

Travel Bubble and Virtual Tourism Strategies to Increase Tourist Visits

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Abstract

Purpose: The purpose of the research is to find out the application of the Travel Bubble Strategy and Virtual Tour Package in order to increase tourist visits. The research was conducted in the Ex-Residency of Surakarta which includes the city of Solo, 6 Regencies (Boyolali, Karanganyar, Klaten, Sragen, Sukoharjo and Wonogiri). which have museums and heritage of international standard.

Research Methodology: In qualitative research design, data is presented descriptively qualitatively and interpretatively. The data needed are primary data and secondary data. Data collection methods, observation and interviews, and involving informants. Data description is supported by the review of several documents, literature and related records, documentation in the form of photos or video recordings about the object of research to complete data analysis.

Results: There are 2 strategies, namely Travel Bubble and Virtual Tourism to increase tourist visits to Museum and Cultural Heritage Attractions, during a pandemic that doesn't know when it will end.

Limitations: The research was conducted for museums and cultural heritage that have been developed, and are known by domestic and foreign tourists. Various tourist attractions that have been developed by the region have not been offered by specialized tourist agents.

Contributions: The use of travel bubble strategies and virtual tourism is one solution so that tourism activities continue to run even though there is still a threat of the covid-19 pandemic. The lives of people who depend on tourism businesses can continue well.

Keywords: *Museum and Heritage Building Tourism, Travel Bubble, Virtual Tourism*

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1. Introduction

The Covid-19 pandemic has caused all aspects of life to be unable to operate normally because Covid-19 is easy to infect and spread and is harmful to public health. In the face of Covid-19, the government issued regulations to prevent the spread of Covid-19, known as the implementation of restrictions on community activities (PPKM) (Mendagri, 2021), to break the chain of Covid-19 transmission. Activities outside the home are restricted except for emergencies (illness, procuring food for the family, or buying medicine at the pharmacy), so employees work from home (Parady, Taniguchi, & Takami, 2020). Restrictions on carrying out activities also include all public facilities such as markets, malls, entertainment venues and all tourist attraction destinations where activities are limited and some even have to be closed in accordance with applicable regulations at these locations

that are dangerous for Covid-19 transmission by the government, within an uncertain period of time. It is said to be erratic because covid-19 which has spread since 2020, gradually subsided until the end of 2021, now in 2022 it spread again with a new variant of Omicron. Although the government allows tourism activities, restrictions are still in place. Likewise, tourist attractions in the Ex-Residency of Surakarta which consists of Surakarta city and 6 (six) regencies (Boyolali, Klaten, Karanganyar, Sragen, Sukoharjo and Wonogiri), are limited in operation. Based on research conducted in 2019-2020, tourist attractions in Ex-Karesidenan Surakarta are rich in tourist attractions such as nature parks, museums and cultural heritage buildings. In addition, there are still many potential types of tourist attractions that can be developed, for example, shopping attractions, sports tourism and also gastronomic tourism. However, the closure or restriction of tourist visits to these tourist destinations has resulted in all activities that support the existence of tourist attractions, experiencing a drastic economic decline. The number of tourists visiting Central Java, both domestic and foreign tourists, has dropped dramatically. In 2018-2022 the total number of tourists visiting Central Java can be followed in the following table (BPS, 2020):

Table 1. Number of Tourist to Central Java

Description	Years			Increase/Decrease (%)	
	2019	2020	2021	2019-2020	2020-2021
Domestic	57.900.963	22.629.085	21.332.409	-155,87	-6,08
Abroad	691.699	78.290	1.793	-783,51	-4266,42
Total	58.592.662	22.707.375	21.334.202	-158,03	-6,44

