Indonesia's Tourism Economic Recovery Strategy through Meta-Green Business Initiatives Post-Covid 19 Pandemic

Hastuti, Ika Sri[1], Anggraini, Melaty[2]

[1]International Relations, Universitas Pasundan Bandung
[2]International Relationas, Universitas Pendidikan Negeri Veteran Yogyakarta

Email: ika.srihastuti@unpas.ac.id
melaty.anggraini@unpyk.ac.id

Abstract. This study examines Indonesia's tourism strategy after the Covid-19 pandemic. The Indonesian tourism sector has experienced a decline in economic income due to the Covid-19 pandemic. Tourism is the sector that mostly involves other economic sectors, such as hospitality, culinary, tour guides, and existing tourist attractions. Efforts to prevent the spread of the Covid 19 virus with the implementation of Large-Scale Social Restrictions (PSBB), it is necessary to close all tourist destinations. Post-pandemic or entering the "new normal after pandemic" which allows every country that has entered the green zone or entered a safe level and has successfully overcome the spread of COVID 19 to reopen its tourism sector with various rules imposed during the COVID-19 pandemic. Indirectly, the tourism sector needs to adapt by innovating to adapt to the conditions that are being faced and adapt to the unique behavior of the people who have changed due to the impact of the pandemic. changes in people's behavior due to the impact of the pandemic in addition to complying with applicable health protocols also with the Meta verse concept approach which still prioritizes sustainable tourism economic efforts "Meta-Green Business Initiatives", this concept is expected not only to help restore the tourism financial strategy but also directly reduce the intensity of tourism. the spread of the Covid-19 virus by continuing to provide tourism services. The best for the wider community and reduce the impact of environmental issues by implication this concept in the tourism sector strategy during the "new normal after the pandemic".

1. Introduction

December 2019 until 2021 is the most challenging year for Global Community because Coronavirus (Covid-19) appeared and rapidly spread to all other worlds. This virus became pandemic and infected China and many other countries, and it impacted 2666 deaths out of 77,779 confirmed and 2824 suspected patients in February 2020 [1]. Covid19 is a threat to people's Global Health and infectious diseases that threaten the global economy and human lives and have an unexpected impact on the worldwide tourism industry. Covid-19 has a direct impact on the Tourism industry because for the prevention and control of the spread of the virus, World Health Organization (WHO) and Global Government took the initiative to decide to control the pandemic disease effectively by taking unprecedented steps, namely by limiting the mobility of the population, such as suspending public transportation, closing schools, canceling mass gatherings, and travel restrictions, including border closures, entry or exit bans, visa restrictions, and flight suspensions. Between 100 and 120 million direct tourism jobs are at risk depending on the duration of restrictions and border shutdowns.

During this Pandemic outbreak, tourism has been severely damaged due to travel being a high-risk activity. Worse still, due to the uncertainty and misleading information about epidemics on social media, the fear of the epidemic itself and traveler perceptions have led to significant reductions in travel demand [1]. Traveling is a make "Travel Fear" for people because it is considered to increase the number of pandemic outbreaks. The COVID-19 pandemic has disturbed people's psychology because there is a sense of concern when traveling. Their fear of infection and death may cause a sense of helplessness and long-term anxiety toward traveling and will directly lead to a decline in tourism. Numerous public health studies found that fear was positively related to people's risk avoidant behavior during or after infectious disease outbreaks positively associated with risk-averse travel behavior during or after a contagious epidemic, although about 65% of 100% of people are more likely to travel because of long periods of cooping up and not traveling due to a long pandemic. As an earlier example, SARS Virus attacked China and restricted social mobilization like traveling; after the SARS Outbreak in China, people still feared traveling and harmed the tourist sector. When a health crisis triggers tourist fear, they may choose travel avoidance as a direct protective measure to reduce the potential risks. Indirectly, Covid-19 has created unprecedented public anxiety and panic, negatively impacting the tourism industry and preventing tourism recovery after the pandemic is over [1].

A pandemic outbreak can elicit people's travel fear and illustrates that a pandemic outbreak can cause people's travel fear. And if this continues until the pandemic is over, then the recovery of the tourism sector will be difficult. For this reason, the Indonesian tourism sector needs to anticipate the possibility of "Travel Fear" that hits the psychology of the global community and create a strategy in the tourism sector that can adapt to changes in people's behavior patterns after experiencing a relatively long pandemic period. For this reason, this study will examine the right tourism strategy by looking at the psychological development of people who still feel worried and afraid to travel on tourism. Still, there is a great desire to do tourism due to saturation after the COVID-19 pandemic by focusing more on the era of digitalization and the entry of metaverse civilizations that can be adopted or become a strategic opportunity to restore the tourism sector after the COVID-19 pandemic. This research can also help the authorities to adopt strategies to allay public fears and improve tourist safety in the post-COVID-19 era.

