

ABSTRAK

Penelitian ini membahas dampak pandemi Covid-19 terhadap sektor pariwisata di Daerah Istimewa Yogyakarta serta strategi pemulihan yang ditempuh oleh pemerintah daerah. Pandemi menyebabkan penurunan drastis jumlah kunjungan wisatawan, baik mancanegara maupun domestik, yang berdampak pada keberlangsungan usaha pariwisata, penurunan pendapatan masyarakat, serta gangguan pada aspek sosial dan ekonomi. Penelitian menggunakan metode kualitatif deskriptif dengan data diperoleh melalui studi literatur, dokumen resmi, serta data statistik dari Dinas Pariwisata. Analisis dilakukan dengan pendekatan SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman sektor pariwisata selama pandemi. Hasil penelitian menunjukkan bahwa meskipun pandemi membawa dampak negatif signifikan, pemerintah daerah menerapkan sejumlah strategi pemulihan, antara lain penerapan protokol kesehatan CHSE (Cleanliness, Health, Safety, and Environment Sustainability), program promosi pariwisata seperti Jogjavaganza, serta revitalisasi destinasi wisata berbasis keberlanjutan. Strategi tersebut sejalan dengan prinsip pariwisata berkelanjutan menurut UNWTO, khususnya pada aspek keberlanjutan lingkungan, pemberdayaan masyarakat, dan peningkatan daya saing destinasi.

Kata kunci: Pandemi Covid-19, pariwisata Yogyakarta, strategi pemulihan, SWOT, UNWTO.

ABSTRACT

This research examines the impact of the Covid-19 pandemic on the tourism sector in the Special Region of Yogyakarta and the recovery strategies implemented by the local government. The pandemic caused a drastic decline in international and domestic tourist arrivals, which disrupted tourism businesses, reduced community income, and affected social and economic aspects. This study employs a descriptive qualitative method, with data collected through literature review, official documents, and statistical reports from the Yogyakarta Tourism Office. The analysis applies a SWOT framework to identify the strengths, weaknesses, opportunities, and threats of the tourism sector during the pandemic. The findings reveal that despite the severe negative impacts, the local government adopted several recovery strategies, including the implementation of CHSE (Cleanliness, Health, Safety, and Environment Sustainability) protocols, tourism promotion programs such as *Jogjavaganza*, and the revitalization of sustainable tourism destinations. These strategies are aligned with UNWTO principles of sustainable tourism, particularly in terms of environmental sustainability, community empowerment, and enhancing destination competitiveness.

Keywords: Covid-19 pandemic, Yogyakarta tourism, recovery strategy, SWOT, UNWTO.