

Strategy Innovation Recovery Supporting Tourism Industry in The New Normal (Case study: Perspective Tourism Development in Yogyakarta)

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ABSTRACT

The empirical phenomenon of the pandemic issue, which has changed the life order of the Tourism Industry was very troubling for all social life arrangements, people must understand and follow various government policy rules to prevent the spread of the Covid virus from spreading again. The community is required to make a recovery to be able to rise from the economic downturn and are forced to make various innovations in the new normal order. The implications of the pandemic have affected social, cultural, religious, political, government, education and tourism aspects of life. Innovative strategic efforts from various opportunities and challenges must be able to be taken seriously by all communities and tourism observers (Penta Helix) have to be able to restore the regional tourism industry by daring to reopen the doors of existing tourism destinations, although they must consistently follow health protocol policies. This study uses qualitative research methods that are more relevant to accommodate various variables that must be researched, studied, and analyzed from the root of the problem empirically. The purpose of this research is to build the psychological perception of the community in supporting the recovery of the regional tourism industry. The community consciously sees the existing conditions and must be able to create innovations to support their families from various online micro retail business gaps. Opportunities and challenges to create innovations for potential businesses must continue to be empowered, especially the restoration of the regional tourism industry in a sustainable manner to maintain the future survival of the community.

Keywords: Tourism; pandemic; Innovation, Penta helix

INTRODUCTION

Implications of pandemic Covid-19 in tourism development

The empirical phenomenon of the slump in world tourism conditions will encourage the occurrence of a national economic crisis, because all business activities have stopped and come to a complete halt. As a result of the catastrophic impact of the spread of the covid-19 virus originating from the city of Wuhan in China, it developed significantly in Indonesia starting from February 2020 which has spread widely through the transmission of the covid-19 virus from tourists who were positive for the virus but did not have and detected signs. -signs, so it quickly spread to all countries of the world.

This virus has caused the death of many people. So that in early March 2020 the Indonesian government worked hard to prevent the wider spread of the covid-19 virus, by implementing a lock down policy, namely not being allowed to do work activities outside the home, the PSBB policy (large-scale restrictions). In the new normal, strict supervision of every activity is carried out through the health protocol by complying with the 5 M (Use Masks, Wash Hands, Keep Your Distance, and Avoid Crowds and Delay Traveling). This is a government policy that must be obeyed by the whole community. The issue of the Covid-19 case has really become the biggest disaster for the tourism industry in the world, which cannot be predicted until the end, so that people are expected to be able to build innovative and strategic ideas to build online business ventures to fulfill their lives. However, if we do not immediately make breakthrough innovations to support regional tourism, tourism stagnation will occur which will have an impact on the decline of the national economy which will be very worrying, so it requires coordination and collaboration with the community, government and the serious role of the Penta Helix.

Challenges on Supporting tourism Development from Community innovation

The empirical phenomenon of the conditions during the pandemic has provided social education to get the challenges for all individual and communities society to follow government policies in protected covid virus do not spread widely and maintain family survival during the pandemic covid which cannot be predicted when it will be ended. The implication of Covid-19 virus has been able to change people's attitudes with various strategies to create social, cultural, religious, government and tourism business innovations in the context of how each individual community continues to strive maintaining recovery for sustainable family life through on-line business programs. The government has responsibility to develop the welfare of the entire community in accordance with pandemic covid disaster as the main objectives of Indonesia's tourism development. The government in every policy program planning is always oriented to the aspects of fulfilling the needs of social life for the welfare of the wider community. One of the hopes that government policies can provide opportunities for local people to get involved their own strengths (independently) in building tourist satisfaction maintain convenience environment, quality products, services, and amenities in every tourist destination, also improving various potentials asset and cultures of local people as a competitive advantage in overcoming problems that have arisen during the pandemic covid-19 to date to be solved.

The regional autonomy program which is in line with the negligence of the central government has provided opportunities and challenges for each region to be more independently and responsibility to improve the community's social welfare of its own citizens. The existing autonomy and decentralization programs, each region has given the freedom to form and initiate wider regional development for the welfare of its own nation and state. Programmed of sustainable social innovation strategy for society must be progressive, applicable and easier in order to get global tourism goals effective and efficient related to tourist demands and competition. The growth and development of tourism in Indonesia before pandemic covid-19 disaster in March 2020 has actually shown a very significant increase, as evidenced by the growth of alternative tourist

destinations throughout Indonesia which are developing more advanced, so that they are able to get two championships in the Video Tourism competition and people choice award by UNWTO in 2018. This shows that tourism in Indonesia really has advantages that must be maintained and preserved its development into a leading world tourist destination, especially the Yogyakarta tourist destination.

Challenges on Supporting Potential of Natural and artificial Resources as Tourism asset in Yogyakarta (DIY).

The achievements that encourage various regions in Indonesia to respond to the demands of regional tourism development according to global demands have become the commitment of the central government to use development programs through regional autonomy. Yogyakarta Special Region DIY is divided into five regencies, namely: Sleman, Bantul, KulonProgo and Gunung Kidul Regency and Yogyakarta Municipality. Each district regency supposed to try developing their regional tourism assets by collaborating with the role of the regional Penta helix and trying hard to innovate to create various developments of innovative ideas for regional tourist destinations to increase the competitiveness of regional tourist attractions. Local government has collaboration with private investors and local communities to build new ideas of artificial tourist attraction areas that combine natural resources with artificial products. The aims were to support and create new beautiful tourist destinations to achieve tourist's arrival in Yogyakarta. Supporting tourism development by innovative collaboration idea building culinary tourism resort objects at Abhayagiri Restaurant, OBEILIX HILL in Prambanan District; He-Ha Sky Dinning View, and HE-HA Ocean View in Gunung Kidul which has been opened and really could attract a lot of tourists from other regencies come to visit Yogyakarta.