2. Literature Review

The Covid-19 pandemic has implications for many things, not only in reality, but it also impacts social and economic effects and has a psychological impact on the broader community. Fear of contact with others and the routine of social distancing has unwittingly changed people's behavior, which may in the future have a negative impact, such as giving rise to the term "Travel Fear" in the tourist sector. If the Covid-19 pandemic continues, the tourism sector will be negatively impacted directly and sustainably. For this reason, the tourism sector needs to anticipate this and find an innovation that can adapt to changes in people's behavior both during and after the Covid-19 pandemic. The author tries to take some literature to explore the theoretical foundations related to research problems and will help researchers study theories that will help answer the focus of the author's research.

The first literature will explain the various possibilities of "Travel Fear" in the period and post-Covid-19 pandemic, taken from a journal article entitled "Analysis of Tourist Consumer Behavior during the Covid-19 pandemic Era (Case Study) Tourism in West Nusa Tenggara" written by Wiwik Suprihatin, in his article explained about the importance of analyzing the behavior of tourist consumers in the era of the Covid-19 pandemic by taking the case of West Nusa Tenggara tourism [2]. The economic downturn, especially in the West Nusa Tenggara tourist sector due to the Covid 19 pandemic, led the West Nusa Tenggara government to change tourism strategies that adjust to consumer change patterns. Tourists can be analyzed by consumer behavior. Previously, the need for tourism was based on meeting physiological (recreational) requirements. There was a change in orientation Tourism is more to the concept of security and physical survival that is a priority. In the Covid 19 pandemic era, the decisive factor for travel is situational, which directly affects the decision to make purchases and travel. In conditions that they consider dangerous due to the pandemic and considered self-threatening will usually involve the decision to do tourism. For this reason, tourist producers must be ready to adapt and activate

the motivation of tourist consumers by understanding changes in consumer behavior and changing the psychological society will be the threat of covid 19 during travel.

The tourism sector can adopt a user-based approach to improve product quality by adjusting the tastes of tourists who need a sense of security from exposure concerns to the covid-19 virus. Covid-19 can be used as a new opportunity in creating a tourism strategy that is more oriented towards developing environmentally based sustainable tourism (sustainable ecotourism) based on the need for a healthy and clean environment, the need for a more comprehensive and open space. As well as, the tendency of tourists to prefer to travel in small groups or as individuals because they do not feel safe can be a momentum for the opening of tourism strategies, with domestic market segmentation or virtual tourism responding to the behavior of tourists who still want the implementation of social distancing (Wiwik, 2020) [3].

Furthermore, the article is titled "The Impact of Covid-19 on Tourist Consumption Behaviour A Perspective" [3]. In his article, the author tried to explore the conformity test of the impact of Covid-19 on the behavior of tourist consumers and identify that Covid-19 hurts people's travel motivation. Society is undergoing psychological changes and still feels that traveling for recreation is a threat, even though it is forced to travel only for urgent needs. Although the Covid 19 pandemic will soon end, people still emphasize making tourist trips that are considered completely safe by looking for tourist destinations that are considered to be in the category green (Covid 19 countermeasures have been resolved well) and are short distances or whose goals are pretty close and prefer tourist attractions far from the crowd or do it personally without a group. In the study results, the author clearly shows that the pandemic or post-pandemic Covid 19 still raises negative perceptions of the community to do a Travel tour and prefers to keep protecting his health by deciding not to travel.

"Travel Fear," also contained in the article 'Afraid to travel after COVID-19? Self-protection, coping, and resilience against pandemic 'travel fear' [1]. The author explained that the spread of the Covid 19 virus that began in December 2019 in Wuhan, China, to the global level caused various social and economic impacts, even in the tourism sector. There has been a decrease in the number of tourists. In addition, tourism is considered the most necessary thing to avoid because it is regarded as the most high-risk activity for spreading the Covid-19 virus. Uncertainty of information about Covid-19 further triggers the negative perception of the negative public perception about tourism, causing a significant decrease in the demand for travel tourism or known as "Travel Fear." Even predicted after the Covid-19 pandemic ends will still create a situation of anticipation for Chinese people to travel because of Covid-19, both for those infected or have not directly impacted individual psychology. People are considered to experience traumatic post-pandemic to cause "Travel Fear" and tend to choose not to travel because they are still thinking about the long-term risks of the pandemic. Their health after the pandemic.

