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Analysis of Tour Package Stimulus for Vaccine Recipients in the Pandemic Era Based on Travel Agent's Perspective

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ABSTRACT

The COVID-19 pandemic has significantly reduced the number of tourists, resulting in a decline in the performance of the tourism sector, including travel agents. To accelerate the recovery of the tourism sector, the Indonesian Government has released a stimulus package program for people who receive the complete COVID-19 vaccine, distributed through travel agents. This stimulus program is a trial phase in tourist destinations in the Riau Islands, Jakarta and its surroundings, Borobudur and its surroundings, and Bali. This research aims to analyze the impact of the tourism package stimulus on vaccine recipient communities from the travel agent's perspective. The primary data was from filling out a questionnaire, which was analyzed using the conjoint analysis method and Pearson's R and Kendall's Tau analysis tests on travel agents who participated in this stimulus program. The results of research on travel agents show that their guests are willing to buy tourism stimulus packages because of the 4-star hotel facilities, family restaurant, spa body treatment, minibus, complete destinations (natural, cultural, and man-made), and there a souvenir shop that sells food. Moreover, souvenirs; thus, the stimulus impacted these businesses only.

1. INTRODUCTION

The COVID-19 pandemic in 2020 had a very significant impact on the tourism sector in Indonesia. Based on data from the Central Bureau of Statistics and the Ministry of Tourism and Creative Economy (2020), there has been a significant decline in the number of tourists, both foreign tourist arrivals and domestic tourist trips. Based on Mobile Positioning Data (MPD) data (Figure 1), the number of domestic tourists in 2020 decreased by 37.67 percent. The decline also occurred in foreign tourist arrivals in the same period, amounting to 74.84 percent (Figure 2). The decline in the number of foreign tourists continues to -61.6 percent in 2021 (BPS, 2020, 2022a, 2022b, 2023).

The impact of the COVID-19 pandemic has certainly resulted in a decline in performance and productivity in the tourism sector from the beginning of the pandemic until the end of 2021. This condition was conveyed by travel agent associations in various webinars in which researchers participated. Since March 2020, there have been no bookings, no activities, and no transactions from tourists. Most travel agents could only survive for a few months since the pandemic, and after that, several travel agents were forced to close their companies completely because there were no more business transactions.
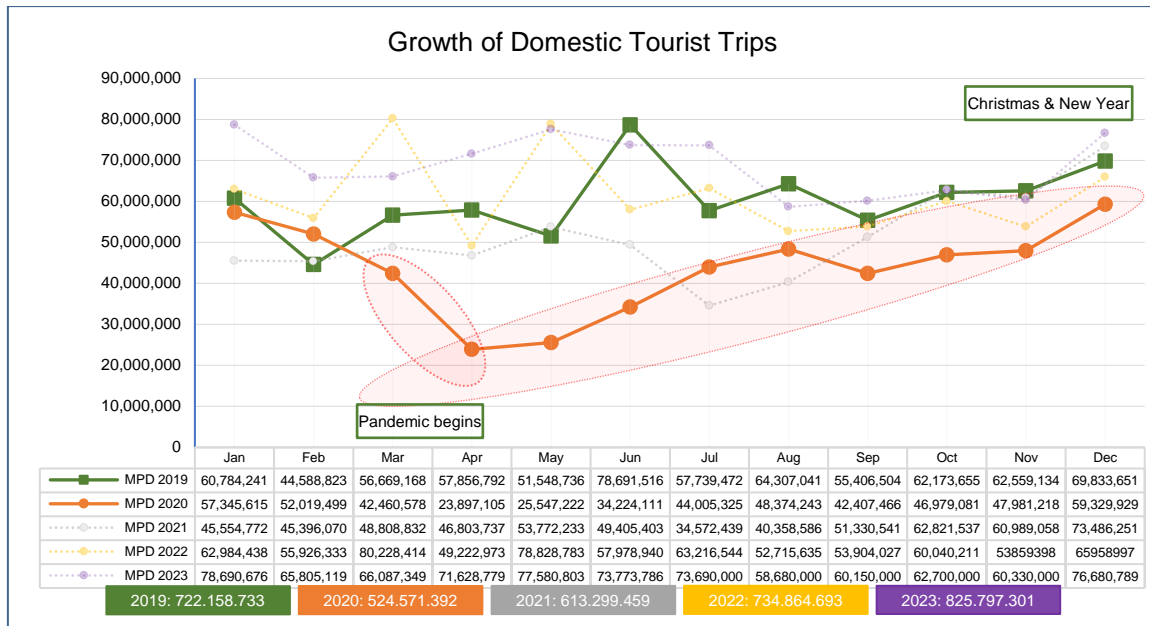
Figure 1. Number of Domestic Trips Per Month for the 2019-2023 Period (Based on MPD)
Source: BPS & Kemenparekraf, reprocessed by researchers, 2024

