

INDONESIA EFFORT TO ATTRACTING INVESTMENT IN TOURIST DESTINATION DEVELOPMENT

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ABSTRACT

This study aims to discuss Indonesia implemented strategy in optimizing effort in strengthening and enhance collaboratively to get investment. In fact, Indonesia's economic growth in 2020 had experienced a contraction due to the outbreak of the COVID-19 pandemic. At that time, the second-quarter decreased and gradually recovered in the third and fourth quarters. In the second quarter of 2021, Indonesian economic growth hit around seven percent. A thriving and financially sound capital market helps and supports the country's economic growth and can enhance inter-community cooperation. The factors for developing tourism companies and the creative economy of the 21st century are structured management, use of high-technology, employee skills and capital adequacy. However, Indonesia's market opportunities in tourist destinations are still increasingly generated and have become the capital for promoting to foreign investors interested in realizing their investments. This research reveals the improving of investment of the tourism sector and the creative economy supporting Indonesia's economic growth is promising challenges.

Keywords: *Indonesia; Foreign Investment; Tourist Destination; Tourism and Creative Economy; Economic Growth*

ABSTRAK

Penelitian ini bertujuan untuk membahas strategi yang diterapkan Indonesia dalam upaya optimalisasi penguatan dan peningkatan kerjasama untuk mendapatkan investasi. Bahkan, pertumbuhan ekonomi Indonesia pada tahun 2020 sempat mengalami kontraksi akibat merebaknya pandemi COVID-19. Saat itu, triwulan kedua mengalami penurunan dan berangsur pulih pada triwulan ketiga dan keempat. Pada kuartal II tahun 2021, pertumbuhan ekonomi Indonesia mencapai sekitar tujuh persen. Pasar modal yang bertumbuh-kembang dan sehat finansial turut membantu dan menopang pertumbuhan ekonomi negara dan dapat meningkatkan kerjasama antar-masyarakat. Faktor-faktor pengembangan perusahaan pariwisata dan ekonomi kreatif abad 21 yakni manajemen terstruktur, pemanfaatan high-teknologi, skill karyawan dan ketercukupan modal. Namun, peluang pasar Indonesia di destinasi wisata masih bertumbuh semakin besar dan menjadi modal untuk berpromosi kepada investor asing yang berminat merealisasikan investasi mereka. Penelitian ini mengungkapkan terjadinya peningkatan investasi sektor pariwisata dan ekonomi kreatif yang mendukung pertumbuhan ekonomi Indonesia merupakan tantangan yang menjanjikan.

Kata kunci: *Indonesia; Investasi Asing; Destinasi Wisata; Pariwisata dan Ekonomi Kreatif; Pertumbuhan Ekonomi*

INTRODUCTION

Tourism one of the world's largest industries has grown rapidly and continuously for more than half a century and has become a significant source of global employment and economic output. The World Travel & Tourism Council (WTTC) reported that in 2010 tourism directly contributed to 2.8% of global GDP, accounted for 259 million direct jobs, and 4% of global investment (Phillips & Faulkner, 2011, p. 4). Including indirect impacts, WTTC estimates that in 2011 the industry will contribute nearly US\$6 trillion to global output, or 9% of world GDP. Travel and tourism investment is expected to reach US\$652.4 billion in 2011 and is forecast to increase to US\$1.5 trillion by 2021. The top export earner in 60 countries and the primary source of foreign exchange earnings for one third of developing countries and one half of least developed countries are the tourism sector. Therefore, the negative impact of tourism management also often occurs in both developing and developed countries. Particular attention must be paid to environmental and social concerns, as well as pressure placed on non-renewable resources and infrastructure development. It needs progressive assessment by related stakeholders and managing these impacts will be a core function of the investment promotion process too. Suppose that the removal of barriers to travel, including the easing of entry requirements and the adoption of open skies policies for new airline routes, code sharing agreements, etc. are also increasing travel supply and demand (Phillips & Faulkner, 2011, p. 7).

