

LEISURE, SAFETY, AND SUSTAINABILITY ON POST-PANDEMIC TOURISM: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Tourism is one of the most affected industries by the COVID-19 pandemic. Globally, in less than 6 months after the outbreak of the epidemic, this sector experienced a decline of up to 74%--as it set back to 1990s. However, many tourism-related studies include the keyword or even the title 'post-pandemic' which implies a nuance of optimism for the tourism sector. Using a systematic literature review (SLR), this article explores studies that include keywords and topics 'post-pandemic' in global and Indonesian contexts. Three main points were found: First, there is a global fact that local scale tourism is more sustainable than regional and international tourism. Second, behind the losses due to the decline in income during the pandemic, there is a hidden benefit in the form of restoring natural resources that have been damaged by tourism activities. Third, the emergence of a more systematic mapping of tourist preferences in determining tourist destinations and activities, which is more oriented towards safety, health, and strengthening social relationships with family and colleagues rather than excitement and offering lower cost discounts. The article also found that most post-pandemic tourism recommendations tend to be non-operational due to their failure to provide an operational definition of what the meaning of 'post-pandemic'.

Keywords: Post-pandemic; Tourist; Sustainable Economy; Social Policy

Abstrak

Pariwisata merupakan salah satu industri yang paling terdampak akibat pandemi Covid-19. Secara global, dalam waktu kurang dari 6 bulan setelah mewabahnya epidemi, sektor ini mengalami penurunan hingga 74%--kembali ke volume tahun 1990. Namun, banyak penelitian terkait pariwisata memasukkan kata kunci atau bahkan judul 'pasca pandemi' yang menyiratkan nuansa optimisme terhadap sektor ini untuk bangkit. Dengan menggunakan sistematika literature review (SLR), artikel ini mengeksplorasi kajian yang memasukkan kata kunci dan topik 'pasca-pandemi' dalam konteks global dan Indonesia. Tiga poin utama ditemukan: Pertama, adanya fakta global bahwa pariwisata skala lokal lebih berkelanjutan daripada pariwisata regional dan internasional. Kedua, di balik kerugian akibat penurunan pendapatan selama pandemi, terdapat keuntungan tersembunyi berupa pemulihan sumber daya alam yang telah rusak akibat kegiatan pariwisata. Ketiga, munculnya pemetaan preferensi wisatawan yang lebih sistematis dalam menentukan destinasi dan kegiatan wisata, yang lebih berorientasi pada keselamatan, kesehatan, dan penguatan hubungan sosial dengan keluarga dan rekan kerja daripada kegembiraan dan penawaran diskon biaya yang lebih rendah. Artikel tersebut juga menemukan bahwa sebagian besar rekomendasi pariwisata pasca-pandemi cenderung tidak operasional karena kegagalan mereka untuk memberikan definisi operasional tentang apa itu 'pasca-pandemi'.

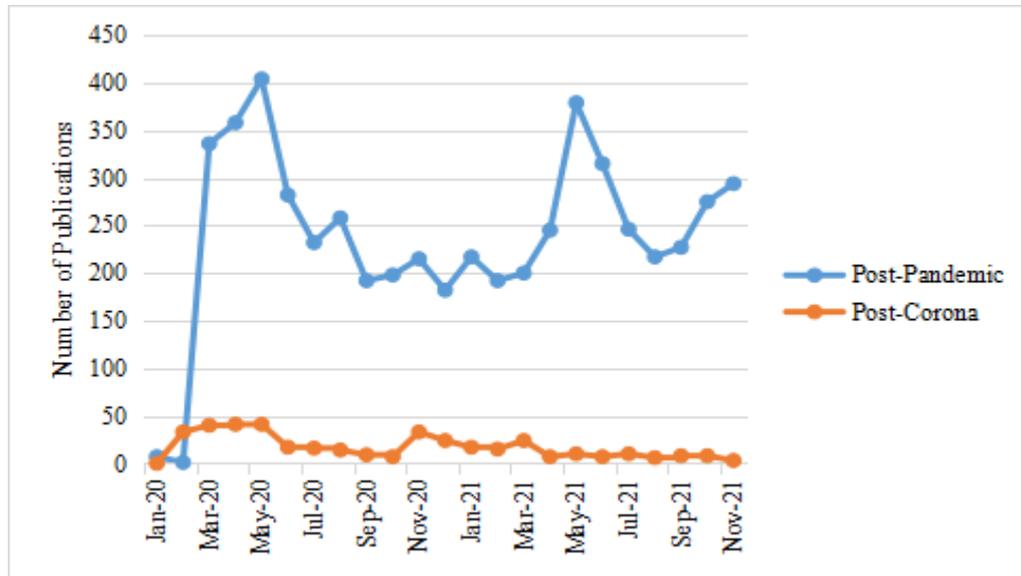
Kata Kunci: Pasca-pandemi; Pariwisata; Ekonomi berkelanjutan; Kebijakan sosial

A. INTRODUCTION

Tourism is one of the sectors experiencing the worst downturn due to COVID-19 outbreak. The World Tourism Organization (UNWTO) released data in 2020 that shows how the global number of tourists has experienced a very significant decline from 1.5 billion at the end of 2019 to just 400 million in mid-2020. This decline is unprecedented. In the past, the global tourism sector had experienced a decline during the 2003 SARS pandemic that reduced the number of tourists around 2 million, and the global economic crisis in 2008 which reduced the number up to 30 million people (United Nation World Tourism Organization, 2020). However, this figure is miniscule compared to what happened due to covid-19 (Richter et al., 2021). Further consequence of this declining number of tourists has been global closure of tourism destinations and more than 100 million tourism-related workers worldwide have lost their jobs. Meanwhile, financial losses are estimated at \$2.7 trillion, or double Indonesia's 2019 State Revenue (CB Insight, 2021; United Nation World Tourism Organization, 2021).