Figure 2. Growth of Foreign Tourist Arrivals in Indonesia 2016-2023
Source: BPS & Kemenparekraf, reprocessed by researchers, 2024

Travel agents who previously focused on the inbound market were forced to immediately switch and focus on the domestic market to target the foreign tourist segment, which still has opportunities even though it is not very promising due to the implementation of community activity restrictions (PPKM) and large-scale social restrictions (PSBB) policies in the country, the closure of various tourist objects/attractions, as well as mandatory rules for rapid-tests, antigen swabs, and PCR swabs which are very expensive based on the community's perspective (Idris, 2021).

The travel agent association proposes to the government to increase the performance of travel agents and provide a stimulus to travel agents and tourism businesses so that tourism performance can be revived (CNBC, 2021). Economic stimulus is significant during a pandemic because economic stimulus can help mitigate the negative impact of a decline in economic activity by providing additional funds to affected companies. Economic stimulus can also be used to provide support to companies so that they can retain their employees during difficult times. By keeping more people employed, the stimulus could help reduce unemployment rates

that have significantly increased during the pandemic. Economic stimulus should be appropriately targeted so that it can help reduce inequality by assisting those who need it most (Dwi, 2020; Kemenparekraf, 2021; Khalid et al., 2021; Maulana, 2021; Pambudi et al., 2020).

Several other countries have also stimulated the tourism and creative economy sectors during the COVID-19 pandemic. It is not only the government that provides stimulus, but most private companies are collaborating to do the same thing so that people are willing to travel again. The following are several stimuli in other countries that aim to revive and boost their tourism economy (Table 1) (Martorano, 2015).

Table 1. Implementation of Tourism Industry Stimulus in Several Countries in the World

Country	Source of Funds	Stimulus Value
Thailand	*Tourism Authority of Thailand (TAT)*	10% discount for a minimum transaction of 1,000 Bath and a cash coupon of 100 Bath for your next visit to participating shops and outlets.
China	Shanghai Local Government	Cash (RMB 200-400) and shopping vouchers.
Hong Kong & Macau	*Jardine Matheson*	Lucky Draw: 3 Mercedes-Benz cars, shopping, dining and staycation vouchers.
	Cathay Pacific Airways	Lucky Draw: Onboard Private Party on an Airbus A321 neo (flights around Hong Kong), 1 million Asia mile points for 10 winners, and 100,000 Asia mile points for 100 winners.
	Cruise Company	The grand prize is unlimited free sailing package for one year, and a a free 2-day stay voucher.
	Shopping Center	Lucky Draw: shopping voucher with a value of up to 10,000 Hong Kong dollars per person.
	New People's Party	Lucky Draw: Raffle of Rolex watches, diamond bracelets, smartphones, laptops, shopping vouchers and coffee purchase coupons.
	Hotels	Lucky Draw: grand prize free one-year stay, 50% discount on room rate, free stay, and cash coupon.
	Theme Parks	Gift bags are worth 250 Hong Kong dollars (Disneyland), and food and game coupons are worth 200 Hong Kong dollars (Ocean Park)
	Hong Kong Airport Authority	Lucky Draw: 50,000 free tickets for Hong Kong residents and 10,000 free tickets for airport staff.
	Transport Company	Lucky Draw: 500 free annual subscription tickets for MRT, Business Class Airline Tickets for Cathay Pacific, and free cable car tickets.
	Restaurants and Bars	Lucky Draw: vouchers for food, drinks, and free gift.
South Korea	Government	Discounts and other benefits when visiting national parks, national forests, concerts, buying flight tickets, hotel reservations, e-commerce, etc.
	Hotels	20-50% discount for Buffet Lunch on Monday – Friday. Hotel guests will get a taxi voucher worth 10,000 won.
	E-commerce	Discount voucher of 200 dollars (around 3 million rupiahs).
	Cinema	60% discount on cinema tickets.
Saudi Arabia	*MOT and Saudi Tourism Authority*	All hotels in Saudi have been ordered to organize Mega Discounts.
	Government	Free stimulus for local activities and festivals.
Australia	*Qantas Airlines*	Flight discount/vouchers or 1,000 frequent flyer points. Lucky Draw Prize or free flight for 1 year.
	*Luxury Escape (**travel agent**)*	A $200 discount voucher which can be used to purchase international tour packages.