Those tourism object show that social ability of the community who can collaborates with local investors has dare to support and create innovative ideas building commodification between nature resources with artificial adjustment to create natural asset being more attractive and unique as new alternative tourist destination. Unique design of BREKSI Cliff which formerly was a stone mining area of material for building house, eventually the cliffs were formed as a building that have a unique art and artistic that's an interesting value from the creative ideas of the local community through Village Economy Hall.

Enhancing Potential tourism assets of DIY to restart the new normal

The existence of all potential asset of DIY Yogyakarta have known as the second tourist destination after Bali have a lot of variety beautiful and attractive tourism assets that can be described from the potential of:

- a) The beauty of landscapes, natural resources such as mountains, hills, caves, rivers, waterfalls, and areas along the southern sea coast;
- b) Local cultural wisdom from historical heritage, ancient buildings, palaces, temples, museums, the oldest university (UGM), and the famous city education for Yogyakarta has a lot of students from other countries;
- c) Various well-known tourist villages scattered throughout DIY:
Sleman regency: Kembang Arum and Penteng Sari village.

Gunung Kidul regency: Nglanggeran.

Bantul regency: Tembi village; Puton and Kampoeng Mataram.

Kulon Progo Regency: Banjaroya tourism village; etc, those are able to provide a positive role and involved in the development of tourism in Yogyakarta;

- d) Handicraft products, souvenirs: silver, batik, wayang, pottery, paintings, and various culinary products (Gudeg, Bakpia, Geplak, Yangko, and other traditional foods).
- e) The Uniqueness of Yogya's Art and cultures, hospitable people and heritages building could support the potential tourism of DIY.

Supporting of public understanding by building innovation on various potential tourism assets above in several Yogyakarta districts (DIY) from each region and municipal city, those has many differences in terms of uniqueness, specifications of natural tourism assets and alternative tourism which are well collaborated to become more attractive and beautiful, also of their authenticity has preserved and maintained its existence, so that actually able to encourage more interest of domestic and foreign tourists to visit DIY during the covid pandemic, but that still has remained and committed by maintaining health protocols.

The potential tourist destination in Yogyakarta (DIY) can be described:

1. Kulonprogo Regency has lovely tourism objects at Mangrove Forest, Glagah, Goa Cemara Pantai Baru, Kali Biru Nature Tourism, Kedung Pedhut, Sermo Reservoir, the beautiful and attractive Nglinggo Tea Plantation area.
2. Bantul Regency has beautiful tourist destination at along the south sea coast from Samas beach, Parang Kusumo, Depok, Parangtritis, Baru beach, Goa Cemara beach and besides the beach from its natural assets: Bukit Bintang Pathuk, Pine Forest, Becici, Obbit House, Bukit Tembelan, Mangunan fruit garden as well developed many tourist villages that are able to accommodate lodging facilities for tourists.
3. Gunung Kidul Regency has lovely tourist destinations at along area at the southern sea coast of Baron Beach, Kukup, Krakal, Siung Beach, Jogan, Gesing, Teras Kaca, Indrayanti, Sepanjang beach and there are still natural tourism objects, Nglanggeran ancient volcano, Embung Nganggeran, Sri Gethuk waterfall, Goa Pindul, Cerme Cave which is visited by many domestic and foreign tourists.
4. Sleman Regency with the artificial of the tourism at Kaliurang, Lost of World Castle, Merapi Landmark, Stone-Henge, Kali Kuning Lava tour with its Adventurous Jeep, Merapi Museum, Ulen Sentanu batik museum, Lantern Tour at Kaliurang Pandang Point and many restaurant tours with Its culinary products are now visited by many tourists from other regions.
5. Yogyakarta Municipality has taken part enhancing the city with new fashion at area a long Tugu, Malioboro, Post Office (Titik Nol), and its southern square. Manage more adequately, with the construction of a pedestrian area along Malioboro car parking area and motorbike toilet facilities representative for tourists deserve as a leading tourist destination.

Based on the various potential tourist destinations that exist throughout DIY above, in reality during new normal on holidays in May 2021, all tourist destination has

been fully occupied and attracted a lot of visitors to come and visit especially the booming of OBEILIX Hills Prambanan, Sleman, He- Ha Sky Dining Views Bantul, and He-Ha Ocean Beach Gunung Kidul in DIY Yogyakarta.

Supporting Public transportation services in DIY

Improving Yogyakarta tourism services related to the smart city program have to build public services with accommodate facilities air-conditioned in "Trans-Yogya Bus Way" as city bus transportation aim that facility could be able to attract public using more Bus way than their own transport, and provide comfort, convenience transport facility for the public and tourists who come to Yogyakarta. Likewise, improving services facilities of Becak and Andong as traditional transportation to adequate Yogya's transportation services. Those are also potential tourism asset that are also as hallmark of Yogya's heritage and must be preserved by the government as well from the assistance of corporate social responsibility (CSR) programs from several big companies could supported and participated in Yogyakarta tourism development.