The situation looks so distressing. It is interesting, however, to observe that there has been a growing literature in popular mass media as well as in scientific journals that include the keyword "post-pandemic". Figure 1 below illustrates the global trends of articles that include *post pandemic* and *post corona* from various publications stored by Google Scholar. The articles put forward different new discourses and arguments such as *mental health* (2,900 articles), *remote work* (748,000 articles), *long covid-syndrome* (17,000 articles), *economic industry* (33,000 articles), *post-pandemic meaning* (6,000 articles), and *anxiety* (869,000articles). In addition, two popular scientific writings by Fareed Zakaria regarding ten important post-pandemic lessons and Scott Galloway's work on crises and post-pandemic opportunities have also been widely discussed over the past two years and have been reviewed by more than 300 readers worldwide (Galloway, 2020; Zakaria, 2020).

Figure 1:
Global Scientific and Popular Publication Trends about Post-Pandemic Year 2020-2021 with the topics “Post Pandemic” and “Post Corona”



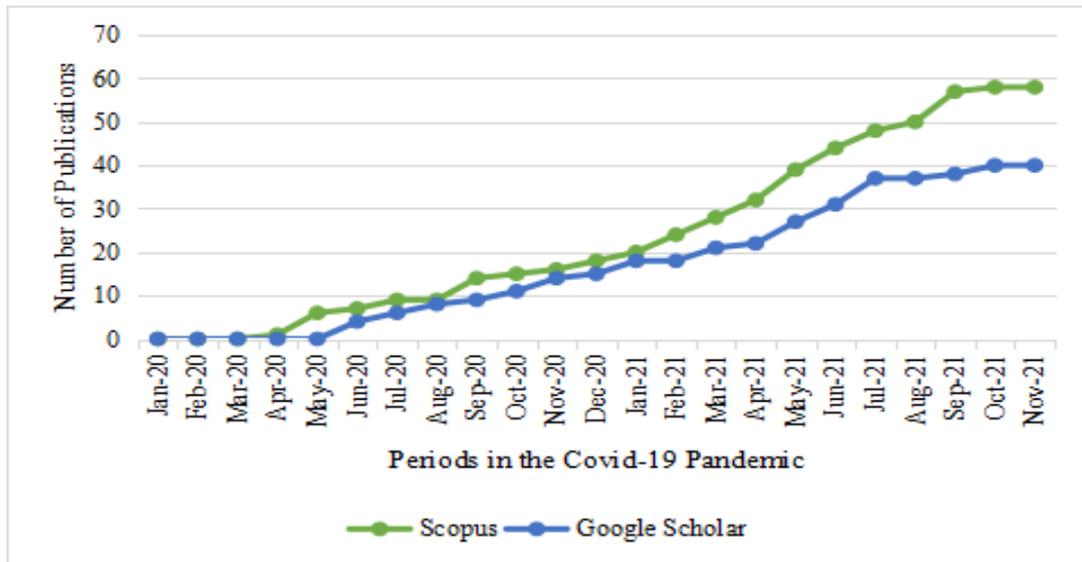
Source: Prepared by the author from trends.google.co.id

In response to the situation, the current article tracks the progress of scientific publications on post-pandemic tourism during the covid-19 period through a systematic literature review and meta-analysis (Ritz et al., 2016). Based on the use of the keywords *"Tourism"* and *"Post-Pandemic"* or *"After-Pandemic"* in the Scopus database, it found 58 journal articles that examine post-demic tourism in a global context. Meanwhile, based on the keywords *"tourism"* and *"post-pandemic"* in the Google Scholar database, it found 40 articles discussing the study in a local context (Figure 2). This finding illustrates the dynamic trend on the discourse of post-pandemic tourism that has occurred since the beginning of the 2020 to 2021 pandemic period, both on a global and national levels. More specifically the article explores the issue , regarding when the pandemic will end

(Benjamin et al., 2020; Lenzen et al., 2020; Qiu et al., 2020; Welsch, 2021) and how people live after the end of the pandemic (Adam & Alarifi, 2021; Corbisiero & Monaco, 2021; Fetais & Gharib, 2020; Hsieh et al., 2020; Milwood & Crick, 2021), as well as predictions and hopes for the revival of the

tourism sector after the pandemic (Anup, 2021; Dash & Sharma, 2021; Galloway, 2020; Orindaru et al., 2021)

Figure 2:
Development of the Number of Scientific Publications on Post-Pandemic Tourism in 2020-2021



Source: Prepared by the author

When the pandemic will end and how people will live after the end of the pandemic is a dynamic and productive line of study, in scientific as well as popular media. This suggests that the post-pandemic tourism issue is not just a matter of optimism in dealing with crises such as COVID-19, but rather based upon a serious exploration of economic and business strategies (Aburumman, 2020; Adams et al., 2021; Chowdhury & Chhikara, 2020)

This study aims to analyze the development of literature by tracking how scholars describe the post-pandemic tourism world, with three research questions: *First*, what are the existing research clusters in the literature on post-pandemic tourism? Which conditions upon which scholars build their optimism to talk about post-pandemic realities? There would be no serious discussion of a post-pandemic tourism while the pandemic itself is still ongoing, with new and more deadly variants of the viruses still emerging, without a factual basis of optimism. *Second*, how the writers describe the post-

pandemic world of tourism? *Third*, how do the authors define the term post-pandemic? As will be explored further in the findings section, the term post-pandemic may refer to the time the virus threat disappears either due to vaccination or *herd immunity*, or refers to medical readiness that allows people to carry out relatively normal activities even though the virus threat is still there, or it can imply to what is widely known as the *new-normal* to treat the pandemic as endemic (Charumilind et al., 2021).

The term “Post-pandemic” has its common sense as well as technical definitions (Hussain & Fusté-Forné, 2021; Leach et al., 2021). However, as there is not yet a standardized operational definition, people tend to be unaware of the technical, scientific, definition of the term and take its literal meaning of “after the pandemic is over”. This study aims to answer the questions above by mapping how the scholars and writers use the term ‘Post-pandemic’. The first part of the current article contains the introduction, the second part is the research method, the third section describes the findings and discussions, and the last section the conclusions and limitations of the study.