For this reason, to restore the tourism sector from the various possibilities of the "Travel Fear" after the pandemic, the government must try to make policies that can develop power. The emotional attraction of tourists to positively reframe Covid 19 with informative communication patterns about Covid-19 and prioritize tourism models that emphasize social distancing and maximum health care. Travelers will choose short-distance tours and do so individually rather than in groups.

The events of the Covid-19 pandemic caused psychological shocks for the global community that will affect international tourism leading to a long-term decline in tourist arrivals; in the article COVID-19 and tourism: What can we learn from the past? Aronica et al., explains that the tourism sector has experienced several crises, such as decreasing tourist arrivals as an aside effect of the pandemic caused [4]. The result is heterogeneous and has long-term value if the pandemic recovery effort is long enough to be neglected. Even after recovery, it is predicted that the tourism sector will still experience a crisis due to the psychology of construction to the threat of post-traumatic Covid-19 Health. For this reason, policymakers must take several policies to increase the diversification of tourism offerings that can prevent the harmful effects of possible future health crises. And restore public confidence in the existence of Covid-19.

Some of the literature that has been discussed helps the author understand that there are major risk factors that have a significant impact on the tourism sector, namely security and health issues. If these two things are not resolved and become a top priority in the development and development of the tourism sector, the crisis of the trend of decreasing the number of visitors after the Covid-19 pandemic will continue. For this reason, the author tries to map the direction of research that can focus on improving the tourism sector in the future.
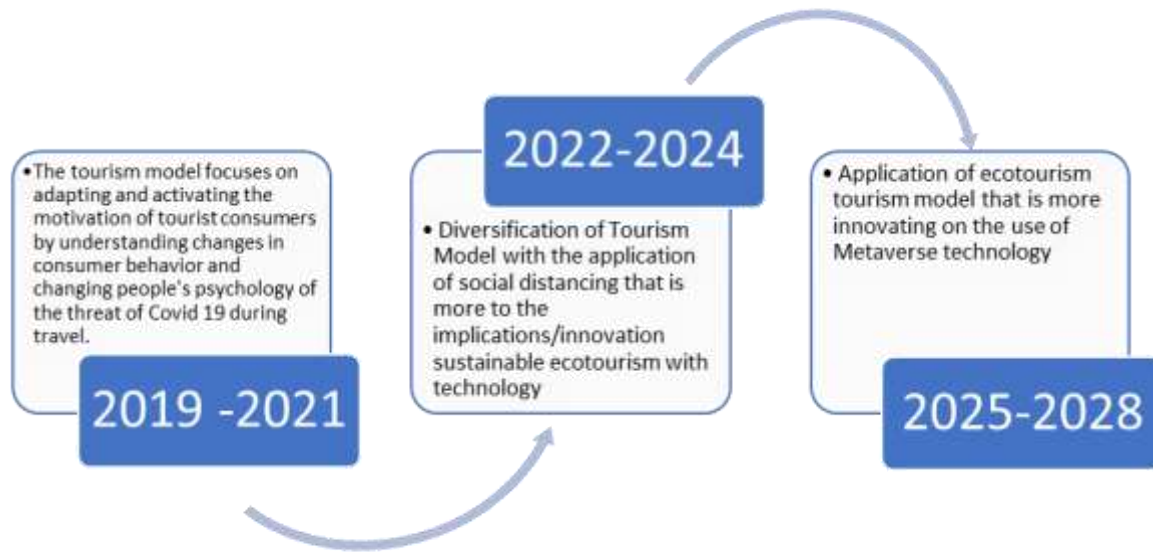

Figure 1. Road Map Research

3. Method

To assist the author in finding the answer to the problem formulation question using qualitative research methods. This type of qualitative research explains or describes the problem raised by the phenomenon and is subjective. The data obtained can be words, images, and not numbers. The data obtained by the author is then processed using a library study (library research). Literature studies are data retrieval methods and related theories through various types of literature [5].

