Tourism Development Strategy
Post Covid-19 Pandemic In Kendari City

Arif $^1$, Sawaludin $^1$, Noor Husna Khairisa $^1$

$^1$Geography Department, Faculty of Mathematics and Natural Science, Halu Oleo University, Kendari 93232, Indonesia

*Corresponding author: nhkhairisa@uho.ac.id

ABSTRACT
Kendari City is a developing city and has many tourism objects. The Covid-19 pandemic that has occurred since March 2020 has caused a lockdown and physical distancing policy, thus impacting the tourism industry. Therefore, there is a need for a tourism development strategy post the Covid-19 pandemic in Kendari City. This study aims to: (1) Know the impact of Covid-19 on the tourism industry in Kendari City; (2) Formulate a tourism development strategy post Covid-19 pandemic in Kendari City. This study uses SWOT analysis. The results of this study are: (1) The impact of Covid-19 in Kendari City, namely a reduction in the number of workers (layoffs), a decrease in the number of visitors in both tourism objects and hotels, a decrease in demand for the provision of meeting rooms, closure of culinary business places, restrictions on the number of visitors, and a decrease in the number of entrepreneurs' income in various fields of tourism; (2) Strategies that can be carried out for tourism development, namely: increasing the promotion of various tourist attractions (including hotels) through social media, collaborating with the government or the private sector to improve the quality and prepare facilities and infrastructure that do not build yet, holding entertainment events, building tourism management community, adding supporting facilities to attract visitors, improving quality and quantity, and diversify menus for culinary tourism, organizing sales areas and improving security at tourist attractions.

1. Introduction
Tourist is various type activity tours and supported by various facility as well as services provided community, businessmen, government, and local government (Anandyta and Rilus, 2020). Tourism can bring advantages for countries that as recipient visit tourists, so make some countries in the world as well as Indonesia, consider tourist is important aspect for country development strategy. Currently, tourism is one of the largest foreign exchange earners for Indonesia. Until now, many tourists have come to visit Indonesia to enjoy the tourism potential that cannot be found in their country. Indonesia has all the tourism potential from natural tourism such as beaches, forests and mountains, cultural tourism in the form of customs, arts and historical relics and finally, man-made tourism such as dance performances or regional cultural performances (Jayadi and Suryawan, 2020).
Since the covid-19 pandemic in 2020, revenue in the tourism sector has dropped dramatically. A number of stimulus prepared by the government to revive the tourism sector are unable to stem the negative impact of the Covid-19 Pandemic. The absence of tourist visits both domestic and foreign has caused many cultural tourism attractions to be closed, the majority of hotels cannot operate, this has an impact on no income for people who work in the tourism sector and budget income for the provincial government (Solemede, et al, 2020).

In Indonesia, cases of Covid-19 were first reported on March 2, 2020 with a total of two cases. At the end of March, there were 1,528 confirmed cases of positive infection. In April there were 10,118 cases recorded. Whereas in May the spike in cases continued to occur, reaching 26,473 cases (Baker, 2020) and all provinces in Indonesia have reported cases in each region (Putra, et al, 2020).

Covid-19 is a virus that spreads through droplets, which are water particles that are very small and usually come out when you cough or sneeze. This virus can also survive on inanimate objects for 8 hours, so it is very easy to spread. Since this virus was discovered, this virus has spread very quickly to various countries around the world. Until October 2020, there were 216 countries infected with the Covid-19 virus (Prasetyandari, 2021).

Since the pandemic occurred, flights to various countries have been restricted, so foreign tourists cannot enter Indonesia. In addition, with this pandemic the tourism sector was forced to temporarily close its business. Tourism supporting sectors, such as hotels, restaurants and small traders around tourism are threatened by the impact of Covid-19. Since the closure of the tourism sector, hotels have also experienced a crisis, which requires them to terminate the employment relationship of some employees. As a result, employees affected by layoffs feel economic difficulties. Likewise with small traders around the tourism sector, they have lost their livelihood because no visitors come to tourist attractions (Prasetyandari, 2021).

The weakening of the tourism sector can be seen from the decrease in the number of hotel visitors. In Kendari City, a decline in the number of visitors has been seen since early 2020. Based on BPS data, the decline in the number of room occupancy rates (TPK) for star hotels in Southeast Sulawesi Province reached in 2020 and 2019, which decreased by 13.43%. Whereas for non-star hotels in 2020 and 2019 it decreased by 27.63% (BPS City of Kendari, 2019 and 2020).

