DEVELOPING TOURISM POLICY MODEL IN SOUTHEAST ASIA POST COVID-19

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ABSTRACT

This study aims to discuss tourism in the post-COVID-19 pandemic in ASEAN. Research objectives in this research are to (1) Analysis the characteristics of the impact of the pandemic on tourism fluctuations in ASEAN. (2) Understand the dominant sector most affected by covid 19 in ASEAN. (3) Mapping the impact of covid 19 on the tourism sector in ASEAN using clustering methods. (4) Formulating policy advice based on the characteristics of clustering results in ASEAN. This study focuses on the impact in all of ASEAN countries. This was important after warnings and prohibitions against traveling to deal with the COVID-19 pandemic caused all tourism's multiple effects disappeared. This study used data from several official sources from the government, statistical agencies, and other related sources, i.e, number of people travelling to ASEAN country, poverty level and income of restaurant entrepreneurs, happiness rate, travel review, Foreign Direct Investment, Room Occupancy Rate (ROR), employment and unemployment, GDP per capita, private investmnent, inflation rate, and pollution index. The output of this research is 1) publication in the reputable international journal, Tourism Planning and Development (Q2) or Tourism (Q3), 2) a paper for IAPA Annual Conference 2023, and 3) a research report for policy recommendation.

Kata Kunci: *Tourism, Post-COVID-19, ASEAN, policy*