Supporting Yogyakarta tourism asset by developing of Adisucipto Airport by PT Angkasa Pura have changed design of the appearance Adisucipto Airport to be more nicely and attractive. Improving the existence of Adisucipto Airport by maintaining public facilities such as waiting areas for airport lobbies, Art & Souvenir shops, restaurants, public toilets, prayer rooms, ticket service counters and baggage packaging are very apprehensive but have now changed completely to be more adequate and professional addressed to the growth of national tourism. Lately the airport looks charming, convenience, not crowded because separating passengers into different terminal A or terminal B according to their flight destinations for local domestic flights and international foreign flights.

Supporting tourism development asset of Yogyakarta by building the new Yogyakarta international airport (YIA) in Kulon Progo Regency as strategy innovation for improving international class standard transportation service in Yogyakarta, for the biggest aircraft can be landed in Yogyakarta. The YIA airport is close to Glagah beach as one of tourist attraction at Kulon Progo Regency and YIA now has already on operation of before the pandemic, and recently the second large aircraft in the world has been able landed at YIA twice. That means in the future business export will be more available and facilitated to deliver big containers. Besides that, the appearance and design of YIA Airport were very beautiful, good, spacious, complete and adequate, and supporting by maintaining facilities of special service transfer passengers from the city to the airport.

Supporting Global tourism business development perspective

During the Covid-19 pandemic, the downturn in the tourism economy must be anticipated with the efforts of a digital recovery strategy, so that the development of the tourism business world, which is increasingly competitive, Yogyakarta tourism continues to survive and exist in the global world. Innovation strategies are needed especially in developing entrepreneurial business in society (social entrepreneurship) which is more practical and applicable, so that the lower class are able to be involved in tourism development with the concept of Community Based Tourism (CBT), in keeping the national economy from getting worse. The public and entrepreneurs must be aware

and able to take advantage of business opportunities that can be created at any time, so as to get useful benefits to reduce unemployment.

In addition, organizational innovation must be able to be flexible, coordinate to follow any increasingly dynamic market changes so as to create a competitive advantage in order to maintain the company's business continuity, it can be said that "innovation is something that is mandatory for a survival strategy alive" (Peter F. Drucker, 1996), stated that in the development of tourism destination have to be improved with some innovation and commitment that should be more focus with the following aspects below such as:

- a) Building smart environment means in terms of protecting, conserving and expanding resources of environment in the long-term to maintain ecosystem in the concept of sustainable tourism;
- b) Ability to develop and maintain economic vitality of local communities, that have to be able to encourage sustainable local business growth;
- c) Ability to maintain local culture wisdom by participating an encouraging tourist attraction in the appreciation of cultural customs and local cultural diversity. And by offerings cultural tourism to be more unique, specific and interesting, so that tourists will know the typical local culture, and giving appreciation to cultural wealth from local wisdom aspects;
- d) Ability to create strategy innovation by building tourist attractions provide special memories and add various of new experiences upon tourists, so the people will always remember the important thing is to provide tourists satisfaction, through active participation efforts in back to nature that are integrated with nature, people, environment, and the culture.

Based on those explanation above, can be understood that the development of tourism innovation during the pandemic really requires the awareness, participation, care, and cooperation from various role of parties (Penta Helix) in maintaining innovation of the commodification all potential natural assets, environment, local wisdom culture, must be preserved and maintained in sustainability.

LITERATURE REVIEW

In this research study used various points of view that were more focused on research by using references from several literature related and relevant to the opportunities and challenges strategy tourism development. Socio-cultural innovation sustainable society from several literatures which all have the same opinion and state that social innovation tends highlighting aspects in tourism development that are able to encourage full community empowerment, through the development of community entrepreneurial businesses include various activities that has carried out from the process of finding, defining and taking advantage of opportunities to increase social wealth, and creating viable micro-business ventures through innovative organizational cultures.

Yoeti Oka, (2008) states that the tourism development program must go through an innovation strategy process from various joint activities with the government and the community in developing tourism through the concept of:

- a) Provide a clear, applicable direction and purpose;
- b) Guiding Penta helix cooperation and structured and sustainable community institutions;
- c) Creating solid, effective and efficient coordination;
- d) Ensuring the achievement of business targets for the welfare of the wider community;
- e) Able to minimize the risk of failure in business both on micro and macro scale
- f) Encourage the creation of solid teamwork.

Kuznets, & Simon, (1999), formerly state that the process of economic growth is an effort to build the ability of a region or country to build the ability of a region or country to achieve long-term goals, and to use efforts to produce various goods and services to meet the goals. the needs of the wider community and this effort is supported by the ability that is expected to grow in line with advances in digital technology that are increasingly fast and sophisticated in today's world. The extraordinary role of human resources must be able to create increasingly sophisticated digital technology advances, creating faster changes in accordance with the demands and challenges of the world.

Nuryanti, Wiendu, (2010) states that regional tourism development must be able to meet global demands and challenges, through the role of increasingly sophisticated digital technology, all managers must be able to respond challenges by processing:

- a) Providing empowerment to the community about the appropriate direction of developing sophisticated digital tourism resources.
- b) Tourism is expected to grow consistently and sustainably, more competitive, and more focus on regional development goals improving people's welfare.
- c) Regulating the joint role of regional tourism activists of Penta helix, (by means of cross-sectoral activities), have to encourage regional ecotourism synergizing by integrated and sustainable development.

