

THE REGULATION OF THE LOCAL GOVERNMENT OF WEST NUSA TENGGARA PROVINCE REGARDING TOURISM ON THE ERA OF COVID 19

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Abstract

This study aims to scrutinize the policies issued by Nusa Tenggara Barat provincial government related to the tourism sector during the Covid 19 period and the impact of Covid 19 on the tourism industry in Nusa Tenggara Barat. This study is qualitative research by observing the government policies during the covid period and their impact. The data collection method used in this study were document studies and interviews. Data analysis technique used a qualitative descriptive way, which presented and described all legal materials obtained systematically. This article described some Nusa Tenggara Barat government policies in the form of local legal products during the COVID-19 pandemic era and a number of local government programs to stimulate the tourism sector in Nusa Tenggara Barat, and several policies that can be executed during the covid 19 era. The impact of the COVID-19 pandemic on the tourism industry in Nusa Tenggara Barat decreased the number of tourist arrivals both foreign and domestic, many tourism sector workers were laid off, and hotel income had soared, which resulted in business closures.

Keywords: *Coronavirus Disease (Covid-19); Regulation; Tourism*

INTRODUCTION

As the largest archipelagic country globally with a variety of abundant natural resources, Indonesia takes the same steps to develop tourism to earn the foreign exchange sources. The development of Indonesian tourism has started since the issuance of RI Presidential instruction Nomor. 9 of 1969 concerning Guidelines for the Development Of National Tourism.¹

In this development, the government has established a Special Economic Zone through regulation Number 52 The Year 2014. One of them is Mandalika's special economic zone located on Lombok Island. The determination of Lombok as a special economic zone is undoubtedly based on the potential owned by Lombok and its carrying capacity.²

¹ Munir, Usman, 2019, *Hukum Kepariwisata Indonesia*, Genta Publising, Yogyakarta. Pg.21

² Munir, Usman, 2019, *The Law and Tourism : The Policy Of Health Service For Tourism in Lombok Island*, Indian Jurnal Of Forensic Medicine & Toxicology, 2019, Pg.177

It is also acknowledged that the tourism sector's contribution to foreign exchange earnings and job creation on a macro basis is quite significant. Reports of various experts conclude that tourism's contribution is significant to the economic development of a country or region, as seen in the form of job opportunities, increased income (foreign exchange), and equitable distribution of spatial development. According to the World Tourism Organization, around 702 million international tourists travelled internationally in 2002, and tourism created an estimated US\$ 474 billion and 214 million jobs worldwide.³

At the national level, the foreign exchange contribution of the tourism sector in the first half of the 90s decade was estimated at 9 percent of GDP. In comparison, its multiplier effect on job creation was around 1.02 percent. These data are, of course, macro and are constantly changing following the dynamic development of tourism.⁴

In 2019, the world was shocked by a new emerging infectious disease in China caused by Coronavirus Disease (Covid-19). Covid-19 is a virus that attacks the respiratory system with symptoms of fever, cough, runny nose, sore throat, shortness of breath, fatigue, and lethargy. It can cause pneumonia, acute respiratory syndrome, and even death in severe cases.⁵ Pandemic is one of the most highly contagious outbreaks in recent human history, with more than 111 million cases and 2.4 million deaths as on 20 February 2021.⁶ By April 30, 2020, COVID-19 has affected 3,130,800 people and has caused more than 227,000 deaths worldwide.⁷

Likewise, the World Health Organization has established a global emergency status for the corona virus outbreak. The world is becoming aware of this virus outbreak. Not only alert to the spread of the disease, but also alert to the possible impact on the world economy.⁸ The COVID-19 pandemic in December 2019 has affected the health, biomedical, environmental, and tourism sectors. Hospitality and tourism are productive sectors that have been acutely affected by the outbreak. Local and regional COVID-19 lockdowns, and international travel restrictions, have affected international and domestic hospitality and day visits, bad sectors including public and air transport, restaurants, hotels, accommodations, festivals, and sports events.⁹

