
| RESEARCH ARTICLE

Tourism Business Sustainability Analysis in the Post-Pandemic Era: A Systematic Literature Review

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| ABSTRACT

Tourism is one of the areas that has undergone a recovery during the post-pandemic period. However, numerous factors must be considered before this industry can recover from the epidemic that has led tourism to decline globally. This is a crucial question for tourist stakeholders in post-pandemic times. Post-pandemic tourism faced several obstacles in practically all nations, and local governments handled them in different ways. Many experts began writing about tourism's sustainability during and after the pandemic. Based on this, a literature evaluation is required that carefully filters and examines the post-pandemic sustainability of tourism. The results of the review can answer the research questions: whether the right and feasible policies or strategies are implemented in the post-pandemic period for tourism industry players; and what technology is most suitable for tourism sustainability in the post-pandemic period. To answer these questions, a literature review on the topic of tourist sustainability in the post-pandemic period was conducted. The PRISMA approach was used in this study's literature review to attain this purpose. The initial selection was made using Scopus, Proquest, Emerald and Semantic Scholar databases resulting in a total of 386 articles since 2020 based on articles that have been applied filtering and screening processes; they can be categorized into four article topics, namely: Case Study, Conceptual, Strategy and Technology. The findings of the article review that PRISMA can be utilized. For the first question about policies and strategies, synergy and cooperation between components within the penta helix are required before defining tourism-related policies. To ensure tourist sustainability after the crisis phase, it is vital to generate optimism and excitement among tourism industry participants and local residents. Concerning the second research subject, the filtering study lacks research using methods other than those in the trend, such as MCDM or candlestick charts. Future studies can utilise past research. So the distance between research results and actual market conditions can be overcome; if the gap is crossed, the study's conclusions can be employed empirically in stock trading, not just on paper.

| KEYWORDS

Tourism Sustainability, Post Pandemic, Systematic Literature Review, PRISMA

| ARTICLE INFORMATION

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1. Introduction

Tourism is one of the areas that has undergone a recovery during the post-pandemic period. However, numerous factors must be considered before this industry can recover from the epidemic that has led tourism to decline globally (Lama & Rai, 2021). This is a critical question for tourism stakeholders in order to maintain industry sustainability in the post-pandemic period. Tourism actors, in general, are practitioners who frequently struggle with implementing fresh concepts or routines in order to thrive in the post-pandemic period (Matiza, 2022). As a result, concepts that are easier to execute are required, both conceptually and in the form of evidence-based study findings. This is required so that the sustainability of post-pandemic tourism may be maintained, if not increased, in the future.

Tourism in the post-pandemic period experienced many challenges in almost all countries in the world, and local governments handled it in various ways to maintain the sustainability of the field. In Ghana, for example, it is proposed to make it easier for tourists while pioneering a digital-based tourism system (. The same is also proposed in China (Zhang et al., 2022), although this proposal is also still doubtful, considering that not all regions have infrastructure that supports this implementation. Another example proposed for tourism sustainability in the post-pandemic period is to strengthen cooperation between tourism industry players, the central government, local governments, community groups, and non-profit organizations (Sari et al., 2022).

One of the studies that are considered the most feasible in the field of tourism in the post-pandemic period is the use of technology that utilizes long-distance connections, as is often done during a pandemic, such as the use of meeting conferences or virtual tours (Akhtar et al., 2021; Zhang et al., 2022). However, its existence is still very doubtful because the tourism business is a business that prioritizes interaction, natural and artificial beauty, and hospitality in its services, so the use of technology is still felt to be less attractive in this regard. But on the other hand, the use of technology that is supportive can still be applied so that the tourism business can at least survive and return to its pre-pandemic position.

On the other hand, research on the sustainability of tourism, especially during the pandemic and post-pandemic, began to be written by many research. However, thorough screening is still required so that tourism practitioners may identify which issues should be prioritized in the context of tourist sustainability in the post-pandemic phase. Preliminary search results for post-pandemic tourism sustainability research suggest that there are at least 400 articles spread across multiple journals and indexed in several worldwide index databases. This is a fantastic result, but it leaves practitioners confused about what to prioritize for the next step. For academics, particularly tourism researchers, this is a new and challenging job that will need them to prioritize research priorities in the future.

Based on this, a literature evaluation is required that carefully filters and examines the post-pandemic sustainability of tourism. The results of the review can at least provide partial answers to the research questions posed, namely: (1) whether the right and feasible policies or strategies are implemented in the post-pandemic period for tourism industry players; and (2) what technology is most suitable for tourism sustainability in the post-pandemic period. To answer these questions, a literature review on the topic of tourist sustainability in the post-pandemic period was conducted so that the qualitative results of the evaluation could respond to the issues posed.

The PRISMA approach was used in this study's literature review to attain this purpose (Shamseer et al., 2015). The PRISMA method was originally utilized in health-related research, but as research advances, PRISMA can also be employed in other sectors (Page et al., 2021). It is intended that by adopting this strategy, the study questions posed would be more correctly organized, allowing it to be understood how tourism sustainability might be managed in the future.