The author's data is secondary data, meaning that the data obtained as reference material is data from previous discoveries or research. The literature used can be in the form of journals, books, thesis, and other reading sources related to the problems raised by the author associated with the development of tourism. Indonesia during the Covid-19 pandemic, both obstacles and challenges experienced by the tourist sector, then scientific articles related to changes in consumer behavior identified as the impact of the Covid-19 pandemic, and other supporting literature associated with the development of the meta-verse world that can be a development of new ideas and innovations for the tourism sector and become a strategy tourism model globally. In data analysis, the author uses qualitative descriptive data analysis techniques. Qualitative descriptive data analysis is an analytical technique by collecting data from various relevant sources related to Polish cultural diplomacy, then; then the data will be analyzed. And a conclusion is drawn based on the hypothesis proposed by the author.

4. Results and Discussion

4.1. The Impact of Covid-19 on the Tourism Industry

The tourism sector has been a mainstay of the Indonesian government as a source of economic income for the second country because it absorbs much labor and gives rise to various business innovations that

drive the wheels of the Indonesian economy, such as travel businesses, small, medium-sized businesses in the field of tourist services, hotels, souvenir and handicraft providers, and industry of food and drink in the vista sector. However, the COVID-19 pandemic has changed everything; the tourism sector has experienced shocks, and tourism has decreased and almost collapsed since the World Health Organization (WHO) established the global COVID-19 pandemic (WHO, 2020). Since the appeal given by the government to do physical distancing and stay active at home to break the chain of the spread of COVID-19, the tourism sector began to slow down and almost collapse.

Some areas that became famous tourist destinations, such as Bali, Yogyakarta, and Lombok, have lost local and international tourists. The number of foreign tourist visits to Indonesia in 2020 decreased by 28.85% compared to the number of visits in 2019. The decline in the number of foreign tourists to Indonesia due to the impact of Covid-19 will impact the pace of Indonesia's economic growth. More businesses in this sector that will go out of business due to people's purchasing power is also reduced, and job losses in several fields engaged in the tourist sector; this situation also has an impact on the Indonesian microeconomic industry, which supports the development of the tourist sectoring [6].

The tourism sector contributes to the country's foreign exchange almost every year, from the level of income of foreign tourist visitors. Recorded from January 1979 to July 2019 reached the highest number with foreign tourist visitors 1.75.313 million. Still, due to restrictions on visits due to Covid-19, there was a decrease until January 2020 as many as 1,547,231 million visitors. The decline in tourism that impacts micro, small, and medium economic industries (MSMEs) in the tourism sector has also reached 27%. In contrast, based on Bank Indonesia data, the MSME sector dominates 99.9% of the Indonesian tourism business unit sector [6]. With this pandemic, every country that depends on the tourism sector will suffer losses due to the decline in the country's foreign exchange. One of them is Indonesia which is projected to lose foreign exchange of 350 million USD due to the COVID-19 pandemic due to the decline in the number of foreign tourists coming to Indonesia [7].

Since the introduction of social-scale restrictions and government advice to stay at home to break the chain of the spread of the Covid-19 virus, Indonesia's tourist sector has become sluggish. In addition to the reduced number of tourist visits and foreign and domestic visitors, many tourist attractions cannot survive and close their tourist business because there is no income. Many business places such as small lodging and hotels also suffered losses due to the cancellation of tourist trips globally both by air, sea, and land due to government rules and WHO recommendations which resulted in a decrease in income due to no guests occupying lodging and a reduction in the number of employees [8]. Many travel and airline companies also suffered losses due to the suspension of flights from abroad and domestically, which resulted in some airlines cutting travel routes or closing all flight routes, resulting in a decrease in the profit income of some airlines.

The Covid-19 pandemic hurts Indonesia's economic movements, especially the tourism sector because it closes tourist trips and does not allow mass tourism breaks the decline in the number of tourists both outside and inside, and will directly affect the business of the MSME market and increase the number of Indonesian unemployed because the tourism sector has a considerable role in the absorption of labor. This loss is very significant for Indonesia because if there is an increase in the unemployment rates, it correlates with a fall in the economic growth figures in the country. In addition, the volume of people's purchasing power in the tourist sector will also be reduced due to the COVID-19 pandemic that hit Indonesia because there is a sense of concern about the spread and transmission of Covid-19 due to tourists traveling [9].