³ Munir, Usman, 2019, *Pariwisata Berbasis Kerakyatan, Studi Hukum dan Kebijakan di Pulau Lombok*, Genta Publishing, Yogyakarta. Pg.1

⁴ Radetzki-Stenner dalam Janianton Damanik, 2013, *Pariwisata Indonesia dalam Peluang dan Tantangan*, Pustaka Pelajar, Yogyakarta, Pg 4

⁵ Nur Sholikah Putri Suni, "Kesiapsiagaan Indonesia Menghadapi Potensi Penyebaran Corona Virus Disease", Jurnal Bidang Kesejahteraan Sosial Info Singkat: Kajian Singkat terhadap Isu Aktual dan Strategis, Vol. 12 No.3, 2020.

⁶ Vidya Imanuari Pertiwi, Pandemics, Tourism And Communities: An Adaptive Policy From A Case Study Of Indonesia, *Jurnal of Tourism And Economic*, Vol.4, No.2, 2021, Pg. 87

⁷ Muhammad Reza Farzanegan, et.all. *Internasional Tourism and Outbreak of Coronavirus(Covid-19) : A Cross-Country Analysis*. Jurnal Of Travel Research, 2021, Vol 60. Pg. 687

⁸ Eka Budiyaniti, "Dampak Virus Corona Terhadap Sektor Perdagangan Dan Pariwisata Indonesia", Jurnal Bidang Ekonomi dan Kebijakan Publik Info Singkat: Kajian Singkat terhadap Isu Aktual dan Strategis, Vol. 12 No.4, (2020), Pg.. 20

⁹ Luis Alberto Casado Aranta, et.al Tourism research after the COVID-19 outbreak: Insights for more sustainable, local and smart cities. *Elsevier, Sustainable Cities and Society*, VOL 73. 2021, pg. 2

Indonesia is one of the countries infected by this virus. Released by the government, the number of positive COVID-19 patients in Indonesia increases. To reduce the spread of the SARS-CoV-2 virus, the government took steps, namely social distancing. Social distancing or keeping a distance is a person's effort not to interact at a close distance or avoid crowds.¹⁰

This policy is considered effective in reducing the spread of COVID-19. People are requested to work from home, study from home, and worship at home. In West Nusa Tenggara Covid cases continue to increase.¹¹

Corona disease has become a new problem, which has an impact on the tourism industry in Indonesia especially on the islands of Lombok and Sumbawa, in which the tourism sector has experienced a drastic decline in tourist visits; hotels, restaurants, and retail have suffered from the pandemic's impact as well. From the description above, the writer will scrutinize the tourism policies in Nusa Tenggara Barat during the Covid-19 period and the effect of Covid-19 on the tourism industry in West Nusa Tenggara.

DISCUSSION

The Tourism Policies During Covid-19 Period

The region's development is great of importance when associated with the era of decentralization which creates new competencies for provincial governments to optimize potential, local assets, and local social capital to enhance the community welfare.¹² Every political system will generate public policies. It can be said that the main product of the political system and process is public policy.¹³ Every policy is implemented by mobilizing the public resources. So public policy is always related to or has implications for the disruption of public resources - both positive and negative implications.¹⁴

Some definition of public policy includes the following:

- a. Carl Friedrich, defines policy as a direction of action proposed by a person, group or government in a certain environment, which provides obstacles or opportunities in order to achieve a goal or realize a certain goal or purpose.
- b. Richard Rose, argues that policy is a series of activities that are more or less related and their consequences for those concerned, not decisions that stand alone.
- c. James E. Anderson, Publik policies are those policies developed by governmental bodies and official.
- d. David Easton, "Public policy is the authoritative allocation of values for the whole society.

¹⁰ Hafidh, Apa itu Social Distancing dan Strategi Bisnis yang harus dilakukan, <https://www.jurnal.id/id/blog/apa-itu-social-distancing-dan-strategi-bisnis-yang-harus-dilakukan/> Accessed on 28 Maret 2021.