The current global economic downturn has made a number of country leaders continue to try to find the best solution to boost their national economic growth. Meanwhile, on the other hand, Indonesia is enjoying a demographic change which is dominated by a young/millennial age population that can be further optimized to encourage economic growth, particularly in the tourism and creative economy sectors. The existing demographic bonus should be optimized, and not be a burden for future projections of Indonesia's economic growth, which may end up being trapped in a middle-income trap. Indonesia is a large country that is resilient in dealing with pressures and challenges from various kinds of global economic crises, from the 1997 to 1998 crisis, the 2008 to 2009 global crisis, to the COVID-19 pandemic (2020-current). In the face of the crisis of economic uncertainty, in fact, Indonesia is more likely to use it to carry out a number of strategic transformations and structural reforms to become a more independent and stronger country (Indonesia Ministry of Finance, 2022).

The number of foreign tourists visiting Indonesia in October 2021 was 151,032 people (Afriyadi, 2021). This number did increase by 21.73% compared to September, but decreased by 0.83% compared to October 2020. This number of foreign tourists has not experienced significant developments because they are still constrained by the COVID-19 problem. Of the total visits, the most foreign tourists came from Timor Leste tourists visiting the country with a total of 78.8 thousand or 52.2% percentage of all visits in October 2021. Thus, it followed by Malaysian tourists with 45.6 thousand visits or as much as 30.2%, and Chinese tourists 4% or as much as 6.1 thousand. While there is as many as 20.5 thousand or as much as 13.6% came from other countries. Cumulatively, from January to October 2021, foreign tourists visited 1,334,072. This number experienced a sharp decline from the same period the previous year. Further, when compared to January to October 2020, it decreased by 64.37%. Foreign travelers no longer need to quarantine if they visit Bali, Batam and Bintan. This policy makes foreign tourists flock to Indonesia and supports the recovery of the tourism sector. However, Deputy Minister of Tourism and Creative Economy Angela Tanoesoedibjo stated that the

total arrival of foreign tourists was 3,763 people as of March 12, 2022 (Indraini, 2022). She said as follows:

‘From 3 to 28 February 2022, Indonesia received 1,467 foreign tourists, and from 1 to 12 March the intensity has increased with the arrival of 2,296 foreign tourists. In addition, from 7 to 12 March 2022, there were 447 foreign tourists who took advantage of the Visa on Arrival (VoA) facility. The increase in foreign tourist arrivals did not have a significant impact on increasing COVID-19 cases in Indonesia. In the period from 3 February to 12 March 2022, the PPLN that was confirmed positive upon arrival in Bali was very low, namely 0.45% of the total arrivals of foreign travelers’.

Domestic tourist visits to Bali have also increased as COVID-19 tests are released. It was recorded that on March 7 there were 7,962 visits, March 8 there were 6,431 visits, March 9 there were 8,805 visits, March 10 was 9,240 visits, March 11 was 9,945 visits, and March 12 was 9,031 visits. The Indonesian government's policy is able to increase tourist visits to Bali, which has a positive impact on the economic growth of the local population. A very appropriate investment destination for foreign investors is given to Indonesia. Many incoming foreign investors have interest to make and invest in Indonesia and expect to have enormous potential for boosting profit. The main reason that becomes one of the important factors for foreign investors to look at Indonesia is the natural and human resources factor. Indonesia has abundant natural resources, ranging from petroleum resources, mining resources, and natural gas resources. Indonesia is the largest archipelagic country which is one of the highlights in the world because it has a very strategic location in the Asia Pacific region. There are several attractive and profitable benefits when foreign investors invest in Indonesia. Investment in the tourism sector is also expected to be able to absorb more potential jobs.

However, there is still a need for an appropriate and implemented strategy carried out by the central government to further encourage investment in the tourism and creative economy sector. On the other hand, the government's strategies for some years have shown progressively on how to attract investment to create added value. This is clearly in line with President Joko Widodo's vision (2019-2024) regarding economic transformation related to down-streaming and industrialization (Hakim, 2022). Bali and a number of other destinations in Indonesia have various economic and business potentials, especially the abundant natural resources. Therefore, from these potentials, it will become the basic capital of the region to local people economic empowerment and restore national economy (Bisnisbali.com, 2022).