Source: BPS Provinsi Jawa Tengah dalam Angka 2021

The number of domestic tourists visiting Central Java in 2020 fell by 155.8%. In 2021 the number dropped to 6.08%. The decline in tourist visits and restrictions on visits to tourist attractions resulted in all tourist facilities not operating as they should. The number of hotel occupancy has decreased, as well as restaurants, souvenir sellers, travel agencies carried out by the community around tourist attractions have decreased, if there is no leeway in doing business, there will be a decrease in people's purchasing power which can torment the community and reduce people's welfare. This situation should not last long and in an uncertain time. Tourist visits to museums and heritage tourist destinations are expected to restore the situation to its original state. All supporters of museum tourist destinations and cultural heritage buildings are expected to resume their activities and the welfare of the community is expected to increase, during this pandemic to bring in tourists, especially from abroad, you can use Travel Bubble and Virtual tours. A ravel Bubble is a tourist trip with an agreement between the area of origin and the destination, during this pandemic the agreement made is an agreement on health (Sun, Wandelt, & Zhang, 2023). People who will make tourist visits must be free from all diseases, including free from the Covid-19 outbreak. So it is hoped that after making a tourist visit the tourists will remain healthy and the tourist destinations visited will avoid all disease outbreaks, especially infectious diseases (Chang & Wu, 2021).

The problem is how to bring in tourists, both domestic and foreign, during this pandemic so that the economy around these tourist destinations revives, people can resume their activities and income for the country increases. What is the role of travel agencies in making travel packages so that tourists can enjoy their tourist trips in good health and not be infected with Covid-19 (Gu, Onggo, Kunc, & Bayer, 2022). What is the tourism service strategy for tourists who cannot physically visit tourist destinations, is it possible to travel virtually (Roy & Christal, 2002).

The purpose of this study is to determine efforts to encourage tourists to visit museum tourist attractions and cultural heritage buildings during this pandemic in a healthy state, not infected with Covid-19. Tourists can find out about museum tour packages and cultural heritage buildings managed by travel agencies, accompanied by tour guides who can explain the tourist attractions of museums and cultural heritage buildings. Travel agencies can offer virtual (online) travel, so that tourists,

especially foreign tourists, can enjoy museum tours and cultural heritage buildings even during the Covid-19 pandemic.

2. Literature Review

During the Covid-19 pandemic, tourist destinations experienced a decrease in the number of visitors, due to restrictions on community activities from the government to prevent Covid-19 transmission (Menkes, 2020). The existence of restrictions through government regulations, resulting in all activities and facilities provided by the government and the community to meet the needs of tourists, not running normally. Community activities carried out are businesses in the form of Micro, Small and Medium Enterprises (MSMEs). During the Pandemic, these community businesses were down (Rusiawan, 2020), and this affected the livelihood of the community because no one used the businesses provided (Rahmat, 2008). This condition occurs in tourist destinations located in the Ex. Surakarta Prefecture, as well as other places in Indonesia. Besides, there is no certainty when Covid-19 will end, on the other hand, the daily needs of the community cannot be delayed (Safitri, 2021). A solution must be found immediately. Collaboration between stakeholders, travel agents, tourist destination managers and groups of entrepreneurs of tourist needs services must be carried out immediately. Collaboration is deep cooperation on a problem, not just cooperation but there is an agreement between institutions that must be carried out so that each institution will focus on taking action in accordance with the agreement (Yuliari & Riyadi, 2017). This collaboration can be done through Travel Bubble.

Recently, the travel bubble has become one of the ways to bring in tourists. The travel bubble is a concept that emerged as a response to international travel restrictions in the midst of a pandemic. In practice, a travel bubble will allow limited travel between countries that agree to it. This can be done to accelerate economic recovery for countries affected by the pandemic (Chusakul & Nonthapot, 2021). With a Travel Bubble, it is expected that visitors from the country can travel more easily, for example by not being required to self-quarantine upon arrival in the destination country because it has been guaranteed from the country of origin that the traveler is free from Covid-19 transmission (Sugihamretha, 2020). Travel Bubble has already been implemented by some novice countries such as Estonia, Latvia, and Lithuania, other countries are planning to use the Travel Bubble model and are exploring the possibility of collaborating with other countries, such as Australia, Indonesia, and New Zealand. China. Indonesia is also examining the possibility of using Travel Bubble, to invite tourists to come to Indonesia. The collaboration that Indonesia will carry out is cooperation and agreement between countries, which will be aimed at China, Australia, South Korea, Japan, and countries in Southeast Asia (Vietnam, Singapore, Malaysia and Thailand) that have succeeded in reducing the level of spread of Covid-19 sufferers to a certain level recognized by WHO. Each country has difficulty in determining the end of the spread of Covid-19. The movement of number of Indonesian people infected is still fluctuating, the following data provides an overview of the movement of victims infected with Covid as follows:

Table 2. Covid-19 Case

Description	Case Total	Recovered	In Care	Died
Indonesia	6.707.504	6.515.100	32.042	160.362
World	656.646.588	630.956.945	19.759.274	6.668.296

Source: AndraFarm.com (2023)

Table 2 above shows that Covid 19 sufferers still need to be aware both in Indonesia and in other countries in the world. On the other hand, business activities in the tourism sector must continue to run. Solutions must be found immediately, one that can be used is the Travel Bubble to encourage tourist visits both internationally and regionally. However, the requirements that must be met are collaboration in the form of an agreement on health that is free from Covid-19. So, tourists from the country of origin, the country receiving tourists and the tourist attraction destinations visited, all must be free from Covid-19. In addition, the environment where tourists are located and the environment of

museums and heritage tourist destinations are ensured to meet health requirements. Therefore, the implementation of Health protocols must be carried out strictly, and every individual engaged in tourism must have been vaccinated and have a Cleanliness, Health, Safety, and Environment Sustainability (CHSE) certificate (Solusi, n.d.). The travel bubble is one of the breakthroughs to bring in tourists (Yang et al., 2021). Referring to the principle of the travel bubble does not rule out the possibility that in the future travel bubbles will be used for activities other than tourism activities, for example for trade activities, because it provides a sense of security for the perpetrators. Travel Bubble is recommended to be used in tourism because it provides a sense of security for business actors. Reduced tourist visits to museums and cultural heritage buildings can be overcome with travel bubbles, in addition to online tourist visits which are often referred to as Virtual Museum and Cultural Heritage Tour. Visits to museums are educational tours that are very important for students and students to increase their knowledge (Law of the Republic of Indonesia Number 11 of 2010 & Culture, 2010). The existence of this pandemic forced students or students to be unable to visit directly due to the threat of the Covid-19 pandemic. Of course, the experience gained is different if the visit is directly able to see and observe the atmosphere of museums and cultural heritage buildings, while if virtually only seen online or online (Law of the Republic of Indonesia Number 11 of 2010 & Culture, 2010). Therefore, the virtual presentation must be interesting and can be followed as if visiting museums and cultural heritage buildings (Achyarysyah, Rubini, Hendrayati, & Laelia, 2020). In order for the presentation to be interesting and communicative, the making of the Virtual Museum and Cultural Heritage Tour must refer to the following 7 points (Katz & Halpern, 2015):

- a. Attitudes Toward Museums
Generate attitudes and behaviors intending to visit museums and heritage towards the presentation of virtual museums and cultural heritage buildings that can visualize like real museums and cultural heritage buildings.
- b. Sense of Telepresence
Having a deep sense of virtual museums and heritage and giving the impression as if you are making a tourist visit to museums and cultural heritage buildings, and as if you can interact with all the objects in museums and cultural heritage buildings.
- c. Involvement
In virtual museums and cultural heritage buildings, tourists can actively participate and engage with objects in museums and heritage.
- d. Interest in Art
Virtual museums and heritage buildings are able to present the value of art and collections in museums and heritage buildings.
- e. Interest in New Technologies
There is an interest in new technology, of course, the existence of this virtual museum is the result of existing technology and will follow the development of technological trends that continue to develop.
- f. Frequency of Museums Visits
Virtual museums and heritage must be able to encourage tourists who have often seen museums and heritage virtually to visit directly at museum tourist destinations and cultural heritage buildings.
- g. Internet Use and Interaction in Virtual Environments Participants
Internet use and interaction with virtual environments continue to be inseparable while accessing virtual museums and heritage buildings.

The existence of virtual museums and cultural heritage buildings means that tourists or perhaps students can access information from museums and cultural heritage buildings without the risk of contracting Covid-19. Therefore, tour agents must innovate with attractive virtual travel package information so that museum tourists can be attracted.