4.2. Changes in consumer behavior in the Tourist Sector

The Covid-19 pandemic ushered in a new discourse in the tourism industry, where there were suggestions to reduce the gathering of many people who had an impact on restricting people from traveling. Very contrary to the purpose of the needs of the tourism sector, where the primary goal is to invite many people to travel. Although, gradually, travel restrictions were reduced because of the socialization of vaccines to maintain people's immunity from the Covid-19 virus, some people are still worried about traveling.

The damp caused by Covid-19 has a deep impression on the people of Indonesia, a sense of worry and trauma to travel again, and negative perceptions for travelers to cause what is called the psychological term "Travel Fear." In addition, the authors also found the possibility of travel fear correlated with a lack of willingness to travel long distances and groups and a sense of stereotype for foreign tourists, or foreign tourists who are considered to be infected with Covid-19, the spreader of the virus.

In the article entitled "Post-pandemic Tourism: Important Lessons and Development Prospects," [10], in addition to the worry and fear of traveling with tourists, there are other things such as social discourse and stigma against people from countries where the rate of Covid-19 spread is relatively high such as China. Tourists from China claim to have experienced racism or hate crime when traveling to Indonesia, which is considered responsible for spreading the Covid-19 virus. Although there are not many events such as Hate crimes, it needs to be anticipated that the tourism sector does not experience a decrease in the number of foreign and domestic tourists. The Indonesian government needs to find innovative strategies to improve the tourism sector in the post-pandemic and post-pandemic that are adapted to people's psychological conditions and change tourist patterns that focus more on mass concentration by preparing non-mass and limited tourism strategies. The post-Pandemic tourism sector must focus on strategies to improve the number of tourism declines due to the pandemic period by increasing productivity while still preventing potential transmission. This may happen if the interest of mass tourists returns.

Although many have predicted that there will be an issue of "Revenge Travel" or an increase in travel desire, many people have been saturated experiencing quarantine and lockdown due to the Covid-19 virus after Quarantine and mass restrictions are abolished, people. However, people will still choose to travel that offers a sense of security for their health and prefers short-distance tours (domestic Whereas the country's economic income is about 25% in the can be from international tourist visits, according to the United Nations World Tourism Organization (UNWTO), the number of international tourists since the pandemic has experienced A decrease of up to 30%, which led to losses of up to 450 billion USD in the form of global tourism experts, this condition is the worst-case scenario that has ever occurred in the sector tourism industry [10].

Another possibility is that people will be more likely to choose outbound travel experience or green tourism, which is considered healthier and environmentally based because it prioritizes the hygiene of air circulation and more a vast place without much interaction and contact with the crowd. The question is whether all environmentally based tourist attractions have implemented the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certification recommended by the World Health Organization (WHO) as a standard for implementing tourism side by side with Covid-19 so that people who can travel on tourists feel comfortable and believed. that the tourist trip will not be affected by the transmission of the Covid-19 virus.

People will also prefer short-distance nature tourism with CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) program standards, self-driving, and private tours. Usually, the fees charged will be much more expensive for private tours. It should be understood that tourist targets are not only intended for the upper middle, but if you want to move economic volume again, it is necessary to pay attention to tourist targets for the community. The class is down. So, the tourist industry needs also to make price adjustments to meet the standards required by the community.

The Covid-19 pandemic has also made the global community aware of the importance of maintaining environmental sustainability and the correlation of the outbreak of the spread of the Covid-19 virus with ecological damage. The attack occurred due to virus-carrying animals such as bats, cows, and ferrets that entered the settlements because the ecosystem was damaged by humans and disrupted the cycle of the food chain of life. According to Wildlife Conservation Society Executive Director Christian Walzer (2020), based on the results of his research, 70% of diseases come from wildlife that triggers the process of transmitting the virus from animals to humans, including the Covid-19 virus found in most animals such as ferrets, cows, and Bats (https://www.uii.ac.id/menilik-covid-19-dari-aspek-lingkungan/, 2020). For this reason, the Covid-19 pandemic teaches people that it is necessary to maintain the environmental

ecosystem. The existence of Covid-19 and the decision to make Lockdown efforts to limit people's freedom of mobility and business closures have resulted in a 25% reduction in carbon emissions, which also affects improved air quality and reduced levels of air pollution. People are becoming more aware of the impact of environmental issues and trying to prevent the spread of the Covid-19 virus by still limiting the mobility of their activities, including in terms of refraining from traveling and preferring to travel short distances.