¹¹ Lombok Pos, Jumlah Pasien Corona NTB melonjak Drastis, Accessed on 28 Maret 2021.

¹² Isharyanto, 2016, *Hukum Kebijakan Ekonomi Publik*, Thafa Media, Yogyakarta, Pg 215.

¹³ Samodra Wibawa, 2011, *Politik Perumusan Kebijakan Publik*, Graha Ilmu, Yogyakarta, Pg.1

¹⁴ *Ibid*, Pg. 2

- e. Chief J. O. Udoji, an expert from Nigeria, has defined public policy as a sanctioned action that leads to a specific goal that is interrelated and affects the majority of citizens.¹⁵
- f. W.I. Jenkins merumuskan kebijakan Publik sebagai “ a set of interrelated decisions taken by a political actor or group of actors concerning the selection of goals and the means of achieving them within a specified situation where these decisions should, in principle, be within the power of their actors to achieve.

The word policy is often used to mean particular program objectives, decisions, laws, proposals, benchmarks, and significant purposes. Policies *are* generally used to select and indicate the most critical choices to strengthen life, both in the life of government and private organizations. According to Ealu and Prewit, a policy is an applicable provision characterized by consistent and repeated behaviour, both from those who make it and those who obey it (concerning the policy).

According to Goeldner and Ritchie in M. Liga Suryadana, tourism policy is a regulation, rule, guideline, direction, and development/promotional target as well as a strategy that provides a framework for making individual and collective decisions that directly affect tourism development in the long term and at the same time activities everyday activities that take place at a destination.¹⁶

The principle of tourism policy is to ensure that countries and regions get the maximum benefit from tourism's social and economic contributions. The ultimate goal of tourism policy is to increase the progress of a country or region and the lives of its citizens. According to Biederman, the importance of implementing tourism policies is as follows:

“A tourism policy defines the direction or course of action that a particular country, region, locality, or a unique destination plans to take when developing or promoting tourism. The key principle for any tourism policy is that it should ensure that the nation (region or locality) would benefit to tourism maximum extent possible from the economic and social contributions. The ultimate objective of a tourism policy is to improve the progress of the nation (region or locality) and the lives of its citizens”

As a system consisting of sub-systems or elements, the components of the policy can be followed from two perspectives, namely, the policy process and the policy structure. In the policy process, there are stages of identification of problems and objectives, policy formulation, implementation, and evaluation of policies, while judging from the structure there are five policy elements; The first is the purpose of the policy, the second is the problem, the third is *demand*, the fourth is the impact and the fifth is a policy tool or tool.

¹⁵ Wahab S.A, 2010, *Analisis Kebijakan Dari Formulasi Ke Penyusunan Model-model Implementasi Kebijakan Publik*, Jakarta, Bumi Aksara, Pg 15

¹⁶ Suryadana M. L, 2013 , *Sociology of Tourism, Tourism Studies in the Integrative-Transformative Paradigm Towards Spiritual Tourism* , Humanities, Bandung, Pg 231

Community participation is mandatory in formulating a policy in a democratic country. In regional autonomy, community participation is guaranteed through Law Number 32 of 2004 concerning Regional Government. The policy is a direction or demand in the implementation of an activity by a government that is expressed in a general statement regarding the goals to be achieved, which guides the actions of the implementers, both at home and abroad government and outside government. According to Akehurst, the definition of tourism policy is as follows.

“A strategy for the development of the tourism sector that establishes objectives and guidelines as a basis for what needs to be done. This means identifying and agreeing with objectives; establishing priorities; placing in community context the rules of national governments, national tourist organizations, local governments, and private sector businesses; establishing possible coordination and implementation of agreed programmers to solve identified problems, with monitoring and evaluation of these programs”.

