Acceleration model for tourism industry recovery based on environment post COVID-19

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Abstract. The Covid-19 pandemic has hit the tourism industry globally. Bangka Belitung Islands Province, which has established the tourism sector as one of the leading sectors in moving the regional economy. It felt a significant impact due to the Covid-19 pandemic. This study aims to create a model of acceleration. When the condition of the recovery of the post-COVID-based environment tourism industry in the Bangka Belitung Islands Province. The study used in this paper is qualitative. By using three data collection techniques, interviews, observation, and documentation. The selection of studies is based on the consideration to be able to dig up information in more detail. So that a model can be produced. It can acceleration the environment-based tourism industry in the Bangka Belitung Islands Province. The findings of this study have produced a model that is used in two stages when surviving and actuating. The model that can be used when surviving is the "New Normal" health protocol. In this concept, the promotion used is online and offline. By using the services of influencers, travelers. At the time of actuating a sustainable tourism model. It uses IT that is connected to all parts involved in the tourism industry.

1. Introduction
The Covid-19 pandemic has hit the tourism industry globally. Coronavirus (COVID-19) has a major impact on the travel and tourism industry. The major impact on travel and tourism industry happens in almost all countries around the world [1]. Since the outbreak of this outbreak in various countries, many tourists have had to cancel or postpone their travel plans. Tourists have to face losses because of this pandemic. Businesses in the tourism sector are also affected.

Bangka Belitung Islands Province, which has established the tourism sector. It is becoming one of the leading sectors in moving the regional economy. It felt a significant impact due to the Covid-19 pandemic. Statistics show that the number of guests staying at star-rated hotels in the Bangka Belitung Islands Province is decreasing. From the period January to May 2020 showed a decrease of 40.41 percent compared to the same period in 2019. Whereas in 2020 the number of guests staying was 93,424 people, whereas in 2019 the number of guests staying was 156,772 people. Likewise, the room occupancy rate in the January to May 2020 period was only 21.92 percent. Its a decrease compared to the same period in 2019 which reached 31.11 percent [2].

Comparison of the number of guests staying at star-rated hotels in the Kep Province. Bangka Belitung can be seen in the following figure 1.
Figure 1. Number of Guests Staying At Hotels in Bangka Belitung

The environment-based tourism sector is being developed in the Bangka Belitung Islands Province. The tourism sector is at a growth stage. The development of environment-based tourism is carried out in an integrated manner. Collaboration between the government as a joint policymaker with stakeholders. There are several environment-based tourist areas [3]. This type of tourism is being implemented in the Bangka Belitung Islands Province. Such as tourist areas that are formed. And also, it was conceived and managed by certain communities.

The environment-based tourism industry is being developed in the Bangka Belitung Islands Province. The development of the tourism industry to increase the number of tourist visits. The number of tourists from foreign and domestic. Coronavirus (Covid-19) has destroyed all plans and programs that have planned before. Tourism demand has decreased due to health risks [4]. The prohibitions made by the government must be obeyed in human mobility. It needed tactical steps to revive the environment-based tourism industry. For this reason, this research is intended to plan an appropriate and fast recovery model. To revive the environment-based tourism sector in the Bangka Belitung Islands Province.

2. Literature Review

The tourism sector is the most affected factor. That is the outbreak of coronavirus (Covid-19). There was a significant and strong relationship [5]. That relation is international tourism flows (in and out). The tourists between countries and their exposure levels to the spread of COVID-19. The nature of the tourism industry that requires travel. Evolution is a contributor to the spread of COVID-19 [6]. Likewise, the tourism sector is one of the sectors hardest hit by the Covid-19 pandemic. In the first year after the Covid-19 pandemic change the world [7]. It would be a challenge for the tourism industry. The main target of domestic tourists expected to rise again earlier.

Environment-based tourism is a tourism development program. The tourism development program has prioritized sustainability aspects based on long-term interests. Eco-based tourism is an integral part of love for nature. We can do it by recycling, energy efficiency. The creation of economic opportunities can increase local people's incomes. This model has a sustainable impact on local communities who are involved in it.

There are a variety of activities in the environment-based tourism industry [8]. Such as tourist villages, agro-tourism, green guest houses, green hotels. They are sustainable tourism models and are expected to create an economic order new. Some of the environment-based tourism areas that located in the Bangka Belitung Islands Province [3]. That was developed by the community or local community. The government was present to pay attention to further development. These attractions include the Kolong Biru tourist area in Central Bangka Regency. The Mangrove tourism area in Central Bangka Regency. Such as Rabeng Permai tourist area in Bangka Regency, Pelawan Forest in Central Bangka Regency, Menumbing Hill in West Bangka Regency, and Bukit Pangkuan in Belitung Regency East.

3. Research Method
This research is designed to be qualitative with an exploratory approach. Researchers focus on forming a model. It based on the strategies to accelerate the recovery of the environment-based tourism industry. The located in the Bangka Belitung Islands Province. It as a result of the Covid-19 pandemic. The data collection techniques in this study used observation, interview, and documentation techniques. The determination of informants is determined based on certain considerations. The belief that the informant has the information needed. In this case, there are four criteria. They are policymakers in the tourism sector, actors in the tourism industry, tourism experts, and academics.