Thus, the main driving force for regional tourism development is the dominance of community's own social enterprises, building benefice of economic and social welfare, and the community capable in handling innovative entrepreneurial provision. Community-based tourism is developing community's entrepreneurship and social enterprises by offering prime solutions on any crucial problems during pandemic of social integration, social behavior, especially community innovation building micro business on sustainable economic development. Business profits are managed and generated by creating low fixed and variable costs from using the effective concept of labor-intensive management, (Hasbullah & Jousairi,2006).

The development of micro-business enterprises in society must use innovation that emphasizes the process of strengthening organization and social life which results in business innovation as individual creativity, development of organizational culture, strengthening of environmental conditions, and socio-economic factors (Castro Spila, 2011), Organizational management applications that are able to create a competitive advantage for each company have create innovation strategies of business creativity effectively by planning process. To make the breakthroughs above, support is needed to

facilitate with: Creativity, Knowledge, Competence, Innovation which needs to be driven by community needs rather than policies and processes (Gupta, A & J MacDaniel, 2002).

In line with providing development of innovation strategies through several innovation processes in organizations has also to be involved by social development, producing products innovation based on the local communities, for building cultural organization, environment conditions, and back-up socio-economic factors, for those much needed in empowering society (Xu, & Qingrui, 2006).

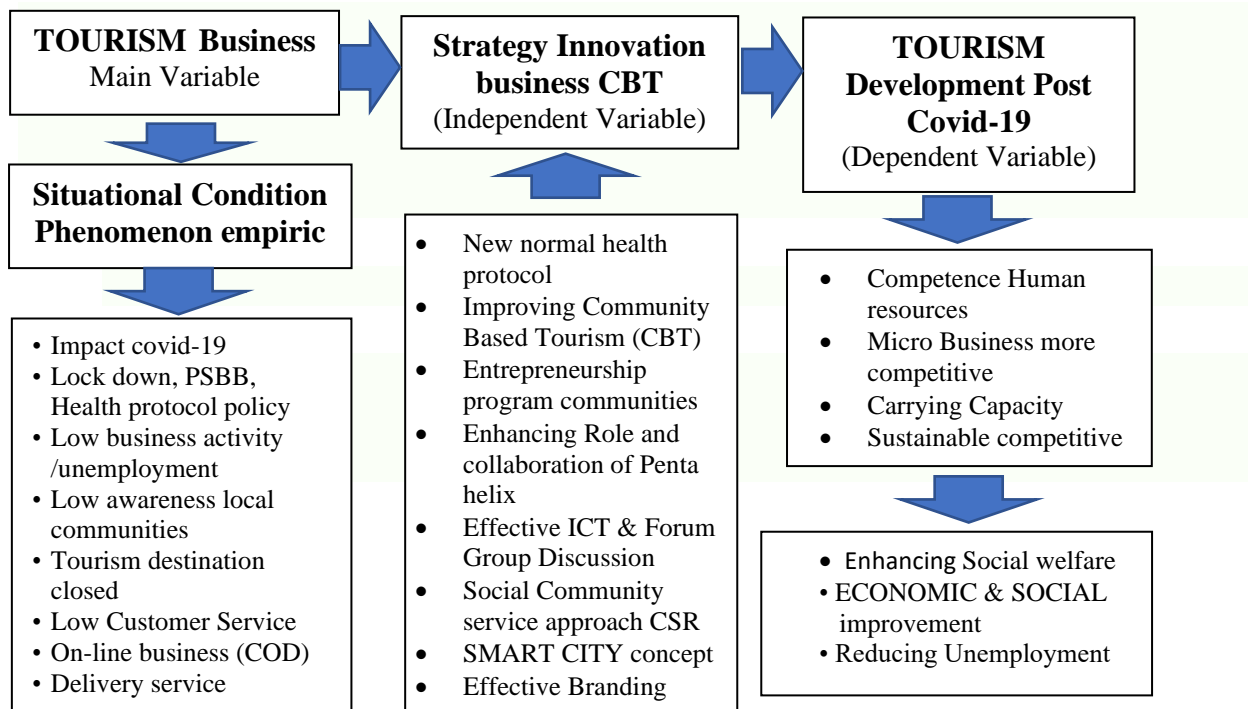
Based on the fact, several previous researchers: (Damanik Janianton, 2013); (Eplerwood, M, 1999); and (Nelson, 1994), state that Indonesia tourism development mostly still facilitated by the state government, while the community tends to be passive, or still has nothing to do. This result, capacity of the local community to involve in building independence through innovation and creativity is hampered. Meanwhile, state-sponsored developments such as tourism village development also often face clashes but has many obstacles. Because it does not match or synchronize by people's wishes to the target government's goals and expectations.

In other studies (Beeton, Wall, & Mathieson, 2006), stated that subjectivity inherent in people's perceptions may be considered insufficient, so that it creates fear and is very susceptible to abuse, and it needs to be limited by strengthening relevancies of the more practical accommodation. Furthermore (Min-Seok Cha, & Zong-TaeBae, 2010) states that communities need to be educated by entrepreneurial, so that the people could building creative innovation even in micro business, and one must look at the potential business opportunities they are trusted and convinced to create prospective new businesses. This process involves improvising business activities to deal with uncertainty during the corona pandemic. However, in practice there are still weaknesses from concern, active participation of the tourism area community, and the lack of solid cooperation with the tourism community organization Penta Helix.