3. Research Methodology

This paper is based on the results of research that explore the map of tourist attractions in Ex. Surakarta Regency. The research is designed as qualitative research. Data presentation is done

descriptively using sharp and in-depth analysis and is flexible because it can change according to the circumstances and research objectives. However, qualitative research still uses guidelines that must be followed but remain flexible, depending on the situation in the field which is likely to change, adjusted to the need to achieve research objectives. Sampling is purposeful sampling and samples are selected depending on the research objectives without regard to generalist ability (Sugiyono, 2014). The research was conducted in the Ex-Residency of Surakarta which includes 6 regencies and 1 city. Tourist attractions in the area include museums and cultural heritage buildings of various kinds that can be used as tourist destinations for museums and cultural heritage buildings. For example, the Museum of Ancient Humans in Sragen Regency and the relics or cultural heritage buildings of the Sugar Factory in Colomadu Sukoharjo are sugar factories dating back to the Dutch era (Yuliari, Riyadi, & Perdana, 2021).

Research requires 2 kinds of data, namely primary data and secondary data. Primary data is data directly obtained from informants, namely people who know in depth about the problems to be solved, the data collection method used is observation, namely how to collect data by direct observation of tourist attractions, structured and unstructured open interviews. Secondary data comes from the study of several documents, literature and related records, documentation in the form of photos or video recordings of tourist attractions that are the purpose of the study. Informant selection was done purposively. Informant selection considerations are having experience and knowledge about the tourist attraction of museums and cultural heritage buildings. The research tool is the researcher himself, so the researcher must be "validated". Validation for researchers, including; understanding of qualitative research methods, mastery of insights into the field under study, researcher readiness to enter museum and heritage tourist attractions.

In analyzing data, it is done descriptively qualitative and interpretative (Gunawan, n.d.). The next stage of the data process is to reduce the data, by selecting and converting the data obtained. The presentation of data is done by assembling the data that has been sorted into a unified whole. Concluding by conducting a review in the field to test the truth. The results are interpreted and presented in narrative form. Research stages include:

- a. Researchers examined the actual conditions of the research field to assist in planning data collection, by visiting research locations which included Klaten, Boyolali, Wonogiri, Sukoharjo, Sragen, Surakarta City and Karanganyar.
- b. Researchers determine potential participants according to the characteristics of the study.
- c. Researchers compiled interview materials, including an introduction; opening statement; (key questions; and probing.
- d. The researcher develops an overall data collection strategy. This strategy includes all data collection planning starting from conditions, approach strategies and how data collection is carried out.

4. Results and Discussions

Tourism destinations of museums and cultural heritage buildings in the Ex-Residency of Surakarta are diverse. Before the Covid-19 pandemic, visitors to museums and cultural heritage buildings continued to increase, both domestic and foreign tourists. This increase has a tremendous impact, especially economically. People can try to improve their lives through the utilization of tourist attractions in their area. Of course, this provides business opportunities and employment because community businesses can be carried out to meet the needs of tourists. Traders engaged in Micro, Small and Medium Enterprises are greatly helped by tourist visits, not only MSME traders but also small-scale inns, for example, homestays, hotels and stopovers provided by the local community, private and government. The situation in all tourist destinations is very dynamic, domestic tourist visits increased by 18.3% in 2020, and foreign tourists increased by 2.2%. The increase in domestic tourist visits is greater than the increase in foreign tourist visits. The increase in tourist visits increases both village income and regional original income (PAD) in the tourist destination.

4.1 To identify the existing challenges in wildlife tourism operations during COVID-19

According to research findings, the first objective of this study was to identify the existing challenges in wildlife tourism operations during COVID-19. Challenges were identified in the character of operational, financial, and labor-related & communication as the initial data sets to address the study's first objective. Participants in the research were asked to explain the issues that affected the wildlife tourism operation during COVID-19.