In research from Manurung and Rezasyah (2022, p. 1), Canberra perceives that Jakarta is an important strategic partner during the reign of President Joko Widodo (2014-2019 and 2019-2024). Indonesia is the fourth most populous country in the world with a large workforce and abundant natural resources. In addition, Indonesia is also well-known worldwide as the third largest democratic state after the United States and India. Further, Indonesia government has an investment target in increasing the export-oriented industrial sector. As consequence, this makes Indonesia one of the most promising countries to invest in (Kementerian Investasi/BKPM, 2017). Based on the 2015-2019 Investment Strategic Plan, the Government of Indonesia sets investment priority sectors, namely 1) infrastructure, 2) agriculture, 3) industry, 4) maritime, 5) tourism, 6) special economic zones (SEZ) and industrial estates, and 7) digital economy. These sectors are very open to Foreign Direct Investment (FDI) of course with due observance of the investment guidelines contained in Presidential Regulation no. 44 of 2016 concerning

List of Business Fields Closed and Business Fields Open with Requirements in the Investment Sector.

However, just like other countries in the world including Australia, Indonesia has also impacted due to the spread the COVID Delta variant. It has made Indonesian government seriously carry out more restrictions on people's mobility, especially on the islands of Java and Bali in order to suppress the spread of the new variant. At the G20 presidency in 2022, Indonesia actually supports the agenda of sustainable infrastructure investment that can make a real contribution to efforts to restore economic growth in countries in the world in the medium and long term. In addition to working with multilateral development banks on this infrastructure work, Indonesia also communicates with the Global Infrastructure Hub. Previously, Australia has also made contributions to the infrastructure development agenda between previous presidencies.

The Australian government provides full support to Indonesia in preparation for the G20 presidency in 2022 (Indonesia Ministry of Finance, 2021). In addition, the governments of Indonesia and Australia agree on the importance of the value of sustainable dialogue between the two strategic partners in realizing an open, inclusive and prosperous Indo-Pacific Region. For this reason, Indonesia and Australia have a commitment that the Indonesia and Australia Economic, Trade, and Investment Ministers' Meeting (ETIMM) has been held annually in line with the commitments in the Joint Statement of Indonesia-Australia Annual Leaders Meeting (ALM) in 2020.

Indonesia-Australia Bilateral Relations

The cooperation between the two countries still need to be built and developed continuously especially in the fields of trade, investment and tourism, which will become strategic sectors for strengthening bilateral relations between the two countries. Indonesia and Australia held the first Economic, Trade and Investment Ministers' Meeting (ETIMM), in early July 2021. The virtual meeting discussed increasing bilateral and global economic cooperation. Further, as for 2015 to 2019, Australian investment in Indonesia has only reached US\$1.8 billion. Therefore as a result, the Kangaroo Country only ranked 12th at the beginning of 2020 as a contributing country to foreign direct investment (FDI) in Indonesia (Antara, 2020). The sectors that dominate investment from Australia are mining (44.7 percent), the metal industry excluding industrial machinery and equipment (11.3 percent) and plantations and livestock (9.4 percent). Meanwhile, Australian investment locations are focused on Kalimantan (23.5 percent) and Sumatra (23.1 percent). In addition, Indonesian government also seeks to spur foreign investment inflows from Australia in the education sector, apart from the trade, industry and mining sectors.

Indonesia and Australia related stakeholders need to play an active role and prioritize the importance of real action through implemented decisions that have been taken by the government leaders of each country as a continuation of discussions between both leaders in addressing demographic changes, financial transformation and the implementation of appropriate fiscal policies for both countries. Therefore, to get the best results, in the end it is necessary to encourage active participation so that the relevant decision makers have a number of thoughts that are open and not linear in one direction in realizing a better and sustainable bilateral relationship.

Indonesia is one of the countries that have an active role in building and developing bilateral and international relations. The most important thing is that Indonesia is the only

country in Southeast Asia that is active in the group of G-20 countries (Indonesia Ministry of Investment, 2017). This is due to the Indonesia intention to strive and plays a contributive role for and in conveying the interests of developing countries in the world. Obviously, these things are very profitable for you foreign investors to invest in Indonesia. Many factors can be obtained, of course, for investors who invest in Indonesia, because Indonesia is a country that is rich, safe, and stable. At last, for foreign investors, they should still pay attention to the obligations they carry out and carry out while investing in Indonesia. In addition to getting benefits and rights while investing in Indonesia, of course, every obligation that must be carried out and fulfilled by foreign investors must also be carried out first, so as not to harm one another.