Source: Kemenparekraf and Visit Indonesia Tourism Officer (VITO), 2021.

Even though many countries have provided extraordinary stimulus for the tourism sector, there is no previous research from the government discussing the provision of extraordinary stimulus related to domestic tour packages. The size of a country's tourism sector influences the Government's economic policy response to the COVID-19 pandemic. It is known that the larger a country's tourism sector industry, the larger the stimulus packages issued by the Government in 136 countries, and countries with larger tourism sectors will adopt a more aggressive economic stimulus package to reduce the impact of the COVID-19 pandemic and revive the weakened economy (Khalid et al., 2021).

Economic recovery in developing countries through direct foreign cash transfers from retirees and the elderly via mobile phones is known to trigger increased consumption and economic growth in a country; producers will need more labor, and increased demand for labor will increase wages and social welfare. The tourism sector in Indonesia is the leading sector of the economy. Therefore, it is essential to accelerate the recovery of the tourism sector caused by the COVID-19 pandemic. It is hoped that the recovery of the tourism sector will impact other sectors that are part of the tourism supply chain. Responding to various travel agent associations, to accelerate the recovery of the tourism sector in this pandemic era, the Indonesian Government cq Ministry of Tourism and Creative Economy of the Republic of Indonesia stipulates various policies for the tourism sector recovery, one of which is through the stimulus program "Reactivation of the Tourism Industry through Providing Stimulus Tour Packages for COVID-19 Vaccine Recipients".

This stimulus program is also a trial phase in 4 (four) tourist destinations, namely: Riau Islands, Jakarta and its surroundings, Borobudur and its surroundings, and Bali. This stimulus program aims to help travel agents survive in the pandemic era and support the movement of domestic tourist trips, especially in stimulus recipient destinations. This stimulus program is also to gift appreciation for people who have been willing to take part in the COVID-19 vaccination program and is expected to be an incentive for people who are not yet willing to be vaccinated to immediately take part in vaccination so that this program is called the Tour Package Stimulus for the Vaccine Recipient Communities (MPV), providing stimulus in the form of subsidizing the price of tour packages for every purchase of a Tour Package made by MPV.

Based on the curation process conducted by a team of curators appointed by the Government, 75 travel agents meet the requirements to participate in this stimulus program. The stimulus tour packages determined by the Government consist of 5 types, as depicted in Table 2.

One indicator of economic stimulus that can be considered successful during the COVID-19 pandemic includes the recovery of the business sector. The success of the economic stimulus can be seen from the recovery of business sectors that were significantly affected by the pandemic, such as the tourism, hospitality, and entertainment sectors (Blanchard et al., 2020; Fernández-Villaverde & Jones, 2022; Kusuma et al., 2021; Long & Ascent, 2020). The success of the business sector can be measured by tourist preferences in choosing tour packages. Tourist preferences can be considered an indicator of the success of a tourism business because they significantly impact the industry's performance.

The research of Malini et al. (2022), Sukamdani et al. (2022), and Sukamdani et al. (2024) shows that fulfilling tourist preferences increases the number of tourist visits to a destination. This means that tourism businesses in the area will experience increased revenue and local economic growth. Satisfied tourist preferences contribute to increased income for tourism businesses through increased tourist visits and higher consumption (Mutia et al., 2021; Prabawa, 2022).

Tour packages, one of the tourism products offered by travel agents, are often associated with tourist preferences because tour packages are designed to provide a complete holiday experience according to the tourists' desires and interests. Tour packages often include transportation, accommodation, and certain tourist activities, which makes it easier and more convenient for tourists. They often offer various activities according to the tourists' preferences and interests. Tour packages are often available in various price ranges, allowing travelers to choose a package that suits their budget.