B. METHODOLOGY

The current article uses a systematic *literature review (SLR)* on post-pandemic tourism for three reasons. *First*, the topic has attracted widespread interest among scholars at national and global public discussions over the past two years. *Second*, the definition of “post-pandemic” is still in the making, there is no standardized one, and different writers are proposing different definitions. *Third*, no systematic literature review has been conducted so far. The SLR is useful in synthesizing knowledge through a mapping process of empirical and conceptual studies to identify theoretical gaps and build a new conceptual framework (Moher et al., 2009; Okoli, 2015; Parris & Peachey, 2013). In conducting SLR this article adopts *Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA)*. In it the process of inclusion and exclusion of articles is clearly described through a flow diagram scheme

so as to avoid the effects of selection bias that can hinder the data extraction process (Bos-Nehles et al., 2017; Nightingale, 2009; Xiao & Watson, 2019).

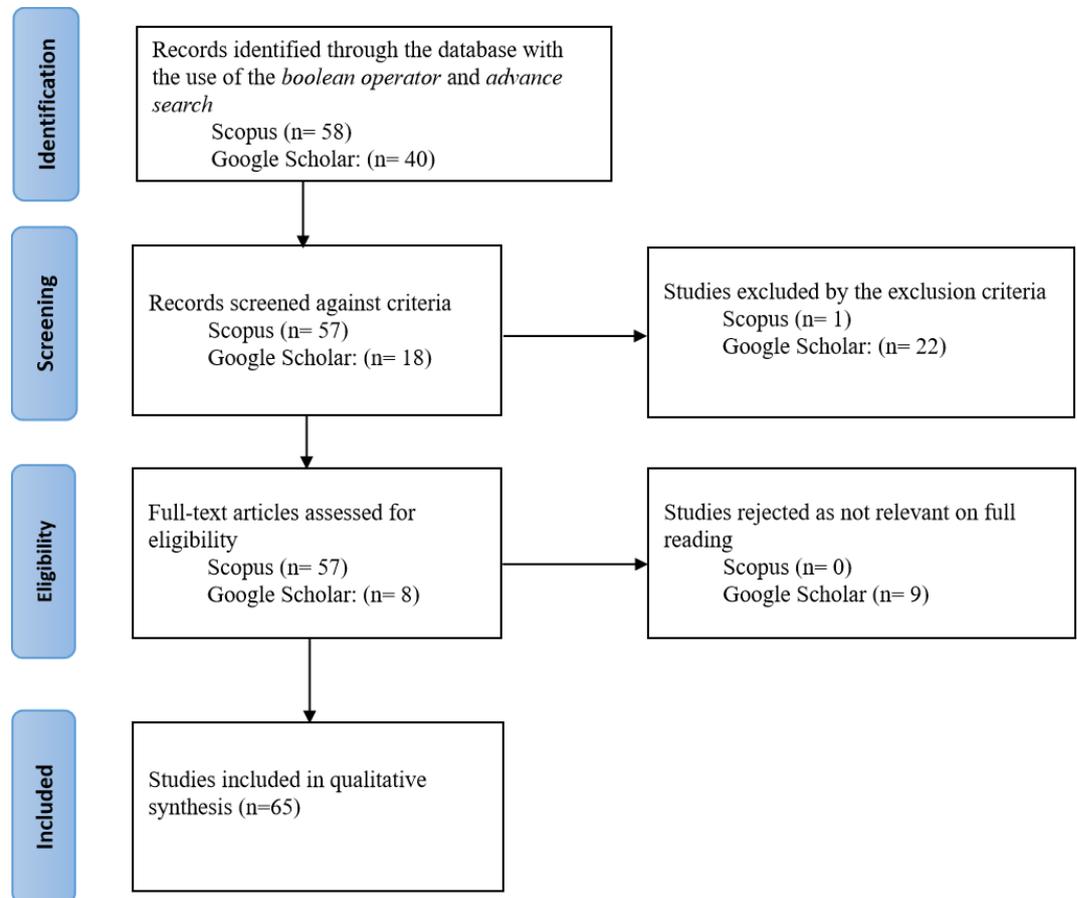
Process Description SLR: Data Extraction

This SLR studies uses Scopus and Google Scholar journal databases, to identify the development of articles that examine post-pandemic tourism in the global context (Scopus) and in the national context (Google Scholar). For the articles found in Scopus database, the article identification process is carried out by applying *the Boolean operator*, namely "*tourism*" and "*post-pandemic*" or "*after-pandemic*", while in the Google Scholar database, it uses an *advanced search* by applying the keyword "*pariwisata*" and "*pasca pandemi*". To further avoid the inclusion of irrelevant articles, it applies a time limit for article publication, namely only articles published between 2020 and 2021. It found 58 articles from the Scopus database and 40 articles from the Google Scholar database.

To ensure relevant data, the articles that have been identified are then screened through an inclusion process: a) must be journal article (not *proceedings* or editorial articles), b) a match between the title, abstract and keywords, c) written in English (Scopus articles) and Indonesian (Google Scholar articles). As a result, 57 journal articles from the Scopus database and 18 journal articles from the Google Scholar database successfully met the inclusion criteria.

To ensure the credibility of the article, 75 articles from the two databases were then tested for *eligibility*. This process sets one specific criterion, namely the article to be reviewed must include post-pandemic tourism as its main topic. Based on this feasibility test, 57 articles from the Scopus database successfully met the criteria, meanwhile 9 articles from the Google Scholar database were excluded because they did not meet the criteria, so that the remaining 65 articles from the two databases would be included in the *systematic review* (Figure 3).