This minus growth was unexpected and this was caused by the outbreak of the corona virus which affected the movement of people individually or socially, economically and environmentally. Data for 2019 and 2020 show that the tourism sector contributes 78 percent to Kendari’s economy. Very far from the agricultural sector which only contributed 14.5 percent. This inequality causes too much dependence on the tourism sector (Purwahita, et al, 2021).

The city of Kendari is one of the areas that has tourism assets that can be used as potential sources of local generated revenue, including the Nambo Beach and religious tourism, MTQ, Culinary Area Kendari Beach (Erlin, et al, 2021). In fact, during the last two years from 2019-2021 the income of the tourism sector has tended to decline with an average decrease of -7.76% due to non-natural disasters, namely Covid-19 Pandemic. Currently it is estimated that 75 million jobs in the tourism sector are experiencing shocks and the tourism industry is at risk of losing its turnover of more than US $ 2.1 trillion (WTTC, 2020). The decline in the tourism sector has an impact on MSME businesses and the income of people working in the tourism sector. Even though so far the tourism sector has been a labor-intensive sector that has absorbed a large number of workers (Sanubar, et al, 2017 in Utami and Abdullah, 2021). This research was conducted with the aim of identifying the impact of the Covid-19 pandemic on tourism in Kendari City and formulating alternative strategies for Tourism Development in Kendari City Post-Covid-19 Pandemic.

2. Method

Kendari city which is capital city of Southeast Sulawesi Province, by astronomical located in the south line equator is at between 3°54'40" and 4°5'05" South Latitude (S) and between 122°26'33" and 122°39'14" East Longitude (E). Total area of Kendari City is 271.76 km².

The population in this study are all parties involved in the tourism industry in the research location, namely: hotels, culinary tourism area, religious tourism area and nature tourism. Sampling in research using purposive sampling which is the technique of determining the sample
deliberately. In other words, the researcher determines his own sample which is taken because there are certain considerations. Sampling considerations are people who are involved in managing tourism and trading goods and services at research locations affected by Covid 19. The samples in this study are tourism office stakeholders who are directly involved in managing tourism objects (research locations) and trade in goods and services affected by Covid-19 at the research location. The distribution of research samples can be seen in Figure 1.

![Figure 1. Sample Location](image)

The data collection methods in this study were: Observation of the existing conditions of the research location, documenting them, and interviewing respondents who had been determined at the research preparation stage to determine the impact of Covid 19 on the tourism industry.

Descriptive qualitative methods are used to analyze data on tourism conditions in Kendari City during the Covid-19 Pandemic. The formulation of post-covid-19 tourism development strategies is carried out using a SWOT analysis. SWOT analysis is a useful instrument in conducting strategic analysis, in the context of this article it is intended to assess the quality of organizational services, so that it is expected to be able to minimize weaknesses that exist in an institution. SWOT analysis consists of four factors i.e:

1. **Strength** is a condition of strength that exists in the organization. The strengths analyzed are internal factors, namely what strengths tourism has, by knowing strengths, tourism can be developed to become more resilient so that it is able to survive in the market and is able to compete for further developments

2. **Weaknesses** are conditions of weakness in the organization, namely all factors that are not profitable or detrimental to the development of tourism objects

3. **Opportunity** is a condition of opportunities to develop in the future that occurs, conditions that occur are opportunities from outside the organization such as competitors and tourism policies

4. **Threats** are conditions that threaten from outside. This threat can disrupt the organization of the development of the tourism industry

### 3. Results And Discussion

#### 3.1 Impact of Covid-19 Pandemic In Tourism

The impact of the Covid-19 Pandemic on the tourism industry in Kendari City is known based on the results of interviews with 14 hotel managers, 1 manager of religious tourism (Al Alam Mosque), 20 food sellers (5 sellers at Kendari Beach Culinary Tourism, 5 sellers at MTQ Culinary...
Tourism, 5 sellers at Nambo Beach, and 5 sellers at Al Alam Mosque), and 1 Nambo Beach manager who was affected by the Covid-19 Pandemic.

