must more oriented _ business tourist his no just for the sake of interest commercialization, for example develop infrastructure and provide facility recreation, as well as tourism programs that are consistent with values conservation. And minimize erosion source power from every activity developed tourism _ as well as avoid negative impact of degradation social, cultural and environmental. In essence development economy tourist must in line with power support the tourism area _ the (Orîndaru et al. 2021)

Planning the development of the strategy must also include various stakeholders _ policies and sectors related like association industry tourism, group conservation, group Public local, community academics, consultants and government area so that equalize correct perception and understanding _ about situation and conditions in the field for

development infrastructure tourism. Planning tourist must be ideal with optimizing contributed ideas from line whatever the direction for well-being human and improvement quality environment. Planning is also necessary customized with articulation zoning like destination development something area, distribution geography and evaluation impact tourism so that the concept the more good and appropriate with green tourism development.

Plan development facility supporter tourism should also development customized design, and facilities standards that promote eco - architecture building. Where is the model more emphasized at the level creativity and interaction positive with feature experience (Hasan 2014) . So that many use materials friendly environment that costs no too big and can futures long because use product cycle rework and materials that have been available from nature. Why planned like that, because draft completely from Green Tourism is nature (nature-based) and offers style simple life _ as well as no consumptive. Green tourism will Becomes learning for tourists _ for more understand and know useful nature _ for pattern life healthy them.

Application draft this in effort repair tourist bulk before, will have own promoting value for Public after the pandemic took place. Business people tourist only need more focus design compatibility product with application the concept of Green Tourism and pay attention to pattern adaptation and trend new among _ society in the new normal era. Though so implementation change draft tourist this is also necessary supported from *political will* government, as the party who owns authority in development tourism and have the authority managerial in promote it to realm society .

4. Conclusion

The disease (Covid-19), which first surfaced on March 11 of this year, put the entire potential population of the world in grave danger. In addition to posing a threat to those who have been affected, this virus is also a fatal global activity.

Nearly all nations are required to activate their emergency response systems by locking down their borders and forbidding citizens from leaving their homes (Wiwik 2020). Emergency response mechanisms that disable economic activity, including that which may come from the tourism industry. due to the fact that the existence of lockdowns and the prohibition of outside activities In houses makes activity tours halt Many have been stopped in order to stop the virus's inflow and outflow before it destroys the tourism industry's business model.

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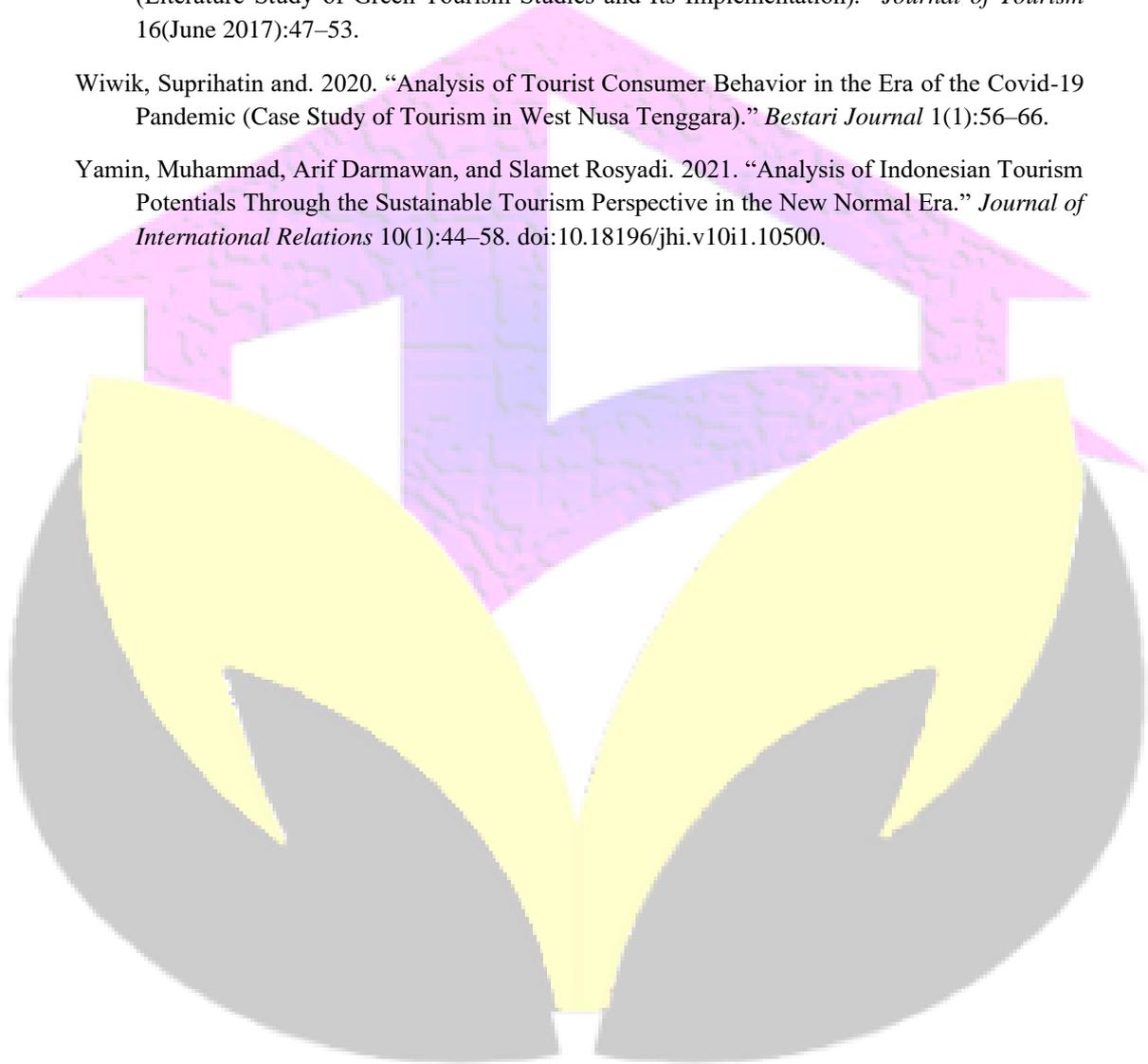
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