Joseph Schumpeter, (2008), also added that improving tourism with an entrepreneurial society must be able to provide initiation, business implementation to keep up with the changing demands of the market, through new innovations in pandemic era. Nowadays in higher education institutions stepped forward applying learning program to support their graduation to be successful entrepreneur. By developing empowerment programs, likes providing people with improving practical skills, knowledge, abilities to graph opportunities and challenges to become successful entrepreneurs.

Soetomo, (2006) states that the tourism development process must be able to be developed sustainable manner of people, by necessary swelling awareness that cumulative mainly from the local communities, cooperation in various activities, supporting empowerment of environment and culture to be more adequate with the tourism procurement. These joint activities will be more effective by involving community-based tourism (CBT) through labor-intensive activities, creative and productive economic ventures, so as to foster mutual trust and mutual responsibility.

Table 1.
Research Framework

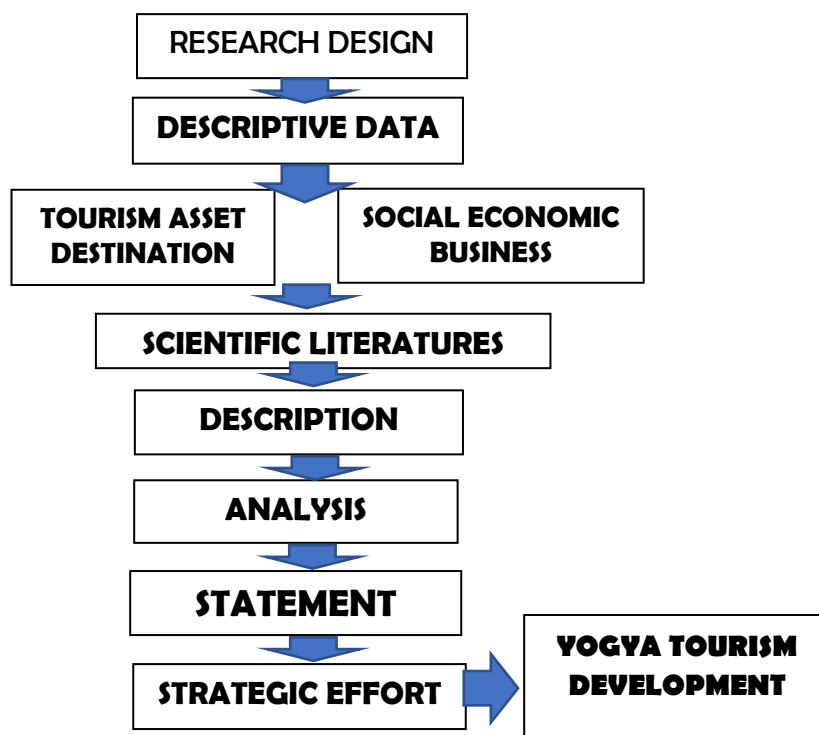


Based on the research framework (table.1), it can be explained that the aspects of the empirical phenomenon of the condition of tourism in Yogyakarta, from some of the weaknesses in the development of Yogyakarta tourism during the Covid-19 pandemic, must be anticipated to continue to carry out the idea of a community's socio-cultural innovation strategy that must be empowered from the potential assets of its tourist destinations, the development of entrepreneurial communities in the form of MSMEs(UMKM), the role of Penta Helix with the collaboration of the sustainable Forum Group discussion (FGD) program to create innovations for the recovery of tourism development in Yogyakarta after Covid-19 for the socio-economic welfare of the community and to reduce unemployment. Efforts to empower local communities are related to efforts to explore, study and understand the potential of an area as well as to utilize its environmental aspects (Widodo & Donan Wijaya, 2010).

RESEARCH METHODOLOGY

In this study, the authors took a broader and deeper qualitative research by grounded theory than quantitative research. This qualitative research was conducted by analyzing data on how social innovation factors can influence the socio-economic implementation of various regions in Indonesia. This research applies some literatures, theories that related with the aim of research by combine empirical approach, multi-case studies, and by detail analysis to enhance understanding of existing empirical phenomena.

Table 2.
Qualitative Research



Kriyantono, (2012), states qualitative research has study in various empirical phenomena, and carefully selected data collection by interviewed relevant informants and added some information data from the public and internet media, in supporting the results of research at the field.

Bungin & Burhan, (2007), qualitative research uses big data that findings through field observations from the authentic basics of issue problem as empiric phenomenon in depth grounded theory. The dominant characteristic of this qualitative research is the direct data source in the form of data from the location situation, understanding researcher is a key instrument; but the nature of this qualitative descriptive research emphasizes the process related with inductive data analysis by grounded theory. Research study applying data by interview and details analysis and to get valid data has to be analyzed by obtaining triangulation data from the research field is valid and actual. In qualitative research, the researcher starts by selecting data relevant and credible according to the research objectives. Using some of literatures from the literature review and some previous research used to provide a more accurate references for solving research problems and analyzing research, which in turn have able to find the useful data in applying social cultures and people's lives, through the following approach:

- a) Data source that also functions as an analytic unit & a unit of observation.
- b) Technique's triangulation data, by interviews from valid informant, using video and photos related to the problem solved.
- c) Research used theory and literature study that related to the aim of research for supporting valid data.