1. Hotel
   Hospitality economic activity is highly affected due to the lack of hotel occupants. This is due to government policy, namely Lockdown so that travel routes both in and out of an area are very limited and people are encouraged to stay at home and not travel except in very urgent situations. Besides that, people must follow the existing protocol, Social Distancing. Hotels need to limit the number of visitors during the Covid-19 Pandemic, so that hotel owners took policies in the form of reducing the number of employees, reducing electricity usage, a decrease in requests for the provision of meeting rooms and the production of food and beverages that occurred in hotel restaurants, many hotel rooms were not occupied, even hotel opening hours were regulated by the Government during the Covid-19 Pandemic to reduce the spread of the Covid-19 Pandemic case.

2. Culinary Tourism
   Since the pandemic, culinary businesses have closed due to physical distancing regulations and lockdown. Those policies are made by the government to limits the movement of people to reduce the spread the Covid-19 pandemic. Culinary tourism in Kendari City, especially MTQ and Kendari Beach Culinary Tourism, did not make sales and even closed culinary businesses during the Covid-19 Pandemic, there were also no visitors, and restaurants cannot allow customers who eat on the spot. However, the relaxation of government policies, food sellers can open their businesses but can only be ordered through an online application. Sellers can be helped by an online ordering application because it is forbidden to eat on the spot. The drastic drop in the income of food vendors has resulted in many restaurant employees being temporarily closed or even laid off. When the pandemic ended, employees who were laid off were not called back because sales had not returned to normal. During the Covid-19 pandem there was no assistance from the government sales have not returned to normal like before the Covid-19 Pandemic occurred.

3. Natural Tourism
   The Covid-19 pandemic has caused a loss of revenue for tourism objects. This is due to the decreased mobility of tourists visiting tourist destinations on Nambo Beach. The beach manager stated that the Covid-19 pandemic had a bad impact on beach tourism employees. The closure of Nambo Beach has resulted in no income from user fees to enter the natural tourism area, besides that revenue for business units in the Nambo Beach area has dropped dramatically. but as long as the beach is closed some of them become cleaners who clean up the Nambo Beach area and get a salary from the government.

4. Religious Tourism
   The direct impact caused by the Covid-19 Pandemic is limiting the number of visitors visiting religious tourism areas. This is because there are restrictions on activities to visit religious tourism areas, causing reduced revenue from retribution fees to enter tourist areas, the main thing that is allowed to enter tourist areas are people who worship in tourist areas. As long as the religious tourism area is closed, traders in the tourist area will close their trading business.

3.2 Tourism Development strategies post Covid-19 Pandemic
   Based on the results of observations in the field and the results of interviews with respondents on the condition and potential of tourism in Kendari, a development strategy was formulated using SWOT analysis for each type of tourism industry.
Table 1. Qualitative SWOT Matrix of Hospitality

<table>
<thead>
<tr>
<th>STRENGTH (S)</th>
<th>WEAKNESS (W)</th>
<th>OPPORTUNITY (O)</th>
<th>THREATS (T)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have a large parking area</td>
<td>1. Old hotel building</td>
<td>1. There are many meeting activities that can be held at the hotel</td>
<td>1. Increased competitiveness</td>
</tr>
<tr>
<td>2. Have meeting support facilities</td>
<td>2. Number of visitors is limited</td>
<td>2. There are guests from outside the area</td>
<td>2. There is price competition</td>
</tr>
<tr>
<td>3. The location is in the city</td>
<td>3. The price rate is quite high</td>
<td>3. There is cooperation between the government and companies</td>
<td>3. There is competition for promotions</td>
</tr>
<tr>
<td>4. The location is close to the highway</td>
<td>4. High operational costs</td>
<td>4. College and school apprenticeship programs exist</td>
<td>4. Government regulations regarding capacity and activity reduction during a pandemic</td>
</tr>
<tr>
<td>5. Setting up health facilities</td>
<td></td>
<td>5. The existence of social media for the dissemination of information</td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Analysis, 2022)

Based on the SWOT matrix (Table 1), strategies that can be considered for the development of the hotel industry after the Covid-19 pandemic in Kendari City are:

1. S-O strategy
   a. Increase promotions through social media such as Instagram, Tiktok, Youtube, Facebook by showing the facilities, location and access to the hotel so that it can be better known and can bring in lots of visitors.
   b. The hotel opens opportunities for internships, this aims to provide opportunities for students and vocational students to gain work experience and help hotel employees carry out their work.
   c. Increase government and private cooperation so that every activity can be carried out at the hotel. This is done in order to increase hotel revenue through activities (room rental, provision of consumption and parking as well as guests staying at the hotel).