Figure 3: PRISMA Flowchart of Data Inclusion-Exclusion Process



Source: Processed by the Author

Description of the Data Analysis Process

This article follows qualitative data analysis through article synthesis. The 65 selected articles from the two databases were then classified into tabulated data consisting of: year of publication, author's name, article title, journal name, research topic, keywords, location and research methodology and findings. In the initial classification, the findings are categorized into 3 components, namely (i) how the article describes the condition of the tourism during the pandemic, (ii) what are the recommendations for the tourism business for post-pandemic, and (iii) how the article explains the operational

definition of post-pandemic. The classified data sets were then analyzed using meta-synthesis.

Meta-synthesis "is the bringing together and breaking down of findings, examining them, discovering the essential features, and, in some way, combining phenomena into a transformed whole". In basic terms, meta-synthesis is 'bringing together' qualitative data to form new interpretations of a research field (Finfgeld, 2003; Thorne et al., 2004). There are three types of *meta-synthesis*, namely *Theory Building* (developing theory from existing studies), *Theory Explication* (deconstructing and reinterpreting existing ideas so that they become more relevant), and *Descriptive Study* (providing an overview of the development of existing studies). This study belongs to the last type, i.e. *descriptive study* (Chrastina, 2018; Finfgeld-Connett, 2018; Paterson et al., 2009).

Knowledge synthesis was carried out in three stages: (i) epistemological study to trace the perspectives used in the articles studied to find out if there were incompatible paradigms, (ii) identification of the main findings that were cross-regional, cross-disciplinary, and cross-topic, (iii) synchronization of the various perspectives behind the main findings in order to obtain a general and symmetrical profile in content and methodology.

C. RESULT AND DISCUSSION

1. Categorization of Literature on Post-Pandemic Tourism

This article explores data from two sources, namely SCOPUS for English-language articles and Google Scholar for Indonesian-language articles. Articles from SCOPUS have a great variety of geographical variations. 15 focus on global scope, with various themes. Other articles have more specific focus: Europe (2 articles), Asia (1 article), Southeast Asia (1 article), Latin America (2), and the Caribbean (1). The rest of the articles focus on a specific country (n=6). The most discussed cases were the United States and China (5 articles each), followed by India (4 articles) and Italy (4 articles). Indonesia, Spain, Poland are each discussed by 2 articles found in the SCOPUS base. While Malaysia, Turkey, Qatar, Portugal and Romania are each discussed by 1 article in this study. From the description above, it is clear how articles in the SCOPUS

database that includes the keyword “post pandemic” represent a global trend. Optimism and hope for the revival of the post-pandemic tourism world is a global phenomenon, not only in certain regions or only in developed economies.

Table 1. Classification of Articles

No	Study Area	Total
1	Global	15
2	Europe	2
3	Latin America	2
4	Asia	1
5	Southeast Asia	1
6	Caribbean	1
7	United States	5
8	China	
9	India	4
10	Italy	
11	Indonesia	2
12	Spain	
13	Poland	
14	Malaysia	1
15	Turkey	
16	Qatar	
17	Portuguese	

18	Romanian	
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In terms of the content, the articles being studied can be classified into twenty-one sub-topics that appear in the discussion, which can then be grouped into seven clusters.

First, a cluster of economic topics that discusses the impact of the COVID-19 pandemic on economic conditions and growth, as well as reflections that need to be done in order to prepare for the post-pandemic era. In this cluster there are three articles that discuss the losses suffered by the tourism sector as a result of the COVID-19 outbreak (Açikgöz & Günay, 2020; Adams et al., 2021; Benjamin et al., 2020). These three articles offer reflections related to the economic modeling adopted by modern society, tourism included, which places too much emphasis on growth and competition. An economic model based on growth and competition--which is based on the exploration and exploitation of natural resources--looks attractive because it can generate large profits and encourage innovation. However, during disruption and crisis, just like the current COVID-19 outbreak, this model has proven to be incapable, as its financial and exploitative basis decline. Other articles highlight the moral dimension of our economy, which is dominated by a capitalist system based on free competition and exploitation of natural resources, which is deemed as the main factor that exacerbates the economic loss as it is unable to withstand the shocks of disruption and crisis caused by the pandemic (Cooper & Alderman, 2020; Ioannides & Gyimóthy, 2020; Lenzen et al., 2020).

Therefore, this cluster proposes a number of reflections and recommendations for the tourism sector not only in order to bounce back after the pandemic, but also in order to create a more sustainable economic system and business model, which is environmentally friendly and withstand the crisis and disruption (Adams et al., 2021; Benjamin et al., 2020; Cooper & Alderman, 2020). The world of economy and business need moral guidelines so that its focus is not only to maximize profits, but also to build resilience and sustainability in this disruptive era. Business profits must be shared with all stakeholders, both in the proximate surrounding and also wider community.

There must also be stricter regulations related to environmental sustainability, not only to maintain the economic and business potentials of tourism sites, but also to maintain natural life ecosystems, including interactions between humans and wild animals so as not to cause disease transmission between humans and animals that proved to be very dangerous. Furthermore, it is also necessary to maintain a political economy balance, where global economic actors, which benefited most from tourism economy, must provide assistance to national and local actors to create harmony and balance that will increase the whole network resilience (Ioannides & Gyimóthy, 2020; Lenzen et al., 2020).

Other articles in this cluster also show that in fact the reduced tourism activities caused by the pandemic is a blessing in disguise, namely the recovery of natural resources in various tourist objects that have been degraded due to tourism activities: coral reefs, shady trees on the coast, trees and flowers in parks and mountains, etc. (Lenzen et al., 2020). Under normal conditions, the recovery process will require a large amount of funds. Therefore, it is also recommended to build a pattern of tourism that is more responsible (*responsible tourism*) and sustainable (*sustainable tourism*). The first term refers to the behavior of the tourists in choosing locations and traveling destinations, to give priority to maintaining existing resources rather than maximizing exploration and exploitation. This idea is taken from the concept of a *responsible citizen* where public good is not only the responsibility of the government, or business actors in the context of tourism, but all parties involved including tourists themselves, so that they not only demand but also participate (Dias et al., 2021).