Table 2. Tour Package Stimulus Matrix

No.	Types of Tour Packages and Types of Stimulus	Other Beneficiary Derivative Industries					Number of Tour Packages
		Accommodation	*Lunch/ Dinner/ Spa*	Transport to Tourist Attractions	Tour Program to Tourist Attractions	UMKM (*Souvenir Shop*)	
1	Tour Package Stimulus 1 (Rp. 375.000)	✓	-	-	-	-	330
2	Tour Package Stimulus 2 (Rp. 550.000)	✓	✓	-	-	-	225
3	Tour Package Stimulus 3 (Rp. 650.000)	✓	✓	-	-	✓	190
4	Tour Package Stimulus 4 (Rp. 750.000)	✓	✓	✓	✓	-	150
5	Tour Package Stimulus 5 (Rp. 950.000)	✓	✓	✓	✓	✓	125
Total Number of Tour Packages							1.020

Source: Directorate of Domestic Tourism Marketing, Ministry of Tourism and Creative Economy, processed by researchers, 2024.

Travel agents were chosen as the primary entity in this tour package stimulus program. Tourist preferences can also be analyzed from the travel agent's perspective because travel agents have extensive field experience and knowledge about tourists' needs and desires. Travel agents can access extensive information about destinations, accommodations, activities, and other travel services. Travel agents often build close relationships with their customers and have a good understanding of their travel preferences and habits. Travel agents can use customer data to analyze travelers' preferences more deeply. Most travel agents are actively involved in planning trips for their customers. They communicate frequently with travelers to understand their needs and preferences directly, which allows them to provide the most suitable solutions.

The tour package stimulus trial program for vaccine recipients ended in December 2021. In this regard, it is necessary to conduct a post-stimulus analysis because stimulus analysis allows the government to assess how effective the stimulus was in stimulating economic growth, reducing unemployment, increasing consumption, or achieving other desired goals. Analysis is also needed to help identify weaknesses in designing and implementing economic stimulus. The results of the analysis can provide policymakers with valuable insight into the most effective economic stimulus under certain conditions. This knowledge can help government design better economic policies in the future (Mankiw, 2020; Rossi et al., 2018; Stock & Watson, 2020).

This research aims to analyze the impact of the tour package stimulus for vaccine recipients as tourists from the travel agent's perspective. Thus, the problem of this research is formulated; "What are the preferences of vaccine recipients as tourists regarding the attributes of tour package stimulus from the travel agent's perspective in the era of the COVID-19 pandemic?" The results of this research are expected to provide knowledge about what types of businesses are affected by this stimulus program so that the government can design economic stimulus policies that are more effective in certain conditions in the future.

2.   RESEARCH METHOD

This research is included in the category of explanatory studies, namely research aimed at explaining the position of the various variables studied and the relationship between one variable and another variable (Sugiyono, 2019)The goal is to find out vaccine recipients' preferences as tourists based on the perspective of travel agents on Tour Package Stimulus 1, Tour Package Stimulus 2, Tour Package Stimulus 3, Tour Package Stimulus 4, and Tour Package Stimulus 5.

The objects of this research are travel agents from the Riau Islands province, Jakarta and its surroundings, Bali, Borobudur and its surroundings (Joglosemar), and travel agents from other areas who participated in this program. The travel business services studied are travel agents who have passed the curation and are registered as participants in this program with stimulated tour packages that they have designed and which have also been curated by a team of curators from the Ministry of Tourism and Creative Economy, experts, as well as representatives of associations and industry.

The population in this study is more than 500 travel agents registered as participants who come from the Riau Islands, Jakarta and its surroundings, and Bali, which are the three greatest that contribute the most prominent tourist arrivals but have dropped significantly, then from Borobudur and its surroundings which represent Super Priority Tourism Destinations (DPSP), as well as travel agents from other regions. Meanwhile, the sample is a travel agent registered to participate in the tour package stimulus program, has passed curation, and has successfully made sales transactions of tour packages to vaccine recipients. This sampling technique uses the purposive sampling method, limiting the sample to various specific assessments (Sugiyono, 2019), and the appropriate sample size in research is a minimum of 30.