2. W-O strategy
   a. Doing renovations so that the hotel becomes more attractive
   b. This security guarantee is done so that visitors feel safe while at the hotel
   c. Offer special packages at low prices or special packages in the form of free vouchers as a promotion strategy
   d. Making entertainment events such as music performances so that guests who stay overnight will feel entertained while at the hotel

3. S-T Strategy
   a. Always improve in terms of service quality so that every guest will feel comfortable with the service.
   b. Preparing facilities for Covid-19 prevention health protocols in the hotel area. Things that need to be prepared include: masks, sinks, tissues, hand sanitizers, and temperature detectors

4. W-T strategy
   a. Development of existing infrastructure and facilities such as, spa, swimming pool.
   b. Supporting staycation activities by promoting staycation and work from hotel activities
Table 2. Qualitative SWOT Matrix Tour MTQ Culinary Tourism

<table>
<thead>
<tr>
<th>STRENGTH (S)</th>
<th>WEAKNESS (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Large parking area</td>
<td>1. No toilets</td>
</tr>
<tr>
<td>2. The MTQ Monument has become the icon of Kendari</td>
<td>2. Limited trash cans</td>
</tr>
<tr>
<td>3. Is a place of recreation</td>
<td>3. There is no prayer room</td>
</tr>
<tr>
<td>4. The location is in the city center</td>
<td>4. Not clean</td>
</tr>
<tr>
<td>5. Opening hours apply</td>
<td>5. Opening hours apply</td>
</tr>
</tbody>
</table>

OPPORTUNITY (O)
1. There is cooperation with the government
2. Make menu innovations
3. There is a government office
4. Many public activities are carried out
5. There is digital marketing

THREATS (T)
1. There are restaurants around culinary places that do menu updates
2. Visitors are reduced

(Source: Data Analysis, 2022)

As showing on SWOT matrix (Table 2), the following strategies can be considered for the development of MTQ culinary tourism after the Covid-19 Pandemic in Kendari.

1. S-O Strategy
   a. Optimizing cooperation with the government in terms of tourism promotion and promotion through social media so that it can be known by the public
   b. Adding menu variations so that visitors don't get bored with the existing menu so they can keep up with every restaurant that always innovates menus
   c. Sellers should work with online transportation companies (gofood partners, maxim, and grab food) to make it easier for consumers to buy through online applications

2. W-O strategy
   a. Procurement of infrastructure for visitor facilities, toilets, trash cans, prayer rooms to make it easier for visitors to dispose of water, dispose of garbage and to worship.

3. S-T Strategy
   a. Create standard health protocols to increase public confidence in safety for traveling in this MTQ area, such as handwashing stations in every corner of tourist attractions, temperature check points at tourist entry, and providing a place to sell masks for visitors who forget to bring masks
   b. Innovate and arrange places to make them more attractive to visit

4. W-T Strategy
   a. Make efforts to prevent damage by making appeals not to damage existing facilities

Table 3. Qualitative SWOT Matrix Kendari Beach Culinary Tourism

<table>
<thead>
<tr>
<th>STRENGTH (S)</th>
<th>WEAKNESS (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Has an interesting view of Kendari Bay</td>
<td>1. There is no prayer room</td>
</tr>
<tr>
<td>2. Al Alam Mosque as a culinary tourism view</td>
<td>2. Parking area is lacking</td>
</tr>
<tr>
<td>3. Located on the main road</td>
<td>3. Less trash</td>
</tr>
<tr>
<td>4. Many diverse sellers</td>
<td>4. No culinary updates</td>
</tr>
<tr>
<td>5. As a place of recreation</td>
<td>5. The menu that is sold is homogeneous</td>
</tr>
<tr>
<td>6. Opening hours apply</td>
<td></td>
</tr>
</tbody>
</table>
OPPORTUNITY (O) | THREATS (T)  
--- | ---  
1. There is cooperation with the government  
2. Located on the main road  
1. The low and high tide of sea water  
2. Visitors are reduced  
3. Strong winds on the coast  
4. There is a criminal threat  
(Source: Data Analysis, 2022)