The Indonesian government has been supporting the entry of foreign investment, promoting projects that are being worked on, continuing to reform sustainable investment services, commitment to focus a number of foreign and domestic investments national in tourism and the creative economy, and their supporting sectors. Moreover, Indonesia is also an attractive business destination in Southeast Asian region because of two advantages, namely its strategic location and large market. While, the Assistant Deputy for Tourism Investment at the Indonesian Ministry of Tourism Henky Manurung stated as follows (Antara, 2018):

‘Australian entrepreneurs need to take advantage of investment opportunities in this sector, because the tourism growth rate in Indonesia has so far reached 22%. This figure is three times greater than regional and global growth. Currently more than 90 percent of tourism businesses are open to foreign investment, even allowing 100 percent for foreign ownership’.

There are also business opportunities in the food processing industry in the ten priority commodities in Indonesia. This can be done by taking advantage of a number of areas of Indonesia that serve as the center of Australian production to reach a larger market in the Asian region. For one thing, the Indonesian agribusiness sector could benefit from Australia's expertise in developing model cooperative management systems as well as financing and insurance systems in the modern high-technology agricultural sector.

RESEARCH METHODS

Tourism has been considered as a vehicle for promoting better understanding and peace among the nations, and investments from the public and private sector are vital for the general economic growth as well as the sectoral growth such as tourism sector (Nawaz & Sallahuddin, 2016, p. 581). It employs international political economy and bilateral cooperation perspective. This research attempts to cover a review of existing literature and discussion on public and private investment and tourism growth. A keen review of existing literature in stated field revealed that this area has received inadequate attention by the research community and negligible research has been found on the effect of public and private investment on tourism growth. It raises question on how Indonesia and all related stakeholders utilize their effort to attract more foreign investment regarding to the tourist destinations and creative economy industries development. This research employs a descriptive analysis of qualitative approach, and is done through literature relating to arising problems (Parlindungan, et. al., 2021, p. 30). Indonesian government continuously implements appropriate strategies by prioritizing tourism and creative economy as a sector in opening job-employment and providing social welfare. Therefore, this study

recommends assessing the Indonesian effort of attracting foreign investment on boosting tourism and creative economy growth. This is done by implementing Indonesia certain strategy decision to invite Australia investment in particular.

Case Study: Indonesia and Australia Cooperation

The Indonesian government has recognized that tourism growth is an industry that can drive economic progress at a rapid pace. Indonesia's tourism sector has grown by 7.2% in 2015, while other ASEAN countries only have grown by 6% (Grigson, 2016). Indeed, Indonesia and Australia can work together to grow this sector in order to improve bilateral relations and increase cooperation in the tourism and creative economy sectors of each country. Investing in Indonesia's tourism sector and creative economy is the right choice to reap the benefits of rapid economic growth throughout Asia. Of course, it is hoped that there will be many opportunities for joint tourism promotion and activities between Indonesia and Australia to further develop these growing destination markets. Infrastructure development in the tourism sector can be a real driver for economic growth. The life of this sector is proven to create jobs, profits and real facility improvements for local residents such as road facilities and infrastructure for other daily living needs.

Australian and Indonesian tourists have made historical development in June 2016 with the increase in human movement traffic between the two countries in the largest number of previous periods. Around 16,200 Indonesians visited Australia in June with a 43% increase from the same month last year and as many as 116,000 Australians came to Indonesia, the highest figure for any month in history. Indeed, Bali still remains a favorite tourist destination for Australians and during the period even set aside New Zealand as the main destination for Kangaroo country travelers. Now more Australians are exploring other parts of the world's largest archipelagic nation to explore what Indonesia has to offer. It's great to see how Australians are starting to see Indonesia outside of Bali, enjoying the white sand beaches on Bintan Island (Riau islands), and the buildings from the Dutch colonial era (Jakarta, Bandung, Semarang, Surabaya, Medan, Makassar, etc.) , or even taste the processed Se'i smoked meat in the increasingly charming city of Flores (East Nusa Tenggara).