From the definition, above there is an emphasis on the coordination of the various organizations and agencies involved in service provision, planning, development, and tourism management. There is also a definition of tourism policy from Tarafa Shuraiki:

Defining tourism policy as a public policy... means that it is formulated by the public sector, which comprises central government and local authorities (general government), together with the nationalized industries or public corporations.¹⁷

Ahmed & Krohn, Tourism policy is an important area for study because of its practical and theoretical importance. Tourism is of practical significance as international travel requires government cooperation in, for example, bilateral airline negotiations, decisions about provision of facilities and services, interactions with other sectors, use of publicly ‘owned’ resources such as national parks as attractions, the issuing of tourist visas and in the funding of marketing of particular destinations.¹⁸

Thomas R. Dye stated, “Public Policy is whatever the government chooses to do or not to do”. Public policy is anything that is done or not done by the government; why a policy must be carried out and what the benefits for social life must become a holistic consideration so that the policy has great benefits for citizens, has low impact and should not cause detrimental problems. However, there must be some people who get benefits and some others who suffer from the loss. That is why the government must be wise in establishing a policy.¹⁹

Constitutionally, the government is indeed responsible for adequate health services.²⁰ The community has the right to protection as an inherent right, so the protection of

¹⁷ Tarafa Shuraiki, *Tourism policy*, hlm 275. [www.goodfellowpublishers.com/free/file/Tourism Policy](http://www.goodfellowpublishers.com/free/file/Tourism%20Policy.pdf)

¹⁸ Ahmed & Krohn dalam Noel Scoot, *Tourism Policy; A Strategic Review*, Published by Goodfellow Publishers Limited, Wood Eaton, Oxford, OX3 9TJ, Pg. 3 <http://www.goodfellowpublishers.com>

¹⁹ Thomas R. Dye, 1992, *Understanding Public Policy*, New Jersey: Englewood, Pg 2-4

²⁰ Fheryal Sri Isriawaty, 2015. “Tanggung Jawab Negara Dalam Pemenuhan Hak Atas Kesehatan Masyarakat Berdasarkan Undang-Undang Dasar Negara Republik Indonesia Tahun 1945,” *Jurnal Ilmu Hukum Legal Opinion* 3,

each person is in themselves, and health services are the main and essential thing. The Government's obligation to fulfil constitutional rights in Article 28 paragraph (4) of the 1945 Constitution states that the protection, promotion, enforcement and fulfilment of human rights are the responsibility of the state, especially the Government. This Government obligation is further clarified in Article 8 of the Human Rights Law and Article 7 of the Health Law, which states that the Government is responsible for improving the health status of Indonesian citizens.²¹

Efforts to fulfil rights that can be carried out by the Government, namely by means of healing and prevention efforts (including having a correlation with the obligation for the Government to protect, respect and fulfil). Prevention efforts that are part of protection can include creating a healthy environment, such as spraying disinfectants in the surrounding environment. Efforts to appreciate are carried out by not isolating people affected by Covid-19. Healing efforts can be carried out by providing optimal health services and services. The efforts made by the Government are aimed at making the Indonesian people less anxious and panicked in the face of the Covid-19 pandemic.

In dealing with the covid situation in which we do not know when it will end, it is not only the responsibility of the central government to make policies or regulations to deal with the impact of this covid pandemic, but local governments are also obliged to provide legal protection in the regions. Some regional regulations issued during the Covid-19 pandemic period include.

- 1) Nusa Tenggara Barat Provincial Regulation Number 7 Year 2020 concerning the Control of Infectious Diseases. This regulation was issued to deal with infectious diseases, including the Covid-19 outbreak. This local regulation indirectly regulates tourism in Nusa Tenggara Barat through its derivative, namely the government's rule. Through the governor's regulation, it is then regulated how the prevention of infectious diseases is implemented in all fields, including tourism. Restrictions on tourism activities and implementing health protocols in tourism areas or destinations.
- 2) Nusa Tenggara Barat Governor Regulation Number 50 Year 2020 concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort for Prevention and Control of the 2019 Corona Virus Disease (Covid-19). Through this governor regulation, the local government ensures the enforcement of Health protocols in all aspects of people's lives, including tourism. The tourism sector must ensure the implementation of the health protocol is going well due to the potential of the corona virus spread in tourism objects. Covid-19 is rate to suppress circulation, it is necessary to apply discipline and law enforcement of health protocols. All public

