

INTISARI

Sejak awal 2020 seluruh Negara di dunia dilanda pandemi corona virus 2019 (Covid 19) termasuk Indonesia. Pandemi covid 19 tersebut selain mengganggu kesehatan masyarakat juga berdampak kepada perekonomian. Sementara itu sektor pariwisata yang merupakan penggerak sektor perekonomian mengalami keterpurukan. Tujuan penelitian ini ialah Untuk mengetahui Strategi Pemulihan Pariwisata Pasca Pandemi Covid 19 Kabupaten Sumenep. Penelitian ini menggunakan metode kualitatif. Strategi pemulihan pariwisata pasca pandemi meliputi tiga bagian yaitu formulasi strategi, implementasi strategi, dan evaluasi strategi. Formulasi strategi merupakan penjabaran regulasi pemerintah pusat yaitu penerapan CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) dalam kegiatan pokok dalam industry pariwisata yaitu MICE (Meeting, Incentive, Convention, and Exhibition) serta Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). Implementasi strategi yang dilakukan adalah sosialisasi penerapan protokol kesehatan pada objek wisata dan kawasan sekitarnya, yang diberlakukan sejak tahun 2020 kepada semua pemangku pariwisata (Pemerintah, pelaku usaha pariwisata, masyarakat). Sedangkan evaluasi strategi dilakukan terhadap implementasi strategi sebagai bahan pertimbangan untuk menyempurnakan strategi pada kurun waktu selanjutnya sesuai dengan level PPKM, situasi dan kondisi di Kabupaten Sumenep.

Kata Kunci : Strategi pemulihan, Pariwisata, Covid 19

ABSTRACT

Since early 2020, all countries in the world have been hit by the 2019 coronavirus (Covid 19) pandemic, including Indonesia. The COVID-19 pandemic not only affects public health, but also has an impact on the economy. Meanwhile, the tourism sector, which is the driver of the economic sector, experienced a slump. The purpose of this study was to find out the Tourism Recovery Strategy after the Covid 19 Pandemic in Sumenep Regency. This study uses a qualitative method. The post-pandemic tourism recovery strategy includes three parts, namely strategy formulation, strategy implementation, and strategy evaluation. The strategy formulation is an elaboration of central government regulations, namely the application of CHSE (Clealines, Healthy, Safety, and Environmental Sustainability) in the main activities in the tourism industry, namely MICE (Meetings, Incentives, Conventions, and Exhibitions) and the Enforcement of Restrictions on Community Activities (PPKM). The implementation of the strategy carried out is the dissemination of the application of health protocols to tourism objects and the surrounding area, which has been implemented since 2020 to all tourism stakeholders (Government, tourism business actors, community). Meanwhile, the strategy evaluation was carried out on the implementation of the strategy as a consideration for improving the strategy in the next period according to the PPKM level, the situation and conditions in Sumenep Regency.

Keywords: *Recovery strategy, Tourism, Covid 19*