No	Origin of Travel Agent Domicile	Number of Registered Travel Agents (Population)	Sample
1	**Riau Islands**	55	13
2	**Jakarta**	142	6
3	**Bali**	221	5
4	**Borobudur**	97	4
5	**Other** Domicile	13	3
	Total	**528**	**31**
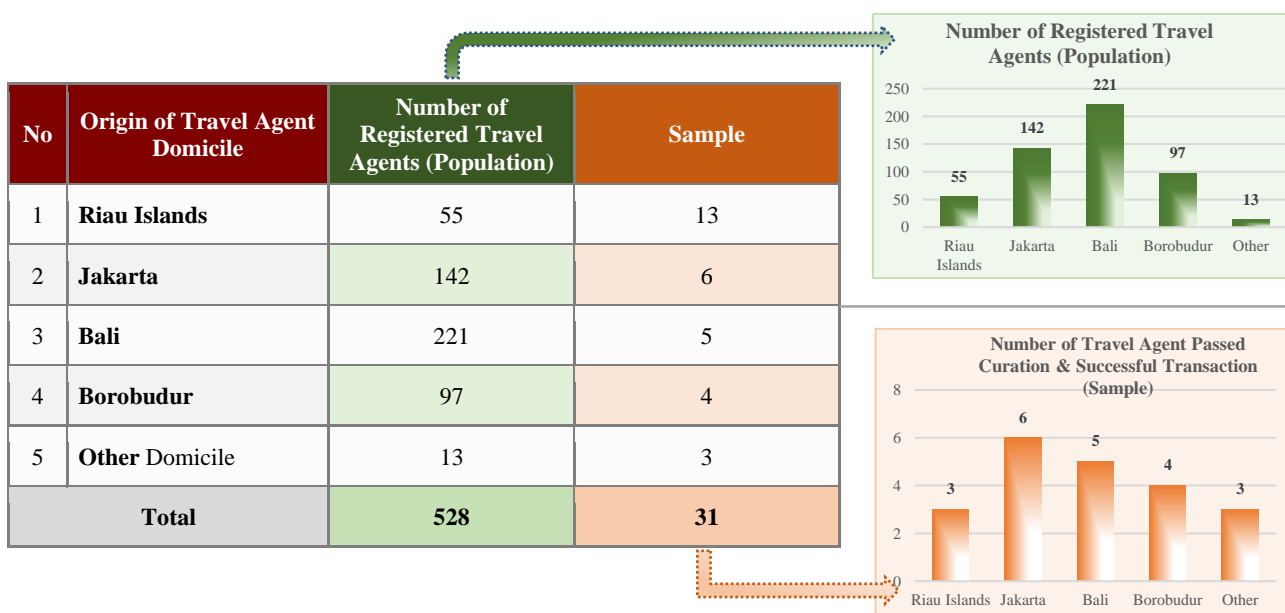
Figure 3. Research Objects, Population, and Samples
Source: Ministry of Tourism and Creative Economy, processed by researchers, 2024.

The research data used primary data provided directly through filling out questionnaires by travel agents participating in the program as respondents. Travel agents are business actors who organize tourists en masse to travel together in groups by taking holiday packages including travel, accommodation, and food, all arranged before the tour takes place. The measuring instrument (questionnaire) was designed based on the definition of operational research (Table 3) and uses a Likert Scale in its measurement. The questionnaire was distributed online using Google Forms as a research instrument.

This research data processing using the Conjoint analysis method, one of the multivariate techniques that can be used specifically to understand respondents in developing their preferences for various objects. This method can identify the attributes that most influence respondents' preferences and then understand how the combination of these attributes influences their decisions. Using conjoint analysis, in-depth information about respondents' preferences and priorities can be extracted in a particular context.