The research was conducted in the Ex-Residency of Surakarta (Regency of Boyolali, Karanganyar, Klaten, Sragen, Sukoharjo, Wonogiri and Surakarta City), which has various museums and cultural heritage tourist destinations. Museum and cultural heritage tourism is tourism that visits museums or heritage buildings for various reasons depending on the type of museum and cultural heritage building visited. Based on the researcher's observations, visitors to museums and cultural heritage buildings will get an extraordinary experience because of the arrangement and completeness of the museum or cultural heritage building and the explanation of the museum and cultural heritage building tour guide can be followed by tourists. The management of museums and cultural heritage buildings in the ex-Karesidenan Surakarta has been carried out professionally so that it is worth visiting not only for education but also for tourism. Services to tourists include providing information about museums and cultural heritage buildings that are clear and easy to understand, clean and orderly locations, allowing tourists to take selfies, the availability of restaurants and tour guides who master the information of each museum and cultural heritage building, making it easier for tourists to understand the information in the museum and cultural heritage (Benoumer & Mohamed, 2018). For example tourism attractions about sugar procurement in Indonesia, then you can see the cultural heritage building as well as the De Colomadu sugar museum in Sukoharjo Regency. Variety of Museums and Cultural Heritage tourist attractions located in Ex. Surakarta Karesidenan can be seen in the following table:

Table 3. Museum Tourism Attraction in Ex-Residency of Surakarta

Regency/City	Museum /Name
Boyolali Regency	Museum R. Hamong Wardoyo
Klaten Regency	Museum Gula Gondangwinangun
	Museum Erupsi Merapi.
Karanganyar Regency	Museum Gula De' Tjolomadoe
	Museum Manusia Purba
	Museum Radya Pustaka
	Museum Keris
Surakarta City	Museum Batik Danar Hadi
	Museum Keraton Solo
	Museum Pers Nasional
	Museum Samanhoedi
Sragen Regency	Museum Sangiran Klaster Ngebung
	Museum Manyarejo
	Museum Klaster Bukuran
	Museum Purba Miri
Sukoharjo Regency	Museum Jawi
	Museum Karst (Museum Batu)
Wonogiri Regency	Museum Sewu Rai
	Museum Wayang Indonesia
	Museum Ototondolo

Source: Primary data processed in 2019

Table 3 shows museum tourist destinations, which have high value and are very useful for the world of education and science. Before the pandemic, these regional tourist destinations were visited by many tourists, especially students and university students. The wider community utilizes these tourist destinations not only to increase knowledge but also to travel with family. The existence of tourist visits in these tourist destinations is a business opportunity for the community. The needs of tourists such as restaurants, transportation, and lodging can be provided by the community so that tourists feel comfortable in these tourist destinations. In addition to museums, cultural heritage buildings that until now have been well maintained, become tourist destinations for Cultural Heritage buildings in the Ex-Residency of Surakarta, the variety of which can be followed by table 4 below:

Table 4. Tourist Attraction to Cultural Heritage Buildings in the Ex-Residency of Surakarta

Regency/City	Museums & Cultural Heritage Buildings
Boyolali Regency	Bangunan Cagar Budaya Candi lawang
	Bangunan Cagar Budaya Umbul Pengging
Klaten Regency	Plaosan Temple Heritage Building
	Bandung Karangnongko Temple Heritage Building
	Untoroyono Temple Heritage Building
	Prambanan Temple Heritage Building
	Peacock Temple cultural heritage building
Karanganyar Regency	Tirtomarto Reservoir Monomen Cultural Heritage Building
	Sapta Tirta Pablengan Cultural Heritage Building
Surakarta City	Cultural Heritage Buildings of the Kasunanan Area
	Cultural Heritage Building of Puro Mangkunegaran Palace
	Pasar Gede Hardjo Nagoro Cultural Heritage Building
	Cultural Heritage Building of Balapan Station
	Vastenburg Fort Cultural Heritage Building
Sragen Regency	Balekambang Park Heritage Building
	-
Sukoharjo Regency	Pakubuwono IX Pesanggrahan Langenharjo Cultural Heritage Building
	Kartosuro Palace Heritage Building
	Heritage Building The Heritage Palace
	Heritage Building of the Statue House
Wonogiri Regency	Song Gilap Cave Cultural Heritage Building