2. Literature Review

Tourism during the pandemic has decreased drastically due to the lockdown process and social distancing regulations which have resulted in at least more than 90% of travel restrictions worldwide (Palacios-Florencio et al., 2021). This has created a crisis in various fields, especially tourism, and leaves big questions about its sustainability in the post-pandemic period, both nature-based, culinary and other tourism. (Teczke et al., 2022; Wang et al., 2022). So that a variety of strategies are needed, both those that can be implemented directly or for long-term thinking, which can also be a development of tourism itself.

Sustainability in tourism is basically determined by the strength of the supply chain, which there are components: facilities, pricing, inventory, information and resources (Tasnim et al., 2022). In addition, innovation is also an important issue in sustainability in the field of tourism. This is because innovation can help tourism industry players to continue to compete with other similar tourism areas (OuYang & Liu, 2013). This means that sustainability in the field of tourism should be possible if innovation is carried out on the five components already mentioned, but also the most important is the resource component which involves human resources as one of the main elements in the sustainability of tourism in general.

The methods utilized in the scope of the literature review can use numerous forms, but approaches that can produce organized reviews must always be preferred. As a result, a review is created that not only draws hasty conclusions but is also untrustworthy (Rf et al., 2007). As a result, the methodologies used for the literature review must be based on systematic approaches and have well-standardized steps (Van Klaveren & De Wolf, 2019). Furthermore, the strategy adopted has been widely applied in a variety of other literature review research. The PRISMA approach, which has been shown to have systemic stages and is generally and scientifically accountable, is one method that fits these conditions (Shamseer et al., 2015). When doing systematic literature reviews, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses, or the PRISMA technique, is used to prioritize adequately specified research topics (Page et al., 2021). so that replies provided based on the review deliver trustworthy outcomes and great

confidence. PRISMA incorporates at least 27 easily identifiable checklists to limit the articles that will be picked and subjected to further examination.

3. Methodology

PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) is a strategy for conducting systematic literature reviews that prioritizes clearly defined research topics (Page et al., 2021). As a result, the responses supplied based on the review provide credible results and high confidence. PRISMA uses at least 27 distinct checklists to narrow down the articles that will be chosen and subsequently studied. Filtering from five index databases, which are: Scopus, PubMed, Proquest, Emerald and Semantic Scholar, was used in this study to pick journals containing the keyword " tourism sustainable development post pandemic covid 19". Furthermore, selective filtering is performed by favoring papers that come from a journal article, not from a book chapter or textbook. Then, additional filtering was performed by search results from 2020, which ensured that articles were written in the post-pandemic era.

Then, for each filtered article, check to see if it is available in full-text format and has a valid link that can be inspected and assessed. Furthermore, grouping is done based on the subjects chosen for selection in order to obtain heterogeneity and homogeneity from the articles chosen. The findings of this article's checks serve as the foundation for the analysis in the subsequent discussion. Table 1, which is a modified version of the PRISMA framework, summarizes the results of completing the PRISMA checklist.

Table 1. Method checklist for PRISMA

Method for PRISMA	
Eligibility criteria	From 2020 only for peer reviewed articles and omitting books also book chapters
Information sources	S = Scopus Pro = Proquest SS = Semantic Scholar E = Emerald Pub = PubMed
Search strategy	From a single keyword: " tourism sustainable development post pandemic covid 19"
Selection process	After filtering by eligible criteria, then filter by title. Then it excludes any literature review articles as well as any theoretical review.
Data collection process	To ensure search results, use Publish and Perish v 8 and the Emerald insight website at least three times. Then, export the results to Excel for further filtering and splitting, and run the data cleaning process for each information source.
Data items	Each data item is filtered initially through title suitability; if it is met, then screening is carried out for abstracts and then it is ensured that the article can be accessed in full for analysis purposes.
Synthesis methods	<ul style="list-style-type: none"> - Grouping the results from each database and observing each article from its abstract - If the abstract shows a literature review or theoretical comparison, omit it - Grouping is carried out based on the greatest similarities - The results of the subsequent grouping are further analyzed and then unified between databases - The results of the grouping reviewed were based on an abstract and full-text paper in order to get a level of heterogeneity and homogeneity to answer research questions

3.1 Papers Selection

The initial selection was made using the Publish and Perish application version 8 with keywords as described in the previous section. The results of the first search for the Scopus (S) database resulted in a total of 386 articles since 2020 for the Proquest (Pro), Emerald (E) and Semantic Scholar (SS) databases; each was limited to 100 articles since the same year limit. Furthermore, a filtering process is carried out with adjustments to themes that are in harmony based on tourism in the post-pandemic period and without articles coming from books or book chapters to ensure that all articles are valid article peer-reviewers. Next, the titles that match the keywords and are also relevant to the study questions posed are reviewed. If there is a suitable title, it is then reanalyzed through the abstract to find an article that truly fits the topic and does not contain articles whose discussion deviates from the

given topic. In addition, the identical item is also filtered in the index database so that the full list of assigned articles is assured to be unique. At least 65 articles were eliminated based on the second filtering and can advance to the third screening.

Next, filtering is performed depending on the process of downloading article data to ensure that retrieval-category articles can be evaluated further. Based on this procedure, there are only 10 publications that cannot be downloaded, leaving 69 articles available for analysis. The next step is to perform the final filtering by tracking the journal's origin; thus, 25 articles are discarded, and the remaining 44 articles serve as the basis for future analysis. Figure 1 shows an overview of this preliminary selection as the PRISMA flow, which is the framework for the systematic literature review utilizing PRISMA.