no. 2 (2015): Pg. 1–10

²¹ Nasution, "Hak Kesehatan Masyarakat Dan Hak Permintaan Pertanggungjawaban Terhadap Lambannya Penanganan Pandemi Global Coronavirus Covid-19." *ADALAH* 4, no. 1 (2020), accessed July 3, 2020, <http://journal.uinjkt.ac.id/index.php/adalah/article/view/15384>.

facilities, including tourism facilities/tourism actors who violate the health protocols, are subject to sanctions.

- 3) Nusa Tenggara Barat Governor Regulation Number 22 Year 2020 concerning General Guidelines for Handling Covid-19 of the Provincial Government of Nusa Tenggara Barat.
- 4) Nusa Tenggara Barat Governor Regulation Number 31 Year 2020 concerning the prevention and handling of Covid-19 junto the Governor Regulation Number 42 Year 2020 concerning the Amendment to the Governor Regulation concerning the Prevention and Handling of Covid-19
- 5) Circular Letter Number 180/07/Kum/Year 2021 concerning the Implementation of Micro-Based Restriction towards Community Activities in Nusa Tenggara Barat.

In addition, the tourism policies during the pandemic announced by the deputy governor of Nusa Tenggara Barat, Dr. Siti Rohmi Djalilah, there are three strategies for increasing NTB tourism,²² first, the NTB Provincial Government will make improvements to tourism destinations. All destinations must obtain a CHSE (Clean, Healthy, Safety and Environment) certificate to be safe from Covid-19. Tourism actors will be encouraged to maintain their tourism destinations properly and follow the standards that have been set, namely safe destinations, healthy destinations, and beautiful destinations. The second is to create quality tourism and intensify promotions. The third, Provincial Governments of NTB in developing tourism use the principle of the Penta helix concept, which involves academicians, the private sector, the community, and the media. Pariwisata becomes a synergy that cannot be separated from one another.

Public Relations of the Nusa Tenggara Barat Tourism Office explained three programs become the focus during the pandemic, namely, First, build public awareness about the importance of implementing health protocols. Second, CHSE Certification for existing hotels and tourism destinations. Third, Vaccination of business actors and communities around the tourism destination.²³

Building public awareness is important for NTB tourism in the current pandemic era. Through understanding, it will create a sense of security, cleanness and beautiful. Likewise, the vaccination program for business actors and the community in the destination area is expected to provide a sense of security for tourists and business actors from the infection of the Coronavirus Disease (Covid-19). CHSE certification for existing hotels and destinations will assure consumers that tourism services have implemented health, hygiene, security, and environmental sustainability protocols. With the CHSE certification, it is expected that the overseas trust in NTB tourism will also increase.

²² Kominfotik Provinsi NTB, Hadapi pandemi, tiga strategi pariwisata NTB, Kominfotik@ntbprov.go.id. Accessed On 24 Maret 2021

²³ Interview, AlGani Apandi.AMd.Par, 20 juni 2021.

Meanwhile, the NTB tourism promotion program during the pandemic is carried out by optimally utilizing the official social media accounts of the NTB tourism office. The Provincial Government of NTB launched a tourism promotion website “Lombok On” right on NTB’s 62nd anniversary, Thursday, December 17 2020.²⁴ The website conveys that NTB is ready to serve tourists in the new normal era even though the world is facing the Covid-19 pandemic. Indonesian tourism activist Taufan Rahmadi recommends the following policies that can be taken during the Covid-19 pandemic era;²⁵

- 1) Support for tourism and creative economy industry and actors in the form of BPJS fee waivers, electricity, water, rent costs; relief from local government tax/retributions, relaxation of bank loans.
- 2) Budget support is needed, Support (Budget Reallocation) from the Ministry of Tourism and Creative Economy in collaboration with hotels, transportation agencies, and food and beverage companies.
- 3) Subsidy for tourism education, subsidy for students who are currently studying tourism at higher education, both public and private in Indonesia.
- 4) It is strengthening the tourism mitigation SOPs.
- 5) Priority on destination improvement.
- 6) The are increasing the role of *pokdarwis* (tourism activist group) in tourism villages as a village task force fostered by the Ministry of Tourism and Creative Economy.
- 7) The are strengthening Regulations for the entry of Foreign Tourists.