This in-depth data will be done through reflective components of method such as interview, interpretation, description, understanding; analysis, assessment. In order from validity and analysis method use: Research techniques; analyzing data, and improving relevant literatures. The main problem in empirical phenomenon state that tourist destinations in several districts in Yogyakarta were increasingly grew, and can attracted many tourists before pandemic Covid-19 issue. The positive impact of the tourism industry can reduce unemployment rate, and by strategic entrepreneurship innovation existing communities of social welfare and economic life.

RESULT & DISCUSSION

Empirical phenomenon of the pandemic

The empirical phenomenon of the pandemic period has created changes in the socio-economic life of society, the economy, culture, security, religion and tourism around the world have changed completely. The government's policy of locking down, staying at home, the 5 M Health protocol (*Using masks, washing hands with soap, maintaining distance, preventing crowds, minimizing mobility*) to reduce virus covid-19 wider and will disappear by itself. Recently a vaccine has been found to prevent the corona virus, so that people who have been vaccinated can survive not being exposed to the virus anymore. After the discovery of the corona virus vaccine, the government tried to provide vaccinations to the entire community. However, the Health protocol policy is still maintained, with the prohibition of doing activities outside the house, gathering with people according to the health protocol policy, so that all tourism business activities cannot be carried out either. The outbreak of the corona issue was really making big trouble in tourism business as world disaster that has even killed many victims, being the starting point for the destruction of all business activities including tourism. If the case of the corona pandemic does not end, the implications for a decline in the national economic level will be very worrying. So that the Yogyakarta government and its tourism activists are trying hard to maintain the existence of all tourist destinations in Yogyakarta to continue to exist in the aftermath of the pandemic, through preparation and innovative strategies for new breakthroughs to prepare DIY tourism targets after Covid-19. The lives of people due to the Covid-19 disaster are in very poor condition, while Covid-19 still cannot predict when it will end. The tourism industry is the main priority for the government's creative economy products which have been considered as the main and important source from the perspective of empowering natural, cultural, social, economic and environmental assets that must be preserved, preserved and developed in a sustainable manner. However, there are weaknesses of concern, support for community participation who do not understand and know that tourism is very dominant in creating economic growth and community welfare.

Supporting asset tourism of Yogyakarta

Yogyakarta is known as a noble city, comfortable as a residential city, this is understandable because of its heritage, cultural customs of the palace, has a variety of inhabitants, across religions and cultures, residents who come from various regions in Indonesia who come to study, can integrate with the community because Yogyakarta is also the center of education with facilities for the creativity of young people. The political

climate situation is always safely under control, the people respect each other and the attitude of mutual cooperation is characteristic of the attitude of the community's behavior. In addition, Yogyakarta is also known as a city of cultural history, with many ancient sites of historical heritage, the Sultan palace, water castle, temples and the city of art with various products of dance, shadow puppets, kris, batik, Kasongan Pottery products, silver handicrafts, which much in demand by tourists. Strategic natural geographical conditions in the middle of the Indonesian archipelago, pleasant and beautiful surrounded by mountains, the existence of caves, waterfalls, rivers, various tourist villages, traditional markets, as well as varied and specific culinary products, various flora with green open spaces, so that they become superior Yogyakarta's tourist assets.

Strategic efforts to recover tourism in pandemic covid-19

Based on the above empirical phenomenon, the problem that arises is that all regional tourism businesses because of Covid-19 have stopped completely, so it must be discussed how serious and effective anticipation must be taken by the government and its Penta helix so that tourism in DIY can still exist in the aftermath of the pandemic. later. The local Penta Helix tourism activist community is required to be smarter (*smart city concept*) in anticipating the impact of Covid-19 during the pandemic by implementing several business recovery strategies such as:

- a) Recognizing lost tourism business basics;
- b) Reviving the business and running it normally and effectively;
- c) Understand the changing cultural character of tourists and new business identities;
- d) Determining the business position (*positioning concept*), who the business market is, what role will be played, who are the competitors, in which direction the business will be developed in 3 T (*Testing; Trashing; Treatment*).

Recovering the tourism business in Yogyakarta, which starts from empowering local people to be able to think critically in dealing with the corona virus case so that it will end soon. Furthermore, the challenges of social innovation faced during the pandemic as a strategic business recovery effort that must be understood are:

1. The decline in consumer demand must be revived with innovative, motivating efforts, boosting the spirit of traveling again through the development of new alternative tourist destinations, and the development of marketing branding for sustainable Yogyakarta tourist destinations
2. Changes in the opportunities and challenges of the tourism industry must be addressed wisely with a new normal commitment while maintaining health protocols, making operational innovations that are applicable and significant, in accordance with the needs of micro-enterprises that are more relevant and sustainable.
3. Disruption of the delivery of raw material supplies, by building coordination, cooperation so that the spirit of suppliers to meet the company's consumer demands remains consistent.
4. The emergence of unemployment cases, the implications of the pandemic, must be avoided by being able to build entrepreneurial innovations with micro-enterprises

that are more applicable to accommodate new job opportunities for the community and the needs of the tourism industry.