Source: Primary data processed in 2019

Table 4 above shows that the cultural heritage buildings in Surakarta Prefecture are very diverse. Tourists can choose cultural heritage buildings according to their wishes. Unique cultural heritage buildings are the destination of tourists, not only to witness the beauty of the restored cultural heritage buildings up close but also to make memories with the background of cultural heritage buildings through selfies. Cultural heritage buildings continue to be preserved through the concept of tourist satisfaction (Tjiptono, 1997). So, if tourists are satisfied, tourists will make another visit or provide information to others to visit the tourist object. Tourist visits will provide welfare for the community around the tourist attraction. However, the development of tourist attractions shows an increase, and become the mainstay of each region as a receipt of local revenue is destroyed by the Corona virus, this virus is so vicious and very fast transmission. Everything that has been managed well falls apart. The tourist attraction of museums or cultural heritage buildings is empty of visitors. The imposition of Restrictions on Community Activities (PPKM), further adds to the deterioration of tourist destinations, not only in Central Java but throughout Indonesia and even throughout the world. State

revenue from tourism in 2020 fell to Rp. 20.7 billion, a reduction in working hours that befell workers in the tourism sector of 12.9 million people 939 thousand people were temporarily out of work and 409 thousand workers in the tourism sector lost their jobs, which meant a reduction in income for their families (Kemenparekraf, 2021a). Community businesses cannot operate due to activity restrictions from the government. This situation cannot be allowed. All efforts must be made to find a way out so that tourists can visit again at tourist attractions. In encouraging tourists to visit tourist attractions, not only tourists must be healthy but all those related to tourists must also be healthy. The way to encourage tourists to visit tourist attractions that have recently been discussed is to use Travel Bubble. Initially, Travel Bubble was used for tourist visits to a country with a destination country, which used an agreement, a guarantee of tourist health. So, tourists visiting a tourist destination do not carry the virus in this case Covid-19 and can enjoy their vacation because there is an agreement that the destination is in good health, and return to the country of origin also in good health. This can be applied to domestic tourist visits and this should be encouraged because based on data on domestic tourist visits, it turns out that there are more than foreign tourists. When described, the concept of a travel bubble for tourist destinations in The Ex-Residency of Surakarta is as follows:

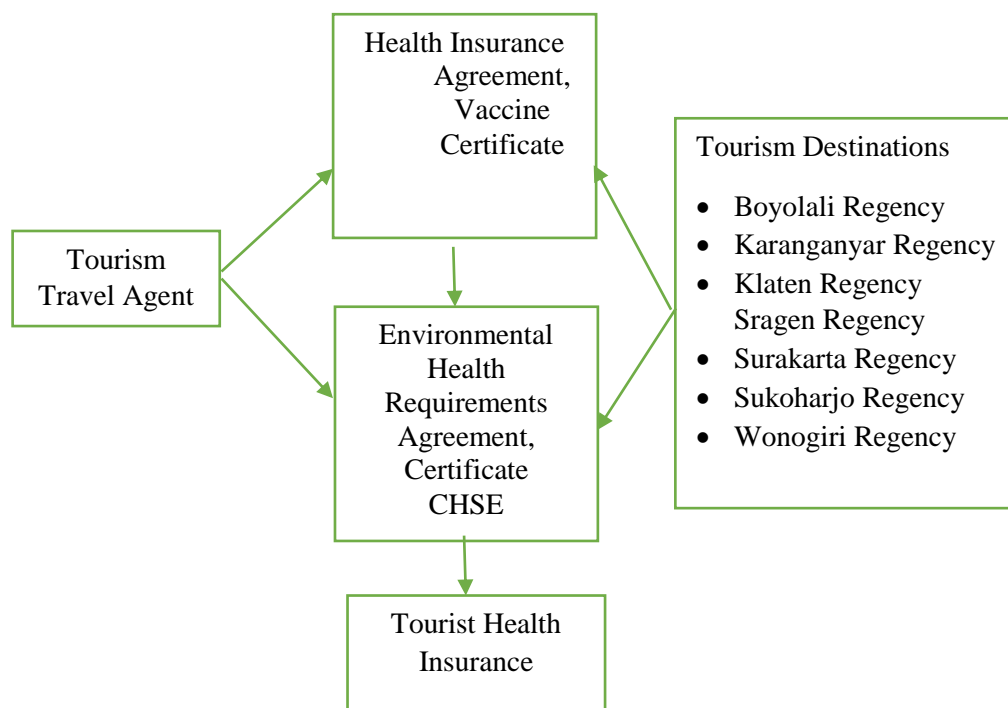


Figure 1: Travel Bubble Concept

From Figure 1 above, the concept of a travel bubble is used to encourage tourists to visit tourist attractions. Travelers from the beginning of the trip are required to provide a vaccine certificate at least 2 times because the vaccine certificate becomes an agreement with the tourist destination to be visited. More importantly, there is an agreement on environmental health (Cleanliness, Health, Safety, and Environment Sustainability) as outlined in the CHSE certificate. CHSE certificates are important to ensure those tourist attraction destinations visited by tourists are safe because the environment visited is free from Covid-19. Tourists are not afraid to interact with the environment in tourist attractions such as restaurants, regional art attractions, souvenir markets, hotels, homestays and tour guides. It is expected that tourist visits can increase and can help restore the regional economy and the welfare of the local community. How to encourage tourist visits other than through Travel Bubble can use Virtual online (Online). The use of Virtual online is very dependent on the Provider (internet service provider) if the provider is stable then the Virtual Tour can also be enjoyed (Cheng & Huang, 2022). Therefore, the selection of providers must be taken into account and becomes one of the important devices to maintain its stability. Travelers need information on the implementation of

Virtual Tour. This information can be provided by travel agents in the form of virtual tour packages. Making virtual tour packages travel agents must be able to lift the tourist attraction needed by virtual tour tourists. The process of using a virtual tour can be followed in Figure 2 below:

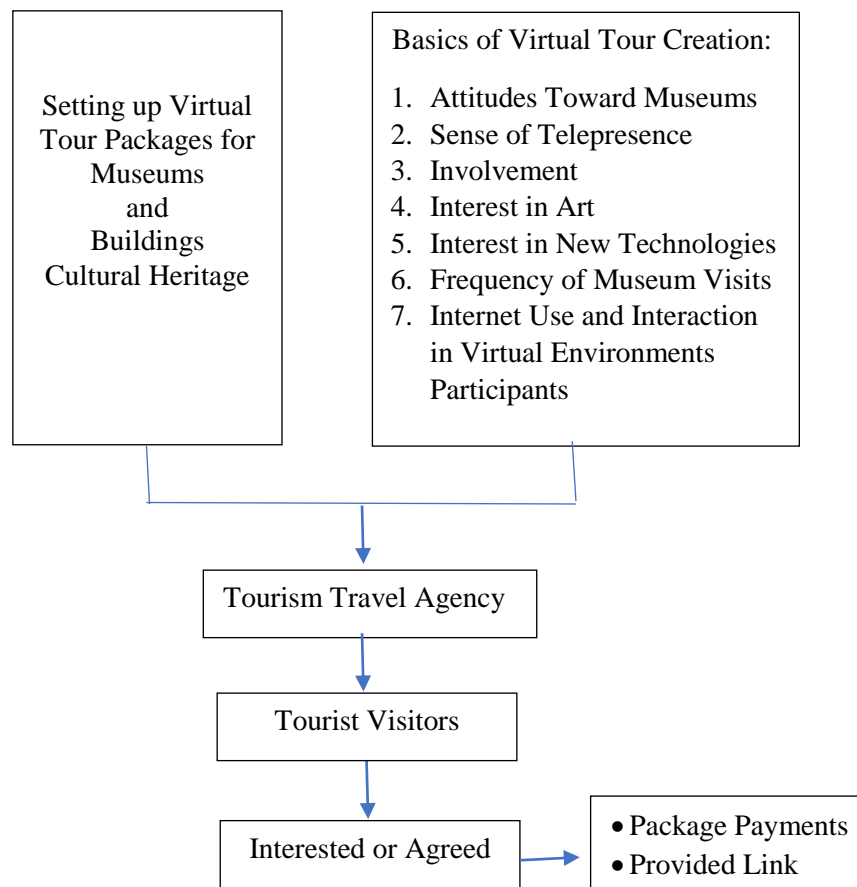


Figure 2: Virtual Tour Concept

Virtual tourism is a tourist trip that is carried out online, tourists do not visit tourist attractions, in this case, museum tours and cultural heritage buildings, but remain at home as if they are traveling (Kemenparekraf, 2021b). Travel agencies offer virtual tour packages for museums and cultural heritage buildings. Tourists who accept the offer of a virtual tour package will pay a certain amount of money, then the travel agency provides a link, which will be connected on the day and time specified by the travel agency, at the specified time virtual tourists will connect the link through the Zoom application provided by the travel agency. Tourists who are at home feel as if they are traveling to a tourist attraction as if they are visiting a tourist attraction destination because they can interact with a tour guide who provides an explanation of the museum or cultural heritage building and can ask or ask to be shown in detail the ongoing tourist attraction (Muhammad, Mutiarin, & Damanik, 2021). Tourists can also buy souvenirs in tourist destinations through tour guides which are then sent to virtual tourists. Therefore, virtual tours will be interesting if the creation is in accordance with what was stated by Katz & Halpern (2015). One of them is that making a virtual tour must be able to encourage tourists to visit a tourist attraction that has been virtualized. Based on this description, during this pandemic, tourists can still make tourist visits by means of Travel Bubble or Virtual Tour. The travel agency will still be able to do its business if it changes its marketing strategy digitally, uses tour guides who master virtual tour material and has a smooth provider (Annistri, 2022).

The application of the Travel Bubble and Virtual Tour concepts in Indonesia has not been carried out massively. The use of the two concepts is still limited to well-known tourist attractions. Not all tourist destinations have a CHSEA Certificate (Humas, 2022). The development of the potential of various

Museum Attractions and Cultural Heritage Buildings in the region still uses conventional methods. Promotion is done by word of mouth, has not been done in detail or has not used reviews exposed in the mass media, offers made by tourist agents to the attraction developed are only used as a bonus, for example, offers of tourist visits to Grojogan Sewu Tawangmangu Waterfall. which is very famous for getting bonus tourist visits to Jumog waterfall. Development is not only the tourist attraction itself but supporting facilities must also be considered such as parking lots, food courts, internet providers, lodging, banking, and souvenirs. The use of Travel Bubble concept began to be used between Indonesia and Singapura in 2022, through the Riau Islands with Singapore or Bintan Singapore (Ramadhan, 2022). The agreement outlined in the travel bubble provides comfort to tourists because tourist visits in a country do not need independent isolation.

5. Conclusion

5.1 Conclusion

During the pandemic, all businesses in the tourism sector experienced a decrease in revenue and tourist visits. Efforts to increase tourist visits must be made immediately so that tourism activities revive. The strategic concept to encourage tourist visits is the concept of a Travel Bubble and Virtual Tour. The Travel Bubble strategy is a strategy to encourage an increase in tourists, the basis of which is an agreement from the location of the tourist's origin to the location of the tourist's destination, and an agreement on the safety and health guarantees of tourists both when leaving and returning from tourist visits. The Travel Bubble strategy can be carried out if the vaccine program is running well, which is indicated by the vaccine certification and the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) environmental health certificate. The Virtual Tour strategy is a strategy to increase tourist visits by traveling online. Travel agencies offer Virtual Tour packages to tourists. If they agree, tourists will pay a fee to join the virtual tour and be given a link by the travel agency. Travel agencies will be able to conduct Virtual Tour successfully if the internet provider is running smoothly. In Indonesia, the application of these two concepts has not been used massively.

5.2 Limitation

In this research, the focus of using the concept of Travel Bubble and Virtual Tour is the agreement between countries. For example, the agreement between Indonesia and Singapore. In the future, it is very possible that the Travel Bubble and Virtual Tour concept will be used for inter-island visits, or between regions, because of the many tourism potentials owned by Indonesia.

5.3 Suggestion

Based on the research that has been done, it can be continued with research that focuses on the application of Travel Bubble and Virtual Tour between islands and between regions.

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