Second, business and management clusters that explore issues related to how the business world is going through tough times during the pandemic, and their innovations to get through and prepare for a post-pandemic era. A number of articles discuss hotel management, as one of the tourism sub-sectors that were most severely affected by the pandemic crisis, and spawned a number of managerial and technological innovations--which lead to a focus on consumer health and safety assurance--which is able to not only attract

customers but also increases the morale and optimism of employees during the crisis (Bharwani & Mathews, 2021; Gallo et al., 2021; Madeira et al., 2021; Milwood & Crick, 2021; Nofre et al., 2020; Renaud, 2020; Tiwari & Sanjeev, 2021; Wen et al., 2021; Zhang & Tang, 2021). In this cluster, a number of articles explore the dynamics of consumer experience, ranging from the impact of perceptions on pandemic-related risks and decisions in doing activities, choosing travel destinations, the expected change in focus when traveling during the pandemic, to how the perception of tourists affects the political situation, and how diplomatic and political relations with other countries affect the animus in traveling to that country (Cheung et al., 2021; Chua et al., 2020; Liu et al., 2021; Qiao et al., 2021).

This cluster raises a number of unique points that are interesting post-pandemic recommendations, especially in relation to public perceptions of post-pandemic tourism activities. One article presents a comparison of how consumer psychological moods affect the way they choose traveling destinations. Before the pandemic, people traveled for fun, refreshment, and inspiration, or to relieve boredom and stress due to routine life workload. But during the pandemic, haunted by the fear of being exposed to the Corona-19 virus, travelers are becoming more concerned with safety and comfort. In the post-pandemic period, tourism activities will still explore travel experiences but within the scope of safety and comfort. Traveling will be conducted in small groups, as an effort to strengthen social ties, such as family gatherings or strengthening solidarity and cohesiveness with colleagues rather than exploring experiences with nature (Li et al., 2021).

Third, the health cluster, which seems to be the most predictable topic. The main argument of the articles in this cluster is that concern over health is what hinders--even kills--tourism activities. Health is a necessity that cannot be denied, because the risks that must be borne will be far more dangerous. Therefore, articles in this cluster take health as a starting point for the post-pandemic era (Andreu et al., 2021; Mejia et al., 2021; Sharma & Kaushik, 2021). An interesting term also appears on this topic, namely "*risk tourism*" or risk-aware tourism. This means that tourism activities will no longer focus on the experience of enjoying travel and tourism objects, but also provide insight into

the risks that may occur, as well as how to prevent it from happening and how to deal with it if it does happen (Matiza & Kruger, 2021). One article discusses public health, especially highlighting the fact why medical recommendations and protocols, which in fact are very important for the safety of the tourists, often fall into deaf ears. This is because the recommendations and protocols, mostly issued by the government bodies and officials, use the technical and formal medical terminologies that do not attract attention and raise public awareness (Han et al., 2020). This cluster recommends governments to be more engaged with the publik, providing socialization of health information using language and narratives that were easier for the general public to digest (Han et al., 2020). For business actors in the tourism sector--travel agencies, hotels and inns, and restaurants--to focus more on image and reputation building, *corporate responsibility*, to provide services that promote a sense of responsibility by focusing on consumers safety, health, security, and comfort, rather than competition for exploring experiences or cheaper price tags (Chan, 2021). This is because a number of surveys confirm that potential tourists prioritize safety and comfort over cheap price promotions (Kusumawati et al., 2021). In fact, this cluster article further provides recommendations regarding economic comparisons and diplomatic relations between countries. On the one hand, tourism businesses between countries need to constantly monitor the exchange rate of their country's currency with potential tourist countries, and make promotions according to these fluctuations: offer more expensive services to countries whose exchange rates are rising, and offer packages that are cheaper. save money for countries whose exchange rates are falling. The promotion also needs to pay attention to sensitive topics that can trigger a negative image of the destination country in the public eye of potential tourist countries (Kusumawati et al., 2021).

Fourth, the tourism and local culture cluster, which is in some way the most informative finding. It, perhaps, is surprising that the tourism sub-sector that has survived, or even experienced an increase, is local tourism, both in terms of travel and destination or content and experience. Data from Southeast Asia and Asia Pacific, Latin America, to Africa and Europe show that tourism

activities at the local level have never stopped even during the pandemic (Esquivias et al., 2020; Fetais & Gharib, 2020; Qiu et al., 2020). One thing that has been overlooked so far is that traveling is an activity that can have many elements, goals and experiences—in addition to fun and pleasures. For example, many people travel for business or family visits. Although many conventional tourist objects and destinations are declining or even closed, the volume of the tourism economy never dies. And this is seen very clearly at the local level (Adinolfi et al., 2021; Stankov et al., 2020). In addition, this cluster also provides evidence that the more attractive destinations are those that provide richer experiences, which are mostly related to local cultures. Interestingly, not only foreign tourists are interested in these local cultural destinations and objects, but also domestic tourists (Radojević et al., 2020; Sin et al., 2021; Szpakowska-Loranc, 2021). This cluster recommends the government and business actors to be more creative in providing more space to local communities—with all their financial limitations—to get affordable tourism packages. Governments need to support local tourism business which in turn will empower the local economy. Likewise, it is recommended to carry out more exploration in order to bring out the potentials of locality—tradition, culinary, fashion, history, etc.—to make tour packages more nuanced (Adinolfi et al., 2021; Esquivias et al., 2020; Qiu et al., 2020; Sin et al., 2021).