In the COVID-19 pandemic era, which cannot be predicted when it will end, a solution that local government can be apply, especially the NTB regional tourism office, is needed, namely using technology to increase regional income when the tourism industry is paralyzed. Digital tourism is one of the solutions that local governments can use to earn regional income. Digital Tourism is not identical to tourism promotion through social media. Digital tourism contains a complete description of tourism objects/tourism destinations in the form of long videos that the public can enjoy through social media. Each destination has a video that describes how the goal is. The Tourism Office will manage the account and the income earned from the account will become local government income/revenue. The weakness of Digital Tourism is that it does not directly touch the tourism industry players but will be felt in the long term as the Covid 19 pandemic passes.

Impact of Covid-19 on NTB Tourism

Since the beginning of 2020, the world was shocked by the virus Corona outbreak originating from Wuhan, China. Corona Virus this caused plague fever in China on December 2019 and spread throughout the country up to the moment. As a result, many

²⁴ Lombok On, Kembali untuk Pariwisata NTB. Kominfotik@ntbprov.go.id. Accessed on 24 Maret 2021

²⁵ Fathurrahim, *Pariwisata Dalam Lingkaran Covid 19*, Jurnal Media Bina, Vol 15. No 12 September 2020, Pg. 4057

companies, small, medium or big, finally forced close his business for temporary. No only company just which closed, thousand the place business food or drink also forced close for a temporary time. Economy China even Becomes shaken in the beginning year 2020, because during this economy, China is supported sector businesses small and medium. Exist around 30 million small and medium enterprises accounts for more than 60 % of China's Gross Domestic Product (GDP). Besides that, the exchange share of Shanghai also decreased by 9 %, which is the worst since August 2015.²⁶ Case COVID-19 in Indonesia started from a party dance in Club Paloma & Amigos, Jakarta. Participants in the event are not only inhabitants' country Indonesia just, but also multinational, including Japanese citizens living in Malaysia. Following chronology, virus corona appeared in Depok, West Java, Indonesia. The decrease sector economy which affected Covid-19 is tourism sector. The tourism sector is the wrong one sector most affected pandemic Covid-19. Pandemic Covid-19 impact large on industry tourists in whole world because drop requests from travellers domestic or foreign countries.

Indonesia, of course, owns immense natural and cultural wealth outside normal. It was not amazed if a traveller from various corners world come to experience the wonders of nature for themselves and the culture in Indonesia. Many destinations travel in Indonesian who has popular worldwide. Natural Indonesia, which consists of forest, sea, rivers and caves, also produces potency tour natural outside normal. Almost every span of land in the Country its own potency of natural tourism, which is stunning. No amazed if, almost on average, every region in this archipelago has a tourism site.²⁷ Plague virus corona starts to impact on tourists in Indonesia, where according to data from Badan Pusat Statistik (BPS), Amount visit foreign tourists or foreign tourists to Indonesia in February 2020 experience drop as significant as 28.85 % compared to the total visits on February 2019. Besides that, if compared with January 2020, the number of foreign tourists visiting on February 2020 also experience drop which significant enough as big as 30.42 % no, only in Indonesia Tourist world even follow Get Impact from problem Covid-19. In the not-too-distant future, this Organization Tourist World (UNWTO) release the situation and impact of the corona virus will make drop reception tourist international by approx 20 to 30 per cent. UNWTO data means impact the value to growth lost During five until seven-year due Covid-19 outbreak. Sector tourist During this expected as source contribution, foreign exchange most considerable second for Indonesia. However, The Covid-19 pandemic has changed everything. The Covid-19 outbreak has had a massive impact on businessman tourism, which worries businessman the more Becomes so because signs of plague virus this will resolve still blur.