Further, in 2015 Australian tourists contributed IDR 20 trillion (AUS\$ 2 billion) to support Indonesia's national economic growth. Australian tourists are also among the highest-spending visitors in Indonesia, spending an average of US\$175 per day in Indonesia. Australian tourists can spend up to IDR 268 trillion (AUS\$ 26.8 billion) while enjoying their holiday. Australian tourists are shown to stay longer in Indonesia compared to tourists from other countries, where on average they stay more than nine days. Australian tourists make a real contribution to the local economy by staying longer in some destinations. Usually, at the same time in June, more Indonesians are also visiting Australia and can enjoy Australia's vibrant culinary scene and great coffee shops in Melbourne and Sydney, travel to Adelaide's wineries to taste wine and explore various experiences, shopping with special traveler discount offers.

While Sydney, Melbourne and Brisbane are still popular cities for Indonesians visiting Australia, Australia still has a lot to offer. Visiting Australia is no longer just a must-visit iconic tourist attraction. Indonesian tourists can enjoy a peaceful holiday in so-called eco-lodges, travel north (Alice Springs, Ayers Rock and Darwin) to enjoy the beautiful white beach landscape and try the courage to experience winter at the southern region and the best parts of Sydney, Melbourne and Hobart. World-class sporting events such as Formula One in Melbourne and the Australian Open tennis tournament attract

more Indonesian tourists every year. There are many factors that contribute to the growth of this two-way tourism. Implementing a multi-entry visa policy that is valid for three years to Australia has made it easier and more affordable to travel to Australia. In addition, the increasing number of Indonesian students and students studying at a number of Australian universities also means that many parents will want the convenience of access to multi-entry visas to visit their children. Similarly, investors looking to expand their business interests in Australia can also take advantage of this new visa policy to make business travel even easier.

The tourism sector is one of the modern industries with growth potential that can bring the two countries closer together. Two-way tourism is creating a number of opportunities of tremendous economic potential that can be mutually encouraged by two countries. The Indonesian Investment Coordinating Board in 2016 said that a number of foreign investors preferred to develop Bali as the main destination for tourism investment with a total amount of US\$249.42 million (Nabila, 2016). Meanwhile, Henky Manurung said, as follows:

‘Regarding the development of Bali tourist destinations stated that there are 3 reasons why foreign investors are interested, namely: 1) some investors still think Bali is the right location for investment. Most of them put their funds for the construction of star hotels; 2) investors chose the Riau Islands with a total investment of US\$137.54 million; and 3) Jakarta Capital Special Region with a total investment of US\$121.79 million. The return on investment (ROI) from hotels in Indonesia is already fast, in seven years you can get your return on investment, whereas in the past it took 15 years. Overall, foreign investors in 2015 have placed their funds to build star hotels in Indonesia which reached US\$476.61 million. This value dominates about 65.07% of the total tourism investment which reaches US \$ 1,048 billion’.

In 2017, a number of Australian investors were interested in developing investments in eastern Indonesia (Ardhian, 2017). The tourist destination area of Labuan Bajo, East Nusa Tenggara is expected to be a destination for investment, from tourism development to the construction of supporting infrastructure facilities. The Labuan Bajo destination has so far been one of the priority tourist areas that have been developed by the central and regional governments. This is done by preparing and finalizing the master plan for the area's development. The Indonesian government has carried out a roadshow to Australia to offer investment in the Labuan Bajo area. In the end, Australia in this context is ready to support, from the master-planning to the targeted investment.

Further, in addition to Labuan Bajo, the government also continues to encourage investment in the area around the Surabaya-Madura (Suramadu) bridge, especially in the Madura Special Area (KKM) and the Madura Side Suramadu Bridge Feet Area (KKJSM) in East Java province. The total value of the projects offered in the two locations is IDR 53.1 trillion. Some of the projects offered include the Tanjung Bulu Pandan Port with an area of 250 hectares with an estimated investment value of IDR 17.2 trillion and a 15.3 kilometer toll road located at the KKJSM location worth IDR 2.6 trillion. Furthermore, the development of industrial estates in Labang covering an area of 284 hectares with an investment value of IDR 17.5 trillion and Industrial Estates in Klampis covering an area of 356.7 hectares worth IDR 6.6 trillion.