Fifth, cluster of special areas: urban and island tourism. Urban tourism may sound like pop-culture, which offers the splendor of cosmopolitan sceneries and the life of the city dwellers full of artificial sparkles. But that turned out to be only half the story. In old countries like Italy, where urban life has a long history dating back to the time of the Ancient Roman Empire two thousand years ago, urban tourism offers a very different destination and experience. Visiting the old cities in Italy, people will be taken into the passage of time for thousands of years, tracing the relics of ancient European civilization, Medieval Christianity, to the remnants of the atrocities of world wars in the early 20th century (Kowalczyk-Anioł et al., 2021; Neuman et al., 2021; Poruțiu et al., 2021). When the pandemic forced the government to implement strict health protocols, including banning crowds, especially in closed venues, or even completely closing tourist attractions, the tourism

managers and business people are forced to rack their brains. The result is innovative ideas of enjoying these tourist objects from a distance, especially from the height of the hill on the edge of the city. This trend then makes tourism in Italy's old cities come alive again (Corbisiero & Monaco, 2021). This proved to be very innovative, not only business-wise by shifting economic activity to the suburbs and enabling local transportation including the new trend of bicycle rental, but also culturally innovative as it gave rise to new activities to enjoy the view of old historic buildings in the city landscape as a whole. Combined with the twilight and evening moments when the day turns to night, old city tours in Italy become a new and richer experience (Pasquinelli et al., 2021; Petino et al., 2021).

Meanwhile, island tourism is also a special area with its own unique dynamics during the pandemic. As is explained earlier, natural tourism gets a blessing in disguise in the form of natural resource recovery out of reduced tourism activities, tourism in the archipelago also experiences the same thing. Many coastal and coral reef environments are growing more beautiful after a period of absence from tourists (Ormaza-Gonzalez et al., 2021; Szuster & Peng, 2021). Two articles in this cluster take the case from the Barbados archipelago in South America (Milanes et al., 2021) and Small Islands Tourism in Indonesia (Hakim, 2020). However, in relation to the COVID-19 pandemic, the island region has a higher vulnerability than other regions, for two reasons: Firstly, their activities rely more on local volunteers who live in the surrounding small islands. This makes the possibility of catching corona-19 virus in archipelagic tourist areas very risky (Hakim, 2020; Milanes et al., 2021). As they live separately on many islands, the virus will spread to places that are far away and difficult to reach by medical assistance. Volunteer based business also means that infrastructure such as social security and health insurance has not yet become a standard, because people carry out activities that tend to be cultural and local (Hertwig & Lusby, 2021).

This cluster provides recommendations similar to the previous one related to local cultures, namely to provide economic empowerment to local business and communities by exploring local potentials around the main

locations and their transportation facilities (Corbisiero & Monaco, 2021; Kowalczyk-Anioł et al., 2021; Petino et al., 2021; Poruțiu et al., 2021). One article even proposes an overhaul of the future of urban planning in general, to make its perspective broader and more sensitive to health and safety (Poruțiu et al., 2021). Pertaining to island tourism, writers in this cluster recommend for stricter regulation to protect and nurture natural resources as an alternative economic source, rather than seeking for cash from visiting tourists (Figueroa & Rotarou, 2021; Hakim, 2020; Jouault et al., 2021; Mestanza-Ramón & Jiménez-Caballero, 2021; Milanés et al., 2021; Ormazabal-González et al., 2021; Szuster & Peng, 2021).

Sixth, the virtual tourism cluster is, which is also an anticipated one of the dynamics of the tourism world during the pandemic. Virtualization or migration to virtual worlds is perhaps the most striking reality of people's lives during the pandemic. In many cases this becomes a new and troublesome reality, as it forces people to transform three-dimensional activities into one-dimensional in front of the screen. However, virtualization is actually a blessing in disguise because it is not only an outlet or a way out so that life's productivity does not stop, but also becomes an alternative that is increasingly effective and efficient, because more and more activities can be done anytime and from anywhere, no longer limited by space and time (Welsch, 2021). Tourism activities are also starting to experience virtual migration. In addition to the simple phenomenon of transferring real objects into visual displays, especially those in museums (Samah et al., 2021), a travel vlogging trend has also emerged, where travelers share their experiences through videos on social media. This last activity is a source of new joy and inspiration for both those who travel and visitors on social media who enjoy the visuals and narratives shared (Chakravarty et al., 2021). This is a trend that is increasingly widespread in various parts of the world. But perhaps the more surprising is the emergence of "accidental tourism" activities that occur during online virtual meetings. This happens when professionals from different countries joining video meetings are dragged into accidental tourists when they are suddenly interested in *virtual backgrounds* of landscapes, buildings, or artifacts and cultural activities of other fellow participants. When they ask for

further information, the forum turns up into presentation sessions on tourist objects and destinations--not infrequently also introductions to the culture of the country (Tuksar & Dujmović, 2009).

Seventh, lastly, there is also a cluster of tourism education, which specifically highlights the dynamics of the world of tourism study, education and training, as well as the development of academic studies related to the world of tourism. Tourism is an industry that is growing massively and dynamically involving various aspects of starting a business, technology, to political diplomacy. Therefore, tourism business players as well as local governments need educational institutions both secondary and higher that specifically develop conceptual studies and skills training related to tourism services: ranging from traveling, hotels, restaurants, traditional clothing, and so on. . The COVID-19 pandemic which has spawned a disruption in the world of tourism, where many conventional activities have declined and the demand for new innovations to overcome the limitations that have arisen from the economic crisis caused by the pandemic, has helped to reveal the existence of a non-synergic relationship between the world. education and skills to the real world needs of tourism. Many of the educational knowledge and skills taught in tourism education institutions do not keep up with the fastly growing needs in the field which are very contextual and dynamic. Meanwhile, scientific studies related to the world of tourism so far also tend to be linear and technical. The disruption during the pandemic has encouraged academicians to deal with issues that have not been very visible so far, for example, the relationship between tourism and economic modeling, with environmental sustainability, with business innovations that emphasize responsiveness to change, and so on (Joshi & Gupta, 2021; Mínguez et al., 2021).

There are still many unexplored aspects of education, training, and critical tourism studies that explore the tourism sector in its conceptual relevance to the wider social dynamics--economic, political, environmental, cultural ((Joshi & Gupta, 2021; Mínguez et al., 2021). The information presented by articles in this cluster is very useful for making the tourism sector develop proactively. There are two main points in this cluster. First, it is

related to efforts to restructure tourism education and training curricula, especially for higher education where there is a portion of further research and studies, which are more focused on efforts to synergize and integrate with needs in the field which are very flexible and change rapidly. For example, efforts to include health insights, technological developments, and understanding aspects of environmental conservation in tourism activities are strong enough recommendations to be followed up in facing the post-pandemic era (Joshi & Gupta, 2021). Furthermore, it is an encouragement for academics in the tourism education environment to explore more critical studies--in relation to broader socio-political-economic-cultural theories--to deepen their understanding of the relationship as well as the potential of the world of tourism to contemporary social life. This recommendation is considered very urgent, because on the one hand tourism activity is a sector that has the potential to grow rapidly as well as expand in contact with various other business sectors, but this sector is at the same time the most vulnerable to disruptions and crises that may occur in related sectors, starting from from economics, disasters, to diplomatic relations between countries. Critical academic studies will strengthen the ability to adapt to a rapidly changing reality while mitigating all possible risks (Mínguez et al., 2021).

As for articles from Google Scholar data, there are three articles with a national scale discussion coverage (Chrysnaputra & Pangestoeti, 2021; Putri et al., 2020; Sutrisno, 2020), three articles discussing cases in the province of Bali (Pratiwi et al., 2021; Suciati & Suadnya, 2020; Suparta, 2021), one article discusses the case in Lombok (Budisatria et al., 2021), and one article discusses the case in Banyuwangi Regency, East Java (Nurhalimah et al., 2020). It appears that the post-pandemic discourse in the tourism sector has not been widely explored both at the national level and in other areas that also have tourism industries and traditions.

Almost the same as in the article from SCOPUS, the topics discussed in the article from Google Scholar include business aspects, tourist behavior, and also the contribution of local culture as a means of tourism promotion in the pandemic era. Related to the topic of business, one article highlights the weakening of the tourism sector business due to the pandemic and how to look

for opportunities to bounce back. One of the proposals is the adoption of the *Balanced Scorecard* (BSC) as a management tool to measure company performance in order to find out its strengths and weaknesses (Putri et al., 2020). So far, this tool is mostly used by large companies, while middle to lower entrepreneurs are not too interested, perhaps because they are considered too technical. Even though this tool is not too complicated, it can be easily used to analyze the performance of medium and small scale businesses, and will be very useful for exploring business potential in the tourism sector (Putri et al., 2020).

Regarding tourism behavior, a number of studies present the fact that there is a shift in focus from tourist interest which is increasingly sensitive to the risk of exposure to the corona-19 virus, so that tourism business providers are also required to adapt. Meanwhile, regarding the contribution of local culture, one article highlighted the phenomenon in Bali where tourism billboards and posters during the pandemic era displayed more cultural icons--tradition and art--than natural tourist destinations. This is considered a form of awareness of business people and also the government that local culture has the potential to attract tourist visits during the pandemic (Pratiwi et al., 2021).

For post-pandemic recommendations, this topic cluster suggests to the government to be more proactive in providing assistance and assistance to tourism business players, especially the MSME level. This is to encourage them to better comply with health protocols while at the same time guaranteeing safety and comfort for tourists, and also to provide insight and technical strengthening in finding alternative ways to meet the post-pandemic era (Suciati & Suadnya, 2020; Suparta, 2021; Sutrisno, 2020).

2. Duality of the Defining Model of "Post Pandemic"

As is described in the introduction, 'post-pandemic' has specific technical and operational meanings. However, because there is no standardized definition, people tend to take it literally, simply referring to a time when 'the pandemic is over'. Meanwhile, many experts agree that the COVID-19 pandemic is unlikely to simply end, in the sense that the Corona-19

virus will still exist even though the level of danger and risk posed is no longer what it is today (Suprpto et al., 2021). By following this view, the term post-pandemic does not seem to refer to the disappearance of the threat of the virus, but rather to the readiness to coexist with the Corona-19 virus as we are accustomed to the influenza virus which is actually still deadly.

There are at least three relevant conceptual aspects when discussing “Pandemic” and “post-pandemic”. *First*, the epidemiological aspect, which is related to the presence of the threat from the Corona-19 virus: will there be an effort to be able to tame the deadly microbe so that it becomes less deadly or even no longer dangerous, or will new variants appear that are more virulent so that the threat The epidemic will be more and more deadly. *Second*, the medical aspect is related to the resistance or immunity of the human body: will there be a way, vaccination or otherwise, that can increase the human immune system so that it is resistant to the Corona-19 virus attack. *Third*, public life aspects: are there any health protocols or SOPs--other than wearing masks, washing hands, and physical distancing--that will ensure safe and comfortable activities in public spaces (Charumilind et al., 2021; Suprpto et al., 2021; World Health Organization, 2010).

As a result of these overlapping definitions of “post-pandemic”, there are different ways in taking the term post-pandemic. *First*, the *common sense* interpretation of 'post-pandemic' as a time or period when the covid-19 pandemic is no longer there (Collins Dictionary, 2021). In simple language, this is the view that the covid-19 pandemic will end when the virus is no longer present, or has no ability to threaten human health. This view was once expressed by former United States president Donald J. Trump Jr., who said that the pandemic would go away on its own when the air temperature warms in the summer (Carlson et al., 2020). As a consequence, President Trump and his supporters do not really care and even oppose the implementation of health protocols such as the obligation to wear masks and crowding of more than 50 people. The same thing was conveyed by high-ranking officials in Indonesia, when former health minister Agus Putranto and supported by senior minister Luhut B. Panjaitan made a statement that the covid-19 virus would not be able to survive the hot air in Indonesia and would die by itself (Kompas, 2020). This

statement by a high-ranking Indonesian government official also has similar implications, namely the tendency to minimize the threat of a pandemic, and consider that there is no need for excessive health protocol efforts. All you need to do is wait and endure until the pandemic subsides and goes away. In the context of this understanding, the term "post-pandemic" means a normal life without an epidemic, or returning to the way it was before the outbreak occurred (Kemensos, 2021).

This view was then widely criticized, especially from epidemiologists and the academic community in general as an irresponsible statement. Because there are no academic studies that support the opinion that COVID-19 will die or weaken due to hot air temperatures. This view is more of a one-sided interpretation--many denied and proven wrong--that considers the Corona-19 virus to be the same as the Influenza virus (Sparrow et al., 2020; Suprpto et al., 2021). The World Health Organization (WHO) has actually made reference to the stages of outbreak development in the SARS case in 2005--revised in 2007, 2009, and 2014--which was divided into six phases: (i) virus development among wild animals, (ii) the virus spreads to pets and spreads to humans, (iii) there is widespread transmission from animals to humans, (iv) there is transmission from humans to humans in a community, (v) there is transmission from humans to humans in more than two countries on one continent, (vi) there is additional transmission in one country on a different continent, (vii) post-peak transmission, when the transmission rate decreases, (viii) post-pandemic, when the outbreak turns into an endemic or seasonal disease (World Health Organisation, 2004; 2010). However, experts agree that the case of the COVID-19 outbreak is completely different from the case of SARS in 2005, so this reference cannot be used.

Second, the view which assumes that the Corona-19 virus cannot be killed but that life can run normally if most members of society have acquired collective immunity, known as '*herd-immunity*' (Celentano, 2019; Reid & Goldberg, 2012; Williams & Cooper, 2020). According to this view, "post-pandemic" does not mean that there will be no more dangerous viruses, but rather that there is a collective protection system that is able to prevent

transmission on a large scale. The virus is still a threat, and some people will still catch it with potentially fatal consequences, but there will be no more outbreak. This second view further explains that *herd-immunity* can be achieved in two ways, namely the natural way when most members of the community have been exposed to the virus and are able to survive until their bodies can create a natural immune system and are able to fight back when the same virus attacks again. This condition is similar to what happens to the influenza virus, which cannot be killed and remains a threat but on a limited scale, usually in winter in the subtropical region, or during the change of seasons (transitional) in the tropics. *Herd-immunity* can also be achieved by vaccinating most members of the community, as happened in the case of the Measles virus (MMR) in children. In the United States, more than 90% of children have received the MMR vaccine, so when a child suffering from MMR comes to the country, the transmission power is very limited and will become an ordinary public health risk, just like a traffic accident (D'Souza & Dowdy, 2021; World Health Organization, 2020).

With reference to the above view, the term "post-pandemic" will have implications for the government's ability to vaccinate most members of the community. However, experts are becoming more and more cautious in looking at this issue of collective immunity. Because in its development, the Corona-19 virus has proven to be able to mutate very quickly and give rise to various variants, some are more benign but some are more virulent and can no longer be fought with existing vaccines. Furthermore, the case of the COVID-19 outbreak is also very different from the case of Measles because it has been proven that governments around the world have difficulty in mass vaccination. As of November 2021, even the United States is only in the 50s, Indonesia is in the 30s, while most African countries are still below 10%. Worse still, vaccinations for COVID-19 cannot be carried out for children, who are increasingly susceptible to contracting this virus, and can be transmitted to parents (World Health Organization, 2021).

Third, the view that sees that the pandemic will still exist for a long period of time (decades), before the process of collective immunity is achieved. Therefore, we need another perspective in responding to the existence of a

pandemic, not by waiting for the pandemic to subside but by developing patterns of life and patterns of interaction that can minimize the transmission process of the Coronavirus-19. This view gave rise to the term *new-normal*, namely an attitude that places the existence of the corona-19 virus as a part of life. With this understanding, the term "post-pandemic" does not at all refer to the disappearance of the threat of the outbreak, but rather to the existence of a collective life mechanism that is able to protect the community from the threat of an epidemic (Charumilind et al., 2021; Suprpto et al., 2021).

D. CONCLUDING REMARKS

This study finds that a study of the phenomenon of the tourism business in the pandemic era raises optimism that helps this sector survive in times of crisis and become capital in welcoming the post-pandemic, which is related to locality, natural resources and the impetus to build a more resilient and sustainable economic and business modeling.

Local tourism, both in terms of travel and destination or content and experience, has proven to be more sustainable than regional or international tourism. This has become a global fact that illustrates the ability of local tourism to innovate and survive the economic crisis caused by the pandemic. Supported by data from Southeast Asia and Asia Pacific, Latin America, to Africa and Europe, it shows that tourism activities at the local level have never stopped even during the pandemic. The assistance of global economic actors who have greater financial power is needed to create harmony and balance that will increase network resilience.

Recommendations from this cluster are encouragement to the government and business actors to create creativity that gives more space to local communities--with all their financial limitations--to get tour packages that they can reach. The government was asked to create regulations and stimulus to encourage the birth of tourism business actors at the local level in order to further encourage community economic activity. Likewise, it is recommended to carry out more exploration in order to bring out the

potentials of the locality--tradition, culinary, fashion, history, etc.--to make tour packages more nuanced.

Therefore, it is also recommended to build a pattern of tourism that is more responsible (*responsible tourism*) and sustainable (*sustainable tourism*). The first term refers to the behavior of tourists, in choosing locations and traveling at destination locations, to prioritize efforts to maintain existing resources rather than maximizing exploration and exploitation. This idea is taken from the concept of *responsible citizenship*, where goodness in the public sphere is not only the responsibility of the government, or business actors in the context of tourism, but all parties involved, including tourists themselves, to not only demand but also participate.

The limitation of this study lies in the scope of the data base used. Researchers only took 2 of the many available databases. In the future, it is necessary to conduct more comprehensive data-based research so that it can produce research that can describe the post-pandemic tourism business situation more fully.

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