²⁶ Budiyaniti, E. (2020). Dampak Virus Corona Terhadap Sektor Perdagangan Dan Pariwisata Indonesia. *Kajian Bidang Ekonomi Dan Kebijakan Publik*, XII(4), Pg.19-24

²⁷ Muhammad Iqbal Wahyu Pradana, et.al. The Analysis Of The Impact Covid-19 On The Tourism Sector In Pin-dul Cave Tourism Object, Gunungkidul Regency. *JSPG: Journal of Social Politics and Governance*, Vol.3 No.2 Desember 2021.

The impact of COVID-19 pandemic-induced uncertainty is more significant in the tourism and hospitality industry and its subsectors. In particular, the hotel sector has experienced the largest impact from the COVID-19 pandemic, followed by restaurants and airline sectors.²⁸ New safety protocols other than cleanliness and sanitization are needed amid COVID-19 to reduce the perception of pathogen cues. Density reduction and contactless technologies are the new safety measures that hospitality businesses can implement during the pandemic. Considering the behaviour immune system, when there is a high threat of pathogenic disease in an environment, individuals show aversive responses and avoid large or unfamiliar gatherings.²⁹ Based on data from the World Travel and Tourism Council (WTTC), the actual impact on the travel and tourism sector due to the Corona outbreak is that it has the potential to cause 50 million people worldwide to lose their jobs. The Indonesian Ministry of Manpower reported that as of June 2, 2020, 3.05 million Indonesian workers were affected by the Corona Virus. In addition, it is estimated that there will be additional unemployment of 5.23 million people if the impact of the Corona Virus continues to spread. Based on data from the Indonesian Hotel and Restaurant Association (PHRI), as of early April 2020, there were around 1,266 hotels that were closed due to the corona virus and 150 thousand employees were laid off. PHRI predicted that the potential loss to the Indonesian tourism industry due to the corona virus outbreak would reach 1.5 billion US dollars or equivalent to Rp. 21 trillion.³⁰

West Nusa Tenggara as one of Indonesia's 10 Priority Destinations, has also felt the economic impact shown by the laying off of 15,000 tourism workers, consisting of hotel workers. The tourism workers are members of the Tourism Awareness Group, guides and travel workers, IKM, boatman, cleaning staff, and also vacancies. Tourism Awareness not include other types of businesses that have had a side effect as a tourism supporting sector, such as suppliers of clothing and food for hotels and restaurants, event organizers, transportation, property, etc. The government is aware of the economic demands that are getting weaker with the paralysis of various economic sectors. Restrictions on the world of work cannot be carried out continuously. The wheels of the economy must keep turning.³¹

The impact of covid is felt globally by almost all countries in the world, especially in Nusa Tenggara Barat itself. The effect of covid in the tourism sector is highly felt. The number of tourist visits, both foreign and domestic tourists, continues to decline yearly.

²⁸ Cepni, Ogushan. Et.al, *The contagion effect of COVID-19-induced uncertainty on US tourism sector: Evidence from time-varying granger causality test*. Sage Journals, Tourism Economics. March 26.2022. <http://doi.org/10.1177/13548166221077633> Accessed on 9 April 2022.

²⁹ Huang,A. et.al. *Customers' behavioural immune system responses to pathogen cues at tourism and hospitality facilities during the COVID-19 pandemic*, European Journal Of Tourism Research. Vol 27. 2021. <http://ejtr.vumk.eu> Accessed on 20 May 2021

³⁰ Fathurrahman, *Op.Cit.* Pg. 4057

³¹ Wiwik Suprihatin, 2020. Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat). *Jurnal Besatari*, Volume /Nomor 01, Agustus 2020, Pg. 56-58

An overview of these visits can be seen in the graph below. In the chart, it is obvious that the number of visits has fallen drastically due to the Covid-19 outbreak.