In addition, the Covid-19 pandemic teaches people to be more laypeople towards the use of technology. The decision to impose social-scale restrictions changed people's lifestyles to the practice of digital era transformation, which put forward the concept of interconnection in connecting between people or communicating only related using internet of things technology. Many people complain about the difficulty of interacting due to the Covid-19 pandemic, but remote technology is enough to help the movement of human activities and interactions. For this reason, there is no denying that the era of digitalization or the internet of things has coexisted with human life and become a lifestyle during and after the Covid-19 pandemic. The lifestyle will show people's readiness to enter the era of revolution 5.0 and enter the world of the "Metaverse," which focuses on all life activities using technological sophistication [11].

To anticipate some of the possibilities of some of these things, the Indonesian government needs to prepare a strategy to increase the number of foreign tourists back and understand that there are changes to the preferences of tourist destinations that are more concerned with the security and health side and the enactment of new norms that apply in the community and also the readiness to face the metaverse world. Changes in preferences of new models during and after the pandemic that has unwittingly become the unique lifestyle of the "New Normal" community can create new opportunities in the tourism industry. The tourism industry can attract economic niches from these situations and conditions by taking advantage of these conditions.

4.3. Meta Green Bussiness Initiatives as Solution

The Global Tourism Industry, including Indonesia, experienced a slight dilemma after the Covid-19 pandemic, and the tourism sector's economic productivity changed. Previously, the tourism sector presented the mobility of many people to travel by offering the concept of mass tourism. Still, in the period and post-Covid-19 pandemic, mass tourism must be avoided to prevent transmission. For this reason, tourism strategies that can break the concentration of the masses are needed, such as focusing on remote or virtual tourism models that prioritize the use of technology to bring tourists virtually.

This model utilizes technological developments for the mobility of tourist travel and is considered a mass tourism recovery strategy. Not only is it considered beneficial for reducing the spread of the impact of Covid-19, but this tourism model can also support environmental improvement efforts. As is known that the mobility of tourist travel is considered to contribute to greenhouse gas emissions, the intensity of energy use and transportation in tourist trips is thought to contribute about 80% of carbon dioxide emissions calculated from the many benefits of land and air vehicles such as four-wheeled vehicles (60%) and aircraft (30%). The rest includes other tourist activities carried out by visitors. For this reason, many people have realized to limit the mobility of tourist travel, especially long-distance tourism, to support environmental improvement efforts [12].

The Covid-19 pandemic also led people to experience behavioral changes to prefer to stay at home. Even though they travel only choose the private tour model and those short distances. In addition, it leads people to interact inter-connectable through internet technology constantly. Nearly 80% of people worldwide interact using technology to help the mobility of their activities, and unwittingly the global community has been trained to enter the era of digital disruption of the economy where it is ready to enter the world called the "Metaverse."

Metaverse is a 3D virtual space that continues the previous interconnection world of 2D (Augmented Reality (AR)) without physical touch but can communicate virtually in the metaverse world, offers new interactions that are more advanced in the development of technology by utilizing 3D virtual space that internet users can explore using Virtual Reality (VR) and Augmented Reality (AR) devices. Virtual

Reality (VR) is a technology that allows a person to simulate a real object using a computer that can evoke a 3-dimensional atmosphere to make the wearer seem to be physically involved [13]. Several developed countries, especially in Europe, have utilized Virtual Reality technology for various purposes, one of which is preserving historic buildings. Even the development is very rapid in the tourism sector.

Virtual Reality carried by the Metaverse concept uses devices integrated with Artificial Intelligence technology or artificial intelligence to make people who use this technology feel as if the thing they see through the tool is an actual event. Some of the devices used in DTVR technology include Force balls/tracking balls, Controller wands, Voice recognition, Headsets, Joysticks/gamepads, Data gloves, Treadmills, Motion trackers/bodysuits [14]. This Virtual Reality program is designed to optimize virtual travel activities, especially tourism, during the current pandemic, which is challenging to implement outdoors / outdoor because of government policies that implement social restrictions as a result of the Covid-19 pandemic and also as an innovation in new tourism marketing methods in the future. The global community can interact virtually and carry out various activities like in real life without touching but still carry out its activities in a permanent manner in the real world, such as working together, socializing, including also permanently in the real world, such as working together, dating, and doing tourist activities. When connected with the Covid-19 pandemic that hit the world, the potential for developing the metaverse world, especially in the tourism sector, is very potent.