Table 3. Definition of Operational Research

Variable	Attribute & Question No.	Attribute Level / Indicator	Reference
Tour Package Stimulus 1 (X_1)	1. Accommodation	**Amenities:** Accommodation: 1. 5 star 2. 4 star 3. 3 star	**Amenities:** (Camilleri, 2018; Holloway & Humphreys, 2016; Middleton & Clarke, 2012)
Tour Package Stimulus 2 (X_2)	1. Accommodation 2. Restaurant 3. Spa	Restaurant: 1. A la carte restaurant 2. Specific restaurant 3. Family restaurant 4. Supper club 5. Cafeteria 6. Snack bar	**Accessibilities:** (Camilleri, 2018; Middleton & Clarke, 2012; Stange & Brown, 2015)
Tour Package Stimulus 3 (X_3)	1. Accommodation 2. Restaurant 3. Spa 4. Souvenir shop	Spa: 1. Body treatment 2. Cream bath 3. Facial 4. Manicure-pedicure 5. Foot spa	**Attraction:** (Stange & Brown, 2015) **Tour Package:** (Camilleri, 2018; Evans, 2019; Fletcher et al., 2018; Holloway & Humphreys, 2016, 2022; Jordanov & Yordanova, 2015; Middleton & Clarke, 2012)
Tour Package Stimulus 4 (X_4)	1. Accommodation 2. Restaurant 3. Spa 4. Transportation 5. Tourist attraction (Tour program)	Souvenir Shop: 1. Food & Crafts 2. Food 3. Crafts **Accessibility:** Transportation: 1. Minibus 2. Medium bus 3. Large bus	
Tour Package Stimulus 5 (X_5)	1. Accommodation 2. Restaurant 3. Spa 4. Transportation 5. Tourist attraction (Tour program) 6. Souvenir shop	**Tourist Attraction:** 1. Nature 2. Culture 3. Nature, culture, and man-made	**Preference:** (Frank, 2011; Kotler et al., 2020; Kotler & Keller, 2019)

3. RESULTS AND DISCUSSIONS

Results. Based on the definition of operational research, the results of the design of the stimuli for five types of Tour Package Stimulus are depicted in Table 4. The Attributes and Attribute Levels mentioned above are then processed to generate several stimuli or attribute combinations or Plan Cards for each tour package stimulus variable. The number of stimuli generated was a total of 3 (three) stimuli for tour package stimulus 1, and a total of forty-nine stimuli for tour package stimulus 2 to 5, so the total stimuli generated from the 5 types of tour package stimulus were a total of 199 (one hundred and ninety-nine) stimuli.

Table 4. Result of Stimuli Design for 5 Types of Tour Packages Stimulus

Variable	Attribute	Number of Attribute Levels	Number of Plan Cards
Tour Package Stimulus 1	Accommodation	3	**3**
Tour Package Stimulus 2	Accommodation	3	**49**
	Restaurant	6	
	SPA	5	
Tour Package Stimulus 3	Accommodation	3	**49**
	Restaurant	6	
	SPA	5	
	Souvenir shop	3	
Tour Package Stimulus 4	Accommodation	3	**49**

Variable	Attribute	Number of Attribute Levels	Number of Plan Cards
	Restaurant	6	
	SPA	5	
	Transportation	3	
	Tourist attraction	3	
	Accommodation	3	
	Restaurant	6	
Tour Package Stimulus 5	SPA	5	49
	Transportation	3	
	Tourist attraction	3	
	Souvenir shop	3	
Total Plan Cards			**199**

Source: Result of Secondary Data Processing, 2024

The first output generated from the Conjoint Plan Syntax is the Importance Values of each attribute; this value indicates the level of importance of the attribute or the level of tourist preference based on the travel agent's perspective as a respondent from the use of the tour package stimulus, described as follows:

Table 5. Output of Importance Values on Tour Package Stimulus (SPW 1-5)

	Importance Values				
Attribute	SPW-1	SPW-2	SPW-3	SPW-4	SPW-5
accommodation	**100.000**	**34.259**	**34.822**	**29.090**	**29.286**
restaurant		31.785	24.736	20.456	17.164
spa		33.957	22.535	17.776	15.242
Transportation			17.908	15.836	13.867
tourist_attraction				16.843	11.746
souvenir_shop					12.696

Source: Result of Secondary Data Processing, 2024

Based on Table 5 above, Tour Package Stimulus 1 only has one attribute, namely accommodation, which means that this attribute is the only one and is very important in this type of tour package stimulus. Then, in Tour Package Stimulus 2, accommodation tends to be the most important, with a value of 34,259. Likewise, in tour package stimulus 3, the attribute with important values is accommodation, with a value of 34.822. Then, in tour package stimulus 4, the attribute that has important values is accommodation, with a value of 29,090. Then, finally, in tour package stimulus 5, the attribute that has the important values is still accommodation, with a value of 29,286. From the five types of Importance Values of tour package stimulus attributes above, the accommodation attribute is always in first place with the highest value, so it can be concluded that accommodation is the most important attribute and must always be there for people to consider when buying tour package stimulus.