Recommendation strategies for development in the culinary tourism area of Kendari Beach based on Table 3, as follows:

1. S-O Strategy  
a. Opening some branches and making promotions  
b. Optimizing cooperation with the government is done in order to make arrangements to make it better.  
c. Utilizing the al-alam mosque as a view and cleaning culinary tourism barriers when visiting Kendari beach culinary tours that the Kendari beach tourist area has a beautiful view.  
2. W-O strategy  
a. Building some infrastructures to support tourist areas such as prayer rooms and trash cans  
b. Structuring and designing innovations that can support Kendari beach's culinary tourism so that can be more attractive for tourists to visit  
3. S-T Strategy  
a. There is a security early warning system so that visitors are safe when in the Kendari beach tourist area as a warning of a disaster.  
4. W-T Strategy  
a. Providing a parking space for visitors so as not to disturb other road users  
b. Keep maintaining the infrastructures

Table 4. Qualitative SWOT Matrix Natural Tourism (Nambo Beach)

| STRENGTH (S) | WEAKNESS (W) | OPPORTUNITY (O) | THREATS (T)  
--- | --- | --- | ---  
1. Tours that offer natural, fresh, and beautiful beauty  
2. The location is elongated with clean yellow sand  
3. Spacious parking area and close to the highway  
4. Close to the city center  
5. The place is clean  
6. Can be reached by public transportation  
7. Security guaranteed  
1. Children's playground that has been damaged  
2. Trash cans that are still lacking  
3. The mosque is not clean  
4. Lack of availability of clean water  
5. Promotions are still lacking  
6. Toilet facilities are less clean  
7. Drainage that does not exist  
1. As a recreation area for local people and visitor from outside the city  
2. There is government support to develop tourist areas  
3. Increasing people's income  
4. There is support from the local community  
1. There is a threat of high waves  
2. There is a threat of strong winds  
3. During the Covid 19 Pandemic the Nambo Beach tour was closed  
4. Many coastal tours  
5. The entrance fee by the manager does not match what is stated on the information board  
(Source: Data Analysis, 2022)
There are strategies for developing Natural Tourism (Nambo Beach) based on Table 4:

1. S-O strategy
   a. Build some infrastructure and repair of supporting facilities that have been damaged thus visitors feel comfortable when in natural tourism areas such as children’s play areas, places to change clothes, and cleaning toilets.
   b. Facilitate entertainment events so that every visitor can be motivated to visit
   c. Build of a tourism-aware community for the management of tourism areas. Forming this community is to promote and make it better so that visitors can find out about the condition of tourist areas and know the policies that have been made and the prohibitions when in natural tourism areas.

2. W-O strategy
   a. Build some tourism facilities that do not yet exist, such as photo spots, drainage, clean water points to make it easier for visitors when they need clean water, children’s games, toilet cleaning and a place to change clothes
   b. Increase promotion through social media by addressing the uniqueness and beauty of natural tourism.

3. S-T Strategy
   a. The strategy for monitoring the tourist area by the coast guard in the tourist area thus visitors can be safe so that unwanted things do not happen such as crime and drowning
   b. Carry out supervision by the government on a regular basis, especially in natural tourism entry areas and improve the entry payment system in tourist areas

4. W-T strategy
   a. Make rules for tourists not to damage existing facilities and maintain the facilities that have been provided
   b. Procurement of trash cans and appeals for this to be done so that visitors throw garbage in the trash