The vulnerability of the tourism sector due to changes in people's behavior due to the Covid-19 pandemic helps highlight that the concept of metaverse tourism travel is an exciting idea and has the potential to restore the performance of the tourism industry, as many people are known who still experience what is called the psychological term "Travel Fear" and decide many postpone tourism travel and prefer to stay at home for safety and health reasons. Moreover, some people also think that traveling tourism will only increase greenhouse gas emissions and the potential transmission of the virus that is likely to occur if the concept of mass tourists is back. Hence, they prefer short-distance and private travel. The idea of a tourism industry that prioritizes the technology of the metaverse world can help change people's perceptions to overcome these obstacles and replace tourist travel physically without later harming the tourism industry.

The development of the tourism industry has been dramatically influenced by the use of technology and has had a significant impact on the development of the tourism industry. We can see from the marketing strategy of promotion and selling tourism products that use 2D technology, other sectors that support t, tourism such as automobiles, aviation, to customer service that utilizes internet technology that the metaverse concept will further solidify the direction of development of the tourism sector in the digitalization era by simulating all forms of meetings and physical travel in travel directed to the digital world without the need to travel. In real terms. Metaverse tourism forms that prioritize technology in tourist travel will help change the relationship between business people in tourism and travelers by bridging physical distances and offering a new experience. This concept can be a new opportunity to inspire tourists with a unique lifestyle and provide valuable information that increases the re-purchase of tourist products offered.

The author mentions the concept of "Meta-Green Bussiness Initiatives" because the main point is that in addition to increasing the mobility of tourist product sales activities and inviting tourists to return to travel during and after the Covid-19 pandemic virtually, this concept also directs the pattern of the tourism industry "Green Bussiness Initiatives," which can support tourism sustainability by providing facilities and parasarana to meet the needs and desires of the tourism industry. Tourism without leaving a harmful impact on natural resources and participating in transforming consumptive community activities into ecofriendly [15]. For example, by traveling virtual metaverse tours, people are given an overview and information about how their activities are very supportive of reducing the impact of climate change which does not involve the travel sector that uses high-emission fuel use, causing activities that contribute to damage to the environment such as the amount of waste resulting from tourist travel activities when visiting specific destinations. In addition, judging from the changes in business style that are eco-friendly such as business people in the tourist sector can benefit without damaging the environment because it present tourist facilities virtually; for example, virtual amusement parks are not

subject to safety regulations that are as strict as natural amusement parks, and also do not have to be bound by the rules of gravity. Similarly, virtual zoos do not require companies to acquire and care for animals for real. Animals in those zoos can include everything from current animals to extinct animals and even fictional creatures.

VR / AR technology in the metaverse world is also considered more environmentally friendly. It reduces human economic activity, which directly has implications for accelerating the decline in global economic emissions. It leads to the digitalization of transportation, and there is a reduction in the use of manufactured goods such as building construction, aircraft, other vehicles, and various consumer goods. The metaverse world also makes the digitalization of places, which reduces congestion because many interactions are carried out virtually. In addition to being an economic recovery strategy in the tourism sector by adapting to people's behavior after the pandemic, the concept of Meta-Green Bussiness Initiatives has the power to increase the number of tourism product ordering processes because many provide valuable information that is not conveyed in detail when offering mass tourist products, such as Hotels can use VR tours or digital avatars to allow customers to walk around realistic recreation of their property, knowing how big the rooms are, and what amenities are on offer. Travel agents, meanwhile, can use VR tours to give customers an experience of living in a location they want to visit.

This Tourism model has a positive and profitable value as a solution to the economic recovery of the tourism sector, especially if it is immediately implied to the people of Indonesia; meta-green Bussiness Initiatives offers more than a form of Aerowisata offer because, during the process, it will also increase the overall booking volume. This is due to the combination of two previous factors: customers can draw inspiration from virtual travel technology and augmented reality, while the experience of hotel bookings, trips, restaurant tables, and other similar services becomes much more enjoyable, informative, and valuable as a tool to influence purchasing decisions.

This tourism model leads to virtual reality experiences used to meet traveling needs during and after the Covid-19 pandemic, which has been adjusted to people's psychological conditions. This concept will also add an exciting experience for tourist visitors both locally and internationally without experiencing the fear of traveling and adding expertise in doing tourists both locally and globally without experiencing the anxiety of traveling and adding expertise in other activities such as being an exciting place to work, socialize, and engage in global trade. And unwittingly encourage economic growth in the tourist sector and impact other sectors. Because we can travel less, build less space, and buy less manufactured goods, which will eventually reduce carbon emissions per capita.