Table: Data on the number of tourists who visit



Source: Data.ntbprov.go.id Number of NTB Tourists visit

Besides having an impact on the number of tourist visits, it certainly impacts the income of the tourism industry (Hotels, Travel agents, etc.) that triggers the employee's layoff. So many people have lost their jobs due to the COVID-19 pandemic in the tourism industry. The DPD (Local Executive Board) Chair of the Indonesian Hotel and Restaurant Association (PHRI) NTB, Ni Ketut Wolini, explained that as many as 3,310 hotel employees in Nusa Tenggara Barat were laid off due to the Covid-19 pandemic. Hotel employees who were laid off due to the hotel closure were 1,932 people, as well as hotel employees who were still open and laid off their workers as many as 1,378 people.³²

Samsul Bahri, S.Adm., uttered the same statement., the chair of the Mandalika Hotel Association (MHA) that the impact of Covid-19 was not only the employee's layoff but also the closure of several hotels due to the absent of visitors.³³ After WHO (2020) provided guidelines for the transition to the new normal or a new life, on May 29, 2020, Indonesia officially announced the implementation of the New Normal period. It was marked by easing social activities in the regions and still emphasizing the application of physical distancing. However, with the high number of cases exposed to the Covid-19 Virus, this policy was straightened out as an "Adaptation of New Habits" during the Covid-19 pandemic, whose spread was so complex with uncertainty about when it would end.³⁴ Facing the slump in the tourism industry, which has implications for the inhibition of the development of other sectors and paying attention to the

³² PHRI, Karyawan Hotel di rumahkan akibat pandemic Covid 19, Antaranews.com. Accessed on 15 April 2020.

³³ Interview, Syamsul Bahri, 22 Juni 2021

³⁴ Kementerian Kesehatan (2020), "Keputusan Menteri Kesehatan No.HK.01.07/MENKES/382/2020" http://hukor.kemkes.go.id/uploads/produk_hukum/KMK_No_HK_01_07-MENKES-382-2020_ttg_Protokol_Kesehatan_Bagi_Masyarakat_di_Tempat_dan_Fasilitas_Umum_Dalam_Rangka_Pencegahan_COVID-19.

sustainability of the workforce involved in tourism activities, the government takes a role in maintaining the country's economy by loosening community activities to reactivate the economy.³⁵ While still adapting the health protocols for the New Normal for the Industry and Tourism Business sector, tourism activities are re-opened. Even though the relaxation of activities has been set, the concern of being infected when carrying out tourism activities, including the in-out transfer process when travelling to and from the destination area, is also a consideration for tourists not to carry out tourism activities. This pandemic has changed consumer behaviour in determining the purchase of tourism products and services. Tourists need comfort when traveling to ensure cleanliness, health and safety from COVID-19 infection. Consumers do not work and the community environment.

The current condition of NTB tourism requires serious attention from the central government and local governments to normalize tourism conditions, at least the negative impact felt unsustainable. We don't know when the Covid-19 pandemic will end. Still, at least in this new normal era, it is expected that we will be able to create a friendship with Coronavirus Disease (Covid-19) by implementing health protocols and applying CHSE certification to every tourist destination. Accordingly, it is hoped it will be able to restore the NTB tourism. Domestic tourism plays an indispensable role in reviving tourism.³⁶

CONCLUSION

Covid-19 is a global pandemic that attacks half of the countries in the world. This outbreak requires countries to take steps in handling it, including the Indonesian government, both central and local. In handling Covid-19, the NTB local government has issued several local regulations to resolve the outbreak and programs that are considered to be able to revive the tourism industry. As a result of the Covid-19 attack, and the NTB tourism industry experienced paralysis, the number of tourist visits, both foreign and domestic, experienced a sharp decline and, resulting in the closure of several hotels and the layoff of hotel employees.

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