Table 5. Qualitative SWOT Matrix Tour Religion

<table>
<thead>
<tr>
<th>STRENGTH (S)</th>
<th>WEAKNESS (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Has superior appeal</td>
<td>1. There is no shelter</td>
</tr>
<tr>
<td>2. It has a unique design which is a floating mosque</td>
<td>2. Trash cans that are still lacking</td>
</tr>
<tr>
<td>3. Low entry fee</td>
<td>3. Places to sell are not well organized</td>
</tr>
<tr>
<td>4. Spacious parking area</td>
<td>4. Road facilities that have not been completed</td>
</tr>
<tr>
<td>5. The location is in the middle of the sea</td>
<td>5. Less clean</td>
</tr>
<tr>
<td>6. There is a jogging track</td>
<td>6. There is no janitor</td>
</tr>
<tr>
<td>7. It is an icon of Kendari City</td>
<td>7. The parking lot is not organized</td>
</tr>
<tr>
<td>8. Has a view of Kendari Bay</td>
<td>8. Infrastructure in the tourist environment that has not yet been built</td>
</tr>
<tr>
<td>9. The location is close to the main road.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITY (O)</th>
<th>THREATS (T)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Easily accessible location</td>
<td>1. Lack of visitors awareness to maintain the cleanliness of religious tourism objects</td>
</tr>
<tr>
<td>2. Cooperate with the government for the development of facilities and infrastructure</td>
<td>2. There is strong winds hazard</td>
</tr>
<tr>
<td>3. There are promotions in strategic places (airports, hotels and websites of Kendari City)</td>
<td>3. Tide high sea water. There are similar tours</td>
</tr>
<tr>
<td>4. Many tourists visit both local and outside the area</td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Analysis, 2022)
Strategies that can be considered for the development of post Covid-19 pandemic for religious tourism based on the SWOT matrix (Table 5) are:

1. S-O strategy
   a. Managing and improving promotions through social media so that they are better known to the public
   b. Increasing supervisory work so that it is maintained in religious tourism areas and maintain existing facilities so that they are not damaged by visitors
   c. Adding water rides and rides for children visiting tourist areas and increasing the quality and quantity of tourist culinary delights
   d. Opening vacancies for professional management so that religious tourism can be arranged properly to make it look more beautiful
   e. Improving the quality and quantity of culinary places

2. W-O strategy
   a. Adding cleaning facilities and adding cleaning service employees inside the mosque and outside the mosque as well as adding trash cans so that visitors who come do not litter
   b. Making a canopy and plant trees to add to the beauty
   c. Completion of tourist facilities and infrastructure in the form of a way out of the religious tourism area

3. S-T Strategy
   a. Make an appeal to visitors to maintain cleanliness.
   b. Making promotions that highlight the uniqueness that religious tourism is located in a bay in the city of Kendari and this religious tourism is a tourist spot in a very strategic location.

4. W-T Strategy
   a. Arranging parking lots and places to sell so that every visitor and seller’s vehicle can be parked regularly
   b. Making rules and supervision so as not to damage existing facilities. This is done so that visitors do not damage existing facilities in the religious tourism area.

Based on the results of the SWOT analysis, that hotels in Kendari City should increase promotion through social media so that the hotel can be known by the public, this promotion can be through Facebook, Instagram, and YouTube by showing the facilities in the hotel this promotion can be carried out by influencers. Besides that opening apprenticeships can be carried out at the hotel as long as the internship program is in existence, the hotel is no longer looking for employees because this is helped by this apprenticeship. Then the hotel must also cooperate with the government or the private sector, this aims so that every activity held by the government or private sector is carried out and guests from out of town are accommodated in the hotel.

Improving facilities and infrastructure is one strategy that needs to be carried out by MTQ and Kendari Beach culinary tourism managers so that visitors are comfortable traveling in the MTQ and Kendari Beach culinary areas, such as providing a prayer room because most visitors will be looking for a place of worship, adding trash cans, besides that the toilets need to be clean. In addition increasing the quality and quantity of tourist culinary delights so that visitors don’t get bored with the existing menus.

Strategies that can be implemented to develop natural tourism are facilitating entertainment events so that every event that will be held can be carried out, as well as forming a tourism-aware community for the management of tourist areas. The formation of this community aims to keep the tourist area better so that many visitors don’t get bored with the tourist situation every time they visit. Religious tourism can attract tourists by finishing unfinished facilities and adding supporting facilities such as water rides and rides for children visiting tourist areas and cleaning the area can make visitor feel more comfortable in religious tourism.

4. Conclusion

The impact of the Covid-19 pandemic on tourism in Kendari is a decrease in visitors, many businesses are closed temporarily and permanently, many employees have been laid off, the income of all business sectors in the tourism sector has drastically reduced. Strategies that can be
carried out for tourism development, namely: increasing the promotion of various tourist objects (including hospitality) through social media, holding government, private and community collaboration for tourism development by improving quality and preparing facilities and infrastructure that do not yet exist, holding entertainment events, improving quality and quantity, and diversifying menus for culinary tourism, structuring selling areas and increasing security oversight and forming a tourism-aware community.

**Bibliography**