5. Conclusion

The Covid-19 pandemic sweeping the world impacts all sectors of life, one of which is the problem in the field of Indonesian Tourism. The vulnerability of the tourism sector due to changes in people's behavior due to the Covid-19 pandemic helps highlight that the concept of meta-verse tourism travel is an exciting idea and has the potential to restore the performance of the tourism industry, as many people are still traumatized in carrying out travel mobility with the psychological term "Travel Fear" and decided to postpone tourism travel a lot and prefer to stay at home for security reasons and health. Moreover, some people also think that traveling tourism will only increase greenhouse gas emissions and the potential transmission of the virus that is likely to occur if the concept of mass tourists is back. Hence, they prefer short-distance and private travel. The idea of a tourism industry that prioritizes the technology of the metaverse world can help change people's perceptions to overcome these obstacles and replace tourist travel physically without later harming the tourism industry. For this reason, Meta-Green Business Initiatives prioritize the diversification of tourism strategy recovery models by prioritizing Artificial Intelligence technology to build Tourism Virtual Reality (DTVR) is expected to increase tourists' interest in revisiting Indonesia so that it can indirectly improve the economy of the Indonesian tourism sector. It is in a slump as a result of the Covid-19 pandemic.

References

[1] Zheng, D., Luo, Q., & Ritchie, B. W. (2021). Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear.' *Tourism Management*, *83*.

[2] Wiwik, S. dan. (2020). Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat). *Jurnal Bestari*, *1*(1), 56–66.

[3] Chebli, A., & Ben Said, F. (2020). The Impact of Covid-19 on Tourist Consumption Behaviour : A Perspective Article. *Journal of Tourism Management Research*, *7*(2), 196–207. https://doi.org/10.18488/journal.31.2020.72.196.207

[4] Aronica, M., Pizzuto, P., & Sciortino, C. (2022). COVID-19 and tourism: What can we learn from the past? *World Economy*, *45*(2), 430–444. https://doi.org/10.1111/twec.13157

[5] Maleong, L. (2002). *Metodologi Penelitian Kualitatif*.

[6] Atmojo, M. E., & Fridayani, H. D. (2021). An Assessment of Covid-19 Pandemic Impact on Indonesian Tourism Sector. *Journal of Governance and Public Policy*, *8*(1), 1–9.

[7] Mahadiansar, M., & Aspariyana, A. (2020). PEST Analysis Model dalam Pengembangan Potensi Wisata Pulau Benan, Kabupaten Lingga, Kepulauan Riau. *Indonesian Journal of Tourism and Leisure*, *1*(1), 14–25.

[8] Riadil, I. G. (2020). Tourism Industry Crisis and its Impacts: Investigating the Indonesian Tourism Employees Perspectives' in the Pandemic of COVID-19. *Jurnal Kepariwisataan: Destinasi, Hospitalitas Dan Perjalanan*, *4*(2), 98–108.

[9] listia. (2020). Perkembangan dan Dampak Pariwisata di Indonesia Masa Pandemi Covid- 19. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, *1177*, 1–16.

[10] Gunagama, M. G., Naurah, Y. R., & Prabono, A. E. P. (2020). Pariwisata Pascapandemi: Pelajaran Penting dan Prospek Pengembangan. *LOSARI : Jurnal Arsitektur Kota Dan Pemukiman*, *5*(2), 56–68.

[11] Russel, J. (2021). *Metaverse for Beginners: A Complete Guide on How to Invest in the Metaverse*. 1–178.

[12] Gühnemann, A., Kurzweil, A., & Mailer, M. (2021). Tourism mobility and climate change - A review of the situation in Austria. *Journal of Outdoor Recreation and Tourism*, *34*(November 2020), 100382.

[13] Meidelfi, D., Mooduto, H. A., & Setiawan, D. (2018). Visualisasi 3D Gedung dengan Konsep Virtual Reality Berbasis Android. *INVOTEK: Jurnal Inovasi Vokasional Dan Teknologi*, *18*(1), 59–66.

[14] Saurik, H. T. T., Purwanto, D. D., & Hadikusuma, J. I. (2019). Teknologi Virtual Reality untuk Media Informasi Kampus. *Jurnal Teknologi Informasi Dan Ilmu Komputer*, *6*(1), 71.

[15] Sari, N. P., & Abdullah, M. F. (2019). Jurnal Ekonomi Modernisasi. *Jurnal Ekonomi Modernisasi*, *17*(1), 69–82.