

Cross-Sectoral Cooperation Would Accelerate The Recovery in the Tourism and Creative Economy Sector



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All efforts to continue the economic recovery from the Covid-19 pandemic are still being carried out, including economic actors in the tourism sector. Increasing collaboration between stakeholders in the sectors most severely affected by this pandemic is also continuously carried out, so that the tourism sector can quickly rise and recover.

"I invite all of us to strengthen cross-sectoral cooperation to accelerate national economic recovery, especially in the tourism and creative economy sectors," said Coordinating Minister for Economic Affairs Airlangga Hartarto when delivering his online keynote speech at the Second National Working Meeting of the Indonesian Hotel and Restaurant Association (PHRI) in 2022 with the theme Recovering and Reviving Indonesian Tourism, Wednesday (9/02).

In an effort to recover the tourism sector, Indonesia faces various challenges, including the need for improvement of consistency in the application of health standards, safety, and environmental sustainability standards by all levels of society, as well as the limited activities in the world of tourism.

In order to support the recovery of the tourism industry in 2022, the Government has prepared a number of policies and programs including the provision of incentives. The government has also prepared a budget to support the recovery of the tourism sector and the creative economy, amounting to Rp4.55 trillion.

Furthermore, priority support that supports the tourism sector such as support for the G-20, Mandalika International Circuit, and others has also been allocated in the amount of Rp3.39 trillion.

Furthermore, the Government has also pursued the development of a travel bubble, both bilaterally and regionally. Last January, the Government launched the Batam-Bintan-Singapore Travel Bubble policy and it was tested on January 24, 2022. It is hoped that through this policy, the economic recovery, especially the tourism sector in Batam and Bintan, can be accelerated.

The next effort is strengthening health protocols in all tourist destinations. Enforcement of Health Protocols is the key to success in preventing the spread of Covid-19. Area managers are required to form a Regional Covid-19 Task Force and every destination and tourism industry is also required to meet Cleanliness, Health, Safety and Environmental Sustainability (CHSE) standards.

"With effective collaboration, I believe that together we can get through it well and be able to rebuild our economy," concluded Coordinating Minister Airlangga. (ag/dlt/fsr)

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