5. The impact of a sustainable economic downturn must be prevented by fulfilling socio-economic needs through micro-scale entrepreneurship in an effort to maintain business existence.
6. The increasing uncertainty of when the Covid-19 pandemic will end, it is necessary to socialize the government to build innovative solutions to critical problems that are effective for the community
7. Creating entrepreneurship program solutions with 5 Ps (Plan, Project, Play, Perspective, Preparedness) which was developed in microenterprise development training (MSMEs/MSMEs) for the community.

The Yogyakarta tourism industry recovery program is in line with the Jogja smart city concept which has been agreed and socialized by the Yogyakarta government since 2012, where the development of the Yogyakarta tourism industry aspect must be addressed by the role of the Penta Helix community which has serious awareness and responsibility for the life of the city of Yogyakarta through several dimensions of application development aspects of creating smart Living; people; Economy; Environment; Mobility; and Governance, where those dimensions must be applied smartly collaborated with the people of Yogyakarta's life, through the empowerment of the tourism industry, smart and applicable innovative strategies are truly needed. However, it also needs to be optimized with the concept of human touch and community engagement through further development of Smart People to achieve the expected goals of all components of the Penta Helix community and the government through the application of the Smart Goals concept, namely smart strategic efforts in achieving goals (Saifuddin, R. & Ismini, 2015).

Meanwhile, an effort through a strategic business approach must be carried out with principles as a guideline for achieving the goals or targets of smart city projects based on something describes as:

a). Specific (*special-thing*); b). Measurable (*can be measured*); c). Attainable (*achievable*); d). Realistic (*which is realistic / reasoning*); e). Timebound (*using target / time limit*) for achievement.

Furthermore, in smart city planning, it must be applicable to adapt to urgent needs, be brave and confident in taking action, have a broad and adequate perspective, and prepare a solid work plan in creating projects that are beneficial to the welfare of society and are sustainable (Chandra & Hariadi, 2016).

The development of a smart strategy in tourism management science is a strategic effort that must be understood in the agreed planning, its implementation will definitely experience several obstacles and risks that arise beyond expectations, for this it is necessary to carry out innovative strategic planning, mentions as: a). *Avoiding risks*; b). *Reducing the potential for failure*; c). *Transferring the management of risks and losses that may arise and cannot be predicted in advance*.

The development of the conditions of the digital era has demanded that every regional tourist destination must remain attractive to have an attraction that must be developed through professional and global management following the demands of the

development of the digital era. In the application of following era industry 4.0 with digital system to be wider in global aspect, and so those need to be more professional staff. Related to the development of Yogyakarta tourist destinations has also be able to provide tourist attraction, building regional design, maintain unique and specific tourism products, and have artistic value and differ from another place. In the addition of building smart tourism has improving all tourist destinations and must providing secure, comfortable, convenience and giving some benefits for all tourists for a competitive advantage of Yogyakarta tourism development, for the sake of improving the social welfare of many people. Furthermore, the strategy of empowering people of Yogyakarta is be able to understand the development of increasingly sophisticated digital technology, that needs should be understood by the Penta Helix community. Because it has provided many benefits and greatly supports in the needs of tourism marketing branding in Special Region of Yogyakarta. Those demands for increasing government and community performance to be followed by the development of digital technology in particular tourism were very much needed.

Community Based Tourism (Jamal & Getz, & E Okazaki, 1995) is a community development concept to strengthens rural communities in order to manage tourism resources by ensuring the involvement of local communities progressively and sustainable. Furthermore, mainly tourism development based on CBT has to be approached through community involvement and have to be applied by participation of Penta helix to build the empowerment of local community. The development of the economic from potential resources in line with the capability of local community entrepreneurship can increase the dignity, self-confidence and self-esteem as well as the maintenance of the local cultural values order. (Prasiasa,2013). However, currently during the pandemic, everything has changed drastically to follow the government policy such as implemented the large-scale restriction program (PSBB), lock down policy and Health protocols, that people must do recovery and take business opportunities to make on-line business and delivery services, informed as GOJEK delivery business become increasingly prevalent in people's lives.

The development of the world of tourism in the digital era has rapidly pushed all business competition to become tougher and more competitive during the Covid-19 pandemic. All activities must be carried out on-line, so that innovative ideas are needed in maintaining business life. In the current educational curriculum program, it is also making innovative changes through the development of online education with adjustments and changes in learning that must be adjusted. with the conditions of life in the pandemic period which is full of limitations because they do not have face-to-face meetings. Digital communication programs are increasingly being carried out by the community, various government agencies through on-line meetings, webinars with zoom programs, google meet, which are easier and popular to be done. Everybody today's society has begun to realize the important role of social media networks, so they must be able to innovate using their spare time to create a more effective online business. The economic downturn during the Covid-19 pandemic must be addressed by providing entrepreneurship training to the community as well as students must be more creative and innovative by taking various opportunities and challenges in digital business to grasp. (David Urbano, *et.al.*2010).

Furthermore (Shane, 2003), states that realizing any opportunity to get business need more innovation strategies to developed many potential tourism assets in Yogyakarta, that will be useful by involving community and government to collaborate in fulfilling the principles of strategic development in the aspects of regional program orientation for improving social community welfare. Not all individuals are able to see changes in the business opportunity situation, because their sharpness in capturing business opportunities is very low for affiliation in various businesses, so that what happens is an opportunity but many people cannot take advantage of it.