Thereafter, in 2016, a number of Australian investors were also interested in developing a tourism business in Lake Toba, North Sumatra, worth IDR 125 billion or

US\$ 10 million (Sulistiyono, 2016). Australia's investment realization in 2015 was ranked 12th at US\$ 167 million consisting of 443 projects, while in the position from 2010 to 2015, investment into Indonesia from Australia was recorded at US\$ 2.07 billion. Lake Toba is one of Indonesia's ten priority tourist destinations besides 1) Borobudur, 2) Mandalika, 3) Labuhan Bajo, 4) Bromo-Tengger-Semeru, 5) Thousand Islands, 6) Wakatobi, 7) Tanjung Lesung, 8) Morotai and 9) Tanjung Kelayang. This interest has shown how the diversification of the investment sector from Australia is optimized, especially since the Indonesian government continues to focus on the development of the tourism sector. In addition, Australian investors are also exploring investment opportunities in the tourism sector integrated with property, targeting tourist sites on the coast of Lampung Province and around tourist sites on Samosir Island, Lake Toba (North Sumatra province).

Indonesia's Tourism Industry Recovery

The number of micro, small and medium enterprises (MSMEs) in all business sectors is very large. Data from the Indonesian Central Statistics Agency in 2020 has reached 64.2 million (Indonesia Ministry of Tourism and Creative Economy, 2020). The role of MSMEs in supporting the Indonesian economy is quite large and contributes significantly. In fact, the existence of MSMEs has a contribution of 60.3 percent of Indonesia's total gross domestic product. The role and support of MSMEs to create job opportunities is quite large, but generally MSMEs still need business development capital and business survival in the midst of the COVID-19 pandemic. Problems with financing and business capital generally rely more on banks than other sources of financing. Guarantee problems, only have intangible assets and uncertain cash flow. For a number of MSMEs, in general, it is still difficult to obtain bank funds and the capital market has not been used optimally. The benefits of the capital market for the government are as a source of government national income, helping the state in running the economy. The state also monitors capital transactions, monitors companies that act as issuers, attracts foreign investors to participate in investing their capital in the country and monitors their performance as well as a place for the state to sell securities to investors. In addition, the benefits of the capital market for investors, namely a place to invest for profit, professional and transparent management can minimize investment risk, can take over ownership of a company and have voting rights at the general meeting of shareholders.

The tourism industry is one of the most affected by the COVID-19 pandemic. Phillips and Faulkner (2019, p. 8) founded that the world's most unique and outstanding natural tourist destination attractions are located in developing countries, these same resources are also some of the most threatened, by resource extraction, the changing climate and the encroachment of human populations on fragile, biodiversity-rich ecosystems. Sustainable tourism development has significant potential to create alternative, sustainable livelihoods and alternative sources of income for developing economies, and help place an economic value on threatened natural resources.

Therefore, in improving its service standards and gaining the trust of both domestic and foreign tourists, the National Economic Recovery (*Pemulihan Ekonomi Nasional-PEN*) program aims to provide support for the tourism sector and the creative economy (Indonesian COVID-19 Handling Task Force, 2021). This support is channeled in various forms of government assistance programs or assistance, such: 1) Proud Traveling Program in Indonesia; 2) Proud 'Made in Indonesia' Program; 3) Indonesia Care/I Do

Care Program which also includes Cleanliness, Health, Safety, and Environmental Sustainability programs/CHSE; 4) government assistance for tourism businesses, government incentive assistance programs; 5) support for National Tourism Strategic Area Development and Tourism Human Resources Training, as well as support for film activities, hotel accommodation for health workers, 6) hotel accommodation support for health workers across Indonesia; and 7) tourism grant funds to local governments.

Indonesian Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno is optimistic that the Mandalika MotoGP international event in March 2022 will certainly help boost Indonesia's economic recovery. The local community was also enthusiastic about welcoming the international event which had a positive impact on the regional and national tourism sector. Minister Sandiaga Uno stated in the virtual media briefing agenda entitled "Deep Dive into Safe COVID-19 Tourism":

'I think, we are very optimistic that the new policy by removing some quarantine requirements, as well as increasing visa applications by reintroducing visa on arrival will be very positive'.