The second output generated from the Conjoint Plan Syntax is the Utility Value of each attribute level; this value indicates the level of importance of the attribute levels and the level of tourist preferences based on the travel agent's perspective as respondents from the use of tour package stimulus, described as follows:

Table 6. Attribute Level Utility Values on Tour Package Stimulus

		Utilities				
		Utility Estimate				
Attribute	Attribute Level	TPS-1	TPS-2	TPS-3	TPS-4	TPS-5
accommodation	5 star	-.914	-.128	-.293	-.280	-.243
	4 star	**.925**	**.388**	**.513**	**.408**	**.331**
	3 star	-.011	-.260	-.220	-.129	-.088
restaurant	A la carte restaurant		-.037	-.041	-.041	-.035
	Specific restaurant		.053	-.022	-.046	.057
	Family restaurant		**.495**	**.379**	**.346**	**.163**
	Supper club		-.173	-.087	-.120	-.118
	Cafeteria		-.155	-.078	-.078	-.058
	Snack bar		-.182	-.151	-.060	-.008
spa	Body treatment		**.671**	**.442**	**.379**	**.260**
	Cream bath		-.202	-.136	-.105	-.048
	Facial		-.212	-.088	-.033	.000
	Manicure-pedicure		-.165	-.134	-.098	-.097
	Foot spa		-.092	-.083	-.144	-.115
transportation	Minibus				**.242**	**.155**
	Medium bus				-.102	-.054
	Large bus				-.139	-.100
tourist_attraction	Nature				-.083	-.048
	Culture				-.225	-.139
	Nature, culture, and man-made				**.307**	**.186**
souvenir_shop	Food & Crafts			**.176**		**.199**
	Food			-.093		-.119
	Crafts			-.083		-.080

Source: Result of Secondary Data Processing, 2024

Based on the results of data processing (Table 6), from all types of tourist package stimulus, the accommodation attribute at the 4-star level always gets the highest score, so it can be concluded that 4-star accommodation is the most important attribute level considered by the public in this stimulus package. The restaurant attribute at the family restaurant level always gets the highest score, so it can be concluded that the family restaurant is the most important attribute level to consider when choosing a restaurant. The spa at the body treatment level is the most important attribute for travel agents to consider in marketing and selling these four tour package stimuli. Transportation at the minibus level always gets the highest score, so minibusses are the most important attribute to consider when purchasing a stimulus package. When choosing tourist attractions, people tend to choose tourist attractions that combine Natural, Cultural, and Man-made. People tend to choose food and craft shops when shopping at souvenir shops.

Table 7. Correlation Value of Tour Package Stimulus

	Correlations[a]									
	Value					Sig.				
	TPS-1	TPS-2	TPS-3	TPS-4	TPS-5	TPS-1	TPS-2	TPS-3	TPS-4	TPS-5
Pearson's R	1.000	.999	.993	.978	.967	.000	.000	.000	.000	.000
Kendall's tau	1.000	.963	.941	.885	.889	.059	.000	.000	.000	.000

a. Correlations between observed and estimated preferences

Source: Researcher's Processed Results, 2024.

The analysis tests the conjoint analysis findings using Pearson's R and Kendall's Tau correlation coefficient values. Based on Table 7 above, the coefficient value for all types of tour package stimuli obtained from Pearson's R is> 0,3. According to (Malhotra et al., 2017), it shows that the correlation between predicted data and actual research conditions is valid and can be accounted for. Meanwhile, the coefficient value from Kendall's Tau for all types of Tour Package Stimulus also gets a value of ≥ 0,8, which means that the reliability test results on this research data are very reliable.

Referring to the coefficient value, it can be concluded that, between the research data and prediction data using the conjoint analysis method according to actual conditions, this research produces a very reliable and accurate prediction level that describes tourist preferences based on the travel agent's perspective.

Discussions. During a pandemic, stimulus policy-making can become complicated because many factors must be considered. Several reasons why stimulus policies may be wrong or not optimal during a pandemic include that pandemics bring great uncertainty regarding economic developments, public health, and other factors that influence stimulus policies. This uncertainty can make it difficult for policymakers to make the right decisions (Blanchard et al., 2020; Jordà et al., 2022).

In choosing a tour stimulus package, consumer preferences on all tour packages tend to be lead 4-star hotels. 4-star hotels may be the top choice during the pandemic because they offer a variety of facilities and services that can better meet the needs and safety of guests than more spartan accommodations, so other star hotels may not impact the stimulus. 4-star hotels usually have higher standards of cleanliness compared to cheaper accommodations. 4-star hotels often have additional facilities such as restaurants, fitness centers, swimming pools, and 24-hour room service. During the pandemic, tourists may prefer accommodation that provides these facilities as they can reduce the need to go out and interact with the broader community (Jamal & Budke, 2020; Jordà et al., 2022). Consumer preferences also point towards family restaurants when choosing a stimulus package. Family restaurants usually offer a more relaxed and child-friendly atmosphere. During the pandemic, tourists may look for less crowded places to enjoy their meals more comfortably without worrying too much about physical distancing from others. The research results also show that tourists tend to consider spa body treatments as an attraction when choosing a tour package. The pandemic may cause high levels of stress and anxiety in many people due to uncertainty and changes in daily life. Spa body treatments offer a deep, relaxing experience, helping travelers release accumulated tension and stress (Choudhary & Qadir, 2021; Kardeş, 2021).

The next consideration when purchasing a tour package stimulus is the choice of transportation. The research results show that tourists choose minibusses to access tourist destinations. During the COVID-19 pandemic, some people may tend to use minibusses to travel because minibusses usually have a smaller capacity than large buses or other public transportation. In this way, tourists can reduce the number of contacts with other people, minimizing the risk of transmitting the virus. Tourists can maintain social distancing with fellow passengers in a minibus with fewer passengers more efficiently. Some people may have the perception that using a minibus is a safer option during the pandemic because they can control who they allow into the vehicle and ensure that hygiene protocols are followed (Kenderdine & Bucsky, 2021; May et al., 2020).

The choice of tour package is also influenced by the destination's attractiveness, which provides natural, cultural, and man-made attractions. Destinations that provide a wide variety of natural, cultural, and man-made attractions provide opportunities for tourists to experience a variety of experiences during their holidays. This can add value and satisfaction to their trip. In addition, destinations with various types of attractions allow tourists to vary in their activities, significantly when the pandemic limits access to certain places or activities. Spacious and diverse destinations can also provide more space to maintain social distancing and avoid crowds, thereby helping in complying with necessary health protocols during the pandemic (Gössling et al., 2020). However, the findings of this research are very different from the study of the people of Jakarta, where the perception of control over nature travel behavior could not trigger the emergence of intentions for nature travel behavior even though they had been vaccinated against COVID-19 (Hakim et al., 2022a; 2022b).

When choosing a stimulus package, tourists tend to consider souvenir shops. During the COVID-19 pandemic, tourists choose souvenir shops that sell food and souvenirs together, providing convenience and efficiency. By visiting one place, they can fulfill their need for souvenirs or mementos and get snacks or food to consume during the trip or at home (Ritchie & Jiang, 2019). Tourists can help support small and local businesses in their destinations by purchasing food and souvenirs from local souvenir shops. This is especially important during the pandemic, when many small businesses face economic challenges. (Spalević & Stanišić, 2021).

4. CONCLUSION

Based on observations on aspects of tourist preferences measured from the perspective of travel agents, this research found that in choosing a tour package stimulus, consumers are willing to buy a tour package stimulus because of the 4-star hotel facilities, family restaurant, spa body treatments, minibus, complete destination (nature, culture, and man-made). There is a souvenir shop selling food and crafts. Thus, the trial implementation of providing Tour Package Stimulus for COVID-19 Vaccine Recipients tends only to have an impact on the business of 4-star hotels, family restaurants, body treatment spas, minibusses, destinations that have natural, cultural, and man-made (artificial) attractions, such as well as souvenir shops which sells food and crafts.

This research is limited only to the time of a global pandemic, especially in Indonesia; different results and conclusions could have been obtained if this research had been conducted on situations and conditions outside the time of a global pandemic, national disaster, or disaster in specific destinations only. However, accommodation is the most important attribute based on importance values, which must always be present in every tour package. Meanwhile, based on the attribute level utility value, 4-star accommodation is the most desired by tourists during the pandemic. This research is a model that can be used to create stimulus policies during the pandemic to accelerate the improvement of the economic level of the tourism and creative industry in Indonesia. Therefore, referring to the results of this research, it is recommended that the government makes special policies related to tour package stimulus by paying more attention to public concerns during the pandemic and the relevance of tourist preferences regarding the attributes and attribute levels that tend to be preferred by tourists. Then, the results of this research are to create a tourism governance policy related to improving performance on attributes and the attribute levels that are less popular with tourists during disasters or when tourism performance decreases.

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