

BAB VI

KESIMPULAN

6.1 Kesimpulan

Berdasarkan hasil penelitian mengenai pemulihan pariwisata di Provinsi Bali, terdapat kesimpulan yang bisa ditarik:

1. Perubahan perilaku wisatawan selama pandemi COVID-19 ditandai dengan pertimbangan persepsi terhadap risiko perjalanan. Oleh karena itu, TPB dikembangkan dengan memperhatikan persepsi risiko untuk menganalisis bagaimana niat wisatawan berkunjung kembali. Persepsi risiko di Provinsi Bali dipengaruhi oleh tiga variabel yaitu kebijakan PCR/antigen, jumlah kasus aktif COVID-19, dan tingkat keterisian tempat tidur di RS COVID-19.
2. Model pemulihan pariwisata di Provinsi Bali dibentuk dalam SFD guna memahami bagaimana destinasi pariwisata akan terpengaruh oleh COVID-19. Jumlah kedatangan wisatawan domestik kemudian menjadi parameter dalam model ini untuk melihat bagaimana dampak pandemi COVID-19. Selain itu, 10 kemungkinan strategi di uji untuk pemulihan pariwisata. Hasil dari uji tersebut menunjukkan bahwa meningkatkan laju penyembuhan 5% dan menambah jumlah tempat tidur RS COVID-19 yang tersedia sebesar 80% menjadi strategi terbaik untuk mengurangi persepsi risiko dan meningkatkan jumlah kedatangan wisatawan domestik.

6.2 Saran

Keterbatasan utama dari penelitian ini adalah data yang tidak mencukupi atau tidak tersedia. Tidak semua variabel dalam model terdapat data historis. Oleh karena itu, asumsi digunakan untuk menyederhanakan model. Asumsi ini dapat menyebabkan beberapa masalah subjektivitas. Selain itu, karena data yang tidak mencukupi atau tidak tersedia, beberapa variabel tidak dipertimbangkan. Untuk penelitian lanjutan, saran yang penulis berikan adalah dengan mengumpulkan lebih banyak data historis dan mempertimbangkan lebih banyak variabel. Sebagai contoh adalah data terkait jumlah atraksi budaya dan perkembangannya.

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