Recovery implementation in pandemic covid-19 of regional tourism development program through maintaining comprehensive improvement in all tourism assets by supporting attractiveness, accommodation, infrastructure, accessibility, amenities and other additional tourism facilities, as well as effective branding from multimedia information. Those should be influenced by enhancing environmental conditions and community social relationship and maintaining clean government system (good governance) as the main supporter of achieving the goal of creating a prosperous society. Regional tourism development is regularly supported by the central government budget plan and based on community development performance, so that people who excel in improving innovation in developing their regions will get many opportunities to get support and assistance from the government. Sustainable Tourism Development in Yogyakarta has been implemented based on real performance-based system such as:

1. Regional tourism development has to be oriented towards from the challenges and change of interest's community life during pandemic issue. The community have to be positioned as a subject not an object, from benefiting programs and activities that has to be implemented. The tourism development program has innovation directed to the plan that aim to meet needs and impacts of society involvement.
2. The local community should be educated into the solving problem that have to be applicated by community involvement from developing planning process, implementation, and monitoring system, and the public area must be accommodated by results to be enjoyed and convenience and empowering the community itself.
3. In accordance with the indigenous cultural wisdom should have special attention to the customs, culture and norms of local community life that enrich branding competitive culture in global competition.
4. Synergizing people involvement into maintaining environment in a progressive and sustainable manner. This principle is to consider the environmental, economic, social and cultural impacts of these activities in long-term programs.
5. Regional tourism branding in marketing development has carried out and involved roles of all parties, progressively without exception, therefore, collaboration, partnership of Penta helix should be harmoniously.

In the program recovery tourism development, any business needs to apply determine, creative and innovative to pursue their lost business. The opportunity changes, competitive and challenges must be taken revitalization tourism conditions to bounce back as soon as possible. Even though in pandemic condition ones still can be utilized everything by on-line business strategy, increasing delivery orders of culinary business

and household goods. Hotel accommodation business has now also been expanding using the concept of on-line business (OTA), although it has still straightly followed health protocol rules and obey the government policies (Malla, 2016).

CONCLUSION

In pandemic covid issues social and economic changed, all society must be understood and taken seriously to the condition and situation impact, the implications of the prolonged case of the Covid-19 pandemic have been able to change the entire social mobility and all business society. The regional tourism development during pandemic Covid-19 extremely needs supporting knowledge to study all problems deeply through various studies on social, economic and cultural innovation strategy related on social life problems, and how to maintain community creativity by enhancing existence of socio-economic environment of the community and facing to an alarming economic downturn. Meanwhile, it is really necessary Penta Helix community has to support and maintain the viability of the potential regional tourism. Developing business innovation need increasing the competencies of human resources through providing entrepreneurship education, as to create jobs and build new life in after post Covid-19, also as a strategic effort to realize people's lives and welfare both during the pandemic and gained for the future after the Covid-19 pandemic finished. Furthermore, tourism development must be able providing competitive business advantage by increasing productivity related to the advances in industrial technology 4.0. The best ways on creating business innovation and creativity should be progressive applying entrepreneurship learning program for young generation to be able to work independently in overcoming life's difficulties.

Improving competencies to become professional entrepreneurs need to be committed and optimized by the local communities by having knowledge, experiences, skill and attitude. The perspective entrepreneurial psychology of community has depicted to achieve innovation, creativity, and driving business to be successfully. Therefore, the extended community by self-motivation has to develop and being optimized by psychological of all potential's assets, opportunities and challenges to address tourism growth. Additional behavior and manner to dare taking all risks, changes and create innovations related to prospective business in Tourism. Last but not least entrepreneurship should be applicated into education programs to produce independent outcome of graduate's students to be more professional, more digital, more millennial, and more global.

SUGGESTION

The challenge of Community Social & Business Strategy Innovation must be involved through the effective role of Penta Helix and implemented by the entrepreneurship provisioning program which is currently much needed by all communities be able to restore their survival during pandemic Covid-19, and needs to be developed sustainably in order to prevent a national economic downturn. Tourism becomes the foundation of creative economic development programs from the simplest aspects, realistically creating microbusinesses that should be developed from community's involvement recovery in pandemic issues, so as to change their lives to be more innovative prosperous, sustainable in micro business. Enhancing economic life in

regional tourism relies by creativity of individual communities to take business opportunities in the development of tourism destination, so as to create new jobs increasing social welfare of the community in stages, which are more specific for the empowerment in their life to develop sustainability of community's life. In pandemic Covid-19 era in each regional tourism development requires to be more structured, progressive and maintain sustainable tourism governance program design. The rest is through the role and commitment of regional tourism actors (Penta helix) that are more effective, efficient and productive. Prospective tourism development in pandemic is through the concept of improving synergy of community government by existing tourism assets from natural resources, cultural arts assets, and local wisdom in accordance with regional characteristics, to create accelerated competitive tourism development. The efforts to create competitive advantages owned by local communities is developing of creative strategy innovation tourism superiority based to the local community and government orientation. The benefits of having improvement in based community strategy addressed by superiority, uniqueness, different and specific treatment as the only one that exists. Benchmarking is to create breakthrough strategies from existing opportunities to be developed and so on will become a culture, as an art form that is sometimes difficult to understand, so it requires strategies that are relevant and easier be applied as needed.

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