4. Result and Discussion

The COVID-19 pandemic, which began in early 2020 and is still ongoing throughout the world. This has hampered the global tourism industry. There is a unique and growing public health crisis related to global health [9]. This condition also affects the tourism industry in the Bangka Belitung Islands Province. Now, we are in the new normal concept. In this new normal concept, we start a new normal life as a step to recover the tourism industry. Chairman of the DPC ASITA Belitung on Friday, May 28, 2020, claimed to be ready to welcome the application of the new normal concept as an effort to restore the tourism sector [10]. The creative economy that had been in operation since the COVID pandemic struck. This is also the same for tourism industry players. Such as hospitality, tourism supporting SMEs in the Bangka Belitung Islands Province. The application of the new normal concept in the recovery period of the environment-based tourism industry must still follow health protocols. That has been recommended by the WHO and the Government.

Covid-19 provides surprising lessons [11,15]. That is for the tourism industry and the government as a policymaker. The tourism industry to be more resilient [12]. It will rise again after the pandemic happens. The challenge is to learn from this global tragedy to accelerate the transformation of sustainable tourism. The application of the new normal concept brings new challenges to the tourism industry. The condition of the tourism industry which has been vacant due to the COVID-19 pandemic. That struck requires the tourism industry to stay afloat. During this period of defense, a strategy or model is needed. So that the tourism industry rises from the vacuum during the COVID-19 pandemic. The tourism industry must not only prepare itself for survival. They must have a more integrated strategy after the pandemic has passed.

We need models in the recovery condition of the environment-based tourism industry. Two models can be carried out. They are the surviving model and the actuating model. The surviving model is in the new normal concept condition. In the actuating model, the concept of recovery of the tourism industry is based and sustainable. In the recovery of the environment-based tourism industry involves several elements. Such as tourism objects, hotels, restaurants, and all organizations involved in tourism.

4.1 Surviving Model

In this surviving model is a condition where tourism targets tourists from domestic. In this condition also the elements involved in the tourism industry. It must improve facilities and infrastructure by the health protocol. In this surviving model, each related element must support one another. It for the recovery of the tourism industry in the Province of Bangka Belitung Islands. The things that are done by the related elements are:

| Table 1. Comparison of Treatment by Related Elements |
|-----------------------------------------------------|
| **Goverment** | **Tourist destinations** | **Hotels and Restaurants** |
|-----------------------------------------------------|

3
Cleanliness and sanitation must take precedence.

Reduction in hotel and restaurant occupancy rates.

30 percent discount on flights to 10 tourist destinations.

The Health Protocol must be implemented on the use of tourism facilities.

Limit access to the use of facilities with a certain amount.

Valid for three months (March-May 2020)

Dining services for guests are delivered to the room. Meanwhile for restaurants only served in an open space.

10 percent discount on Avtur from Pertamina

5.64 percent discount on flights from Angkasa Pura and AirNav

Providing subsidies or grants to local governments affected by a reduction in hotel and restaurant taxes of Rp. 3.3 Trillion in 10 Travel Destinations

Media promotion can be done online and offline. Online media can be in the form of largest use of websites owned by each Regional Government and UPTD. Another way is to be able to use local communities, traveler services, influencers. If from the side of the government can also hold travel agents to create a group or seminar on tourism. If made in the form of a surviving model such as in Figure 2:

4.2 Actuating Model

In the actuating model, all related elements will use interconnected technology. All information will have collaborated. So that tourists with one click will get complete information. The information connect to all sector. This tour will take the form of sustainable tourism. We still pay attention to health protocols. Knowledge and management are needed to rethink the relationship [13]. The relationship is between humans and the environment. That to solve the problem of sustainable tourism. Environment-based tourism in the Bangka Belitung Islands Province can be further developed. It became sustainable tourism. Sustainable tourism means that current development must not interfere. With meeting the needs
of the next generation. That is less attention [14]. It was paid to optimizing the existing tourism system. It can create entities that are more profitable, stable, resilient, and more sustainable. In sustainable development, it must meet three aspects, economic, environmental, and social. The following are actuating models for the recovery of the tourism industry:

![Actuating Model (Sustainable tourism based on environment)](image)

Figure 3. Actuating Model (Sustainable tourism based on environment)

5. Conclusion
The results of surveys and interviews with the environment-based tourism industry in the Bangka Belitung Islands Province shows that there is a need for a balance between health and the growth of the tourism industry. The tourism industry must already be opened. It to drive the community's economy and regional economic growth. But with due regard to the health protocol in the new normal era. The two models produced from this study are not an alternative that must be chosen one. But rather a unity that is carried out in stages. The first step is to implement a surviving model when the tourism industry is in stable condition. Where the pandemic COVID has also subsided to zero. Then the actuating model (sustainable environment-based tourism) can be implemented.

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