



STUDY OF THE IMPACT OF THE PANDEMIC ON THE TOURISM SECTOR IN THE DISTRICT PANGANDARAN

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ABSTRACT

The Covid-19 outbreak has lasted for approximately 2 years, there have been many impacts, one of which is the tourism sector. . since February 2020 the number of foreign tourists entering Indonesia has decreased very drastically, and the peak occurred in April 2020 with only 158,000 tourists. The existence of large-scale social restrictions and closing of access to and from the state resulted in a decrease in state revenue in the tourism sector by 20.7 billion. This study was conducted in order to see the extent of the impact of the pandemic on the tourism sector in Pangandaran Regency. Based on the results of the study, it shows that there has been a very drastic decrease in the number of tourists visiting Pangandaran beach. A 40% decrease in the number of local tourists and a 95% decrease in the number of foreign tourists visiting Pangandaran beach. During this pandemic, business actors in the tourism sector must start innovating by utilizing digital technology, one of which is virtual tours.

INTRODUCTION

One of the many sub-sectors that are growing and supported by the government in the economic field, one of which is tourism which is currently being developed in various regions in Indonesia. In Indonesia alone, tourism has had a significant positive impact on economic growth ^[1]. One of the many areas that have a lot of good tourism places and has high competitiveness with other regions, namely the Province of West Java, Pangandaran Regency, for example. Pangandaran itself is a coastal area that has various kinds of nature-based tourism potential and has very promising long-term prospects or views. In the district itself, many areas have been developed by the local government such as Pangandaran Beach, Citumah, Green canyon, Batu Shark Beach, Batu Karas Beach and there are also nature reserves and turtle conservation in them.

The Covid-19 outbreak has lasted for approximately 2 years, there have been many impacts, one of which is the tourism sector. A very significant impact in the tourism sector during this pandemic was indeed enough to make a very drastic decline, both a decrease in the number of tourists and a decrease in income in the tourism sector. since February 2020 the number of foreign tourists entering Indonesia has decreased very drastically, and the peak occurred in April 2020 with only 158,000 tourists. The COVID-19 pandemic has caused countries in the world to impose lockdowns. Especially in the current situation, COVID-19 cases are still increasing. Access between countries was closed and as a result international airlines were forced to close routes. This condition creates a formidable

challenge for the tourism industry.

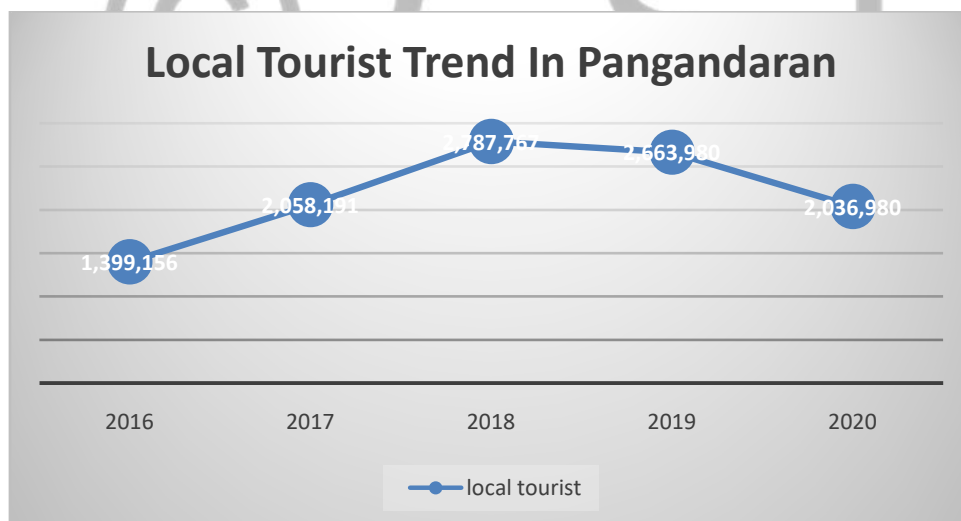
The high number of positive confirmed cases of COVID-19 in Indonesia has an impact on the tourism industry in Indonesia. The existence of large-scale social restrictions and closing of access and exit gates resulted in a decrease in state revenue in the tourism sector by 20.7 billion ^[7].

The impact of the pandemic on the number of tourists

One of the affected areas is Pangandaran Regency. Even though Pangandaran was considered safe at that time, there were no cases of Covid. However, over time and the number of tourists visiting made the presence of the spread of Covid in Pangandaran. Pangandaran is a tourist attraction in West Java Province which has a lot of tourist objects in it. Before this pandemic came, Pangandaran was always crowded with thousands of tourists, both local and foreign.

After the presence of the Covid-19 pandemic in Pangandaran and the high level of distribution, tourist attractions became deserted and even closed because of restrictive policies from both the central government and regional governments. The policy of these restrictions and the closure of tourist attractions have made the number of people who become MSME actors around tourism objects experience a decrease in income, so that many people have difficulty getting a substitute livelihood. However, the government does not remain silent, the government continues to make efforts so that cases of the spread of Covid can be reduced or even disappeared.

The data shows that the decline in the number of tourists on Pangandaran beach during the pandemic was quite drastic with large-scale social restrictions making it difficult for people to travel and only carry out work activities at home, as well as the Pangandaran tourist destination which was very quiet during the PSBB implementation.



From the trend above, it can be seen that there was a decrease in the number of local tourists at the end of 2019 to 2020 as many as 530,000 visitors or around 40% there was a decrease in the number of local tourists visiting Pangandaran beach. This is due to large-scale social restrictions in each area so that people are not allowed to travel outside their homes in order to break the chain of the spread of COVID-19. With this significant decrease in numbers, it is also very influential on the economic activities of the Pangandaran community, especially those whose livelihoods do depend on the tourism sector.



Foreign tourist visits were even more drastic compared to previous years, foreign tourist visits to Pangandaran beach were at 3000 to 2800, but when the pandemic lasted from the end of 2019 to 2020, there was a very drastic decline at 95%. This is very influential on the regional income of Pangandaran Regency.

Tourism Trends Amid the COVID-19 Pandemic

Tourism business actors currently use various media to communicate and promote the company. The existence of this pandemic makes business actors who really depend on their livelihoods in the tourism sector to be more innovative and creative in packaging tourism trends in the midst of a pandemic. One of them is by utilizing digital technology, business actors in the tourism sector can make new breakthroughs in the tourism sector such as virtual tourism, or direct tourism services while still adhering to the health protocols that have been set by the government^[10].

The concept of tourism through the use of technology and information can also be defined as e-tourism or smart tourism^[12]. No less important is through development efforts to advance places that are tourist destinations and add existing facilities, especially in the midst of the Covid-19 pandemic which has not yet ended and is entering the new normal era^[11].

A destination can be said to be smart if it has made intensive use of technology infrastructure to: (1) be able to personalize and make tourists aware of the local and tourism services and products available to them at their destination in order to improve the travel experience for visitors and (2) by empowering destination management organizations, local agencies and tourism companies to make decisions and take action based on the data generated within the destination, collected, managed and processed through the technological infrastructure [13]. the use of information technology in the development of the tourism sector in the form of e-tourism will have a very large impact on the development of the tourism sector and lead to an increase in income in the tourism sector. Virtual tour is a simulation of a location consisting of a series. The series of images will be stitched to produce a 360-degree panoramic photo. Virtual tours themselves are usually used to give the experience of being in a place just by looking at the monitor screen^[14].

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