The recovery of the national tourism sector and the creative economy with the discipline of health protocols needs to be continuously supported along with the proper use of masks, and two basic plus one booster vaccinations (Indonesian COVID-19 Handling Task Force, 2022). However, apart from holding MotoGP, other international events have also greatly helped the recovery of the national economy, such as the Batam, Bintan travel bubble, the G20 Summit, and the World Natural Disaster Conference. The existence of these international events will certainly help create new jobs and increase the original income of the regions affected by the COVID-19 pandemic. The holding of a number of international event agendas in Indonesia is believed to be able to run smoothly, safely and comfortably and within the corridors of health protocols and does not pose a risk to foreign and domestic tourists visiting a number of tourist destinations.

Further, it is also expected that with a number of government programs, the tourism industry can improve service standards in order to gain the trust of both domestic and foreign tourists. Further, regarding efforts to advance investment destinations in North Sulawesi Province, investors since 2016 are directed to invest in the special economic zones/SEZ of Bitung and Bunaken, which are one of the leading tourism areas in the region. Bitung focuses more on logistics activities with the construction of seaports and the Bitung-Manado-Gorontalo interconnection, while investors who focus on the tourism and creative economy sectors can dig deeper information in Bunaken. Henky Manurung stated (Berita Lima.com, 2017): "The realization of investment in tourism in 2016 increased dramatically to US\$27.08 million, and showed an increase of 144% compared to 2015. Manado and North Sulawesi are very attractive places for domestic and foreign investors (China, South Korea, Singapore and Australia) in developing national tourist destinations". Manado and North Sulawesi are also very feasible to be tourism investment destinations.

The central government through the COVID-19 Handling Task Force issued Circular Letter Number 3 of 2022 which supports the 'Travel Bubble Program' between Indonesia and Singapore (Indonesian COVID-19 Handling Task Force, 2022). This circular is a guideline for the task force in monitoring the implementation of activities that remain under control amidst the COVID-19 pandemic. Later, a bubble system will be implemented, namely by separating visitors who are at risk of being exposed to

COVID-19 from the general public. A visitor track record system is also applied to those who have been exposed to it, which can be monitored either due to contact history or previous travel history of visitors to areas where transmission has occurred in the community. This mechanism is also accompanied by limiting interactions only to people in the same group (bubble) and the application of quarantine principles to minimize the risk of spreading COVID-19. Later, the implementation of this tourism destination opening sector will continue to be evaluated. This is adjusted to the results of monitoring and development of cases that occur around the area of application of the travel bubble. The government also guarantees that the opening of tourist destinations and national creative economy industrial areas will be carried out with utmost care and consistency.

CONCLUSION

There are still a number of pressures and challenges have caused a prolonged economic crisis, but have not impacted the Indonesian economy. Indonesia's national tourism and creative economy sectors even then bounced back in mid-2021, and continue to support the national economy to be growing, stronger and more sustainable. The Indonesian government through the Ministry of Tourism and Creative Economy with other related ministries and stakeholders should to finalize the mapping of what foreign and domestic investment potential can be explored in a number of tourist destination areas. These various potential investments in the area are not only for developing the tourism and creative economy industries, such as the construction of hotels, resorts, and so on. Moreover, waste water treatment, water supplies facilities and to big ones such as seaport and airport management development also market as well internationally. It is recommended that in the future it will also open up the possibility for other countries to invest.

Sooner or later, in Indonesia's various tourist destinations, the availability of information for travelers, directions, reviews and bookings online is a signal that tourism operators are becoming increasingly competitive in marketing and how they are targeting the desired potential audience. In the end, taking advantage of social media and the ease of accessing 360-degree videos, as well as comparing facilities and prices, becomes a tremendous incentive to prepare vacations for world tourists. However, this committed effort will later encourage more markets for the growth of the creative economy industry and more things that should be commensurate with the facilities and infrastructure feasibility supporting other destinations to ensure the interest of visitors who want to come back again if they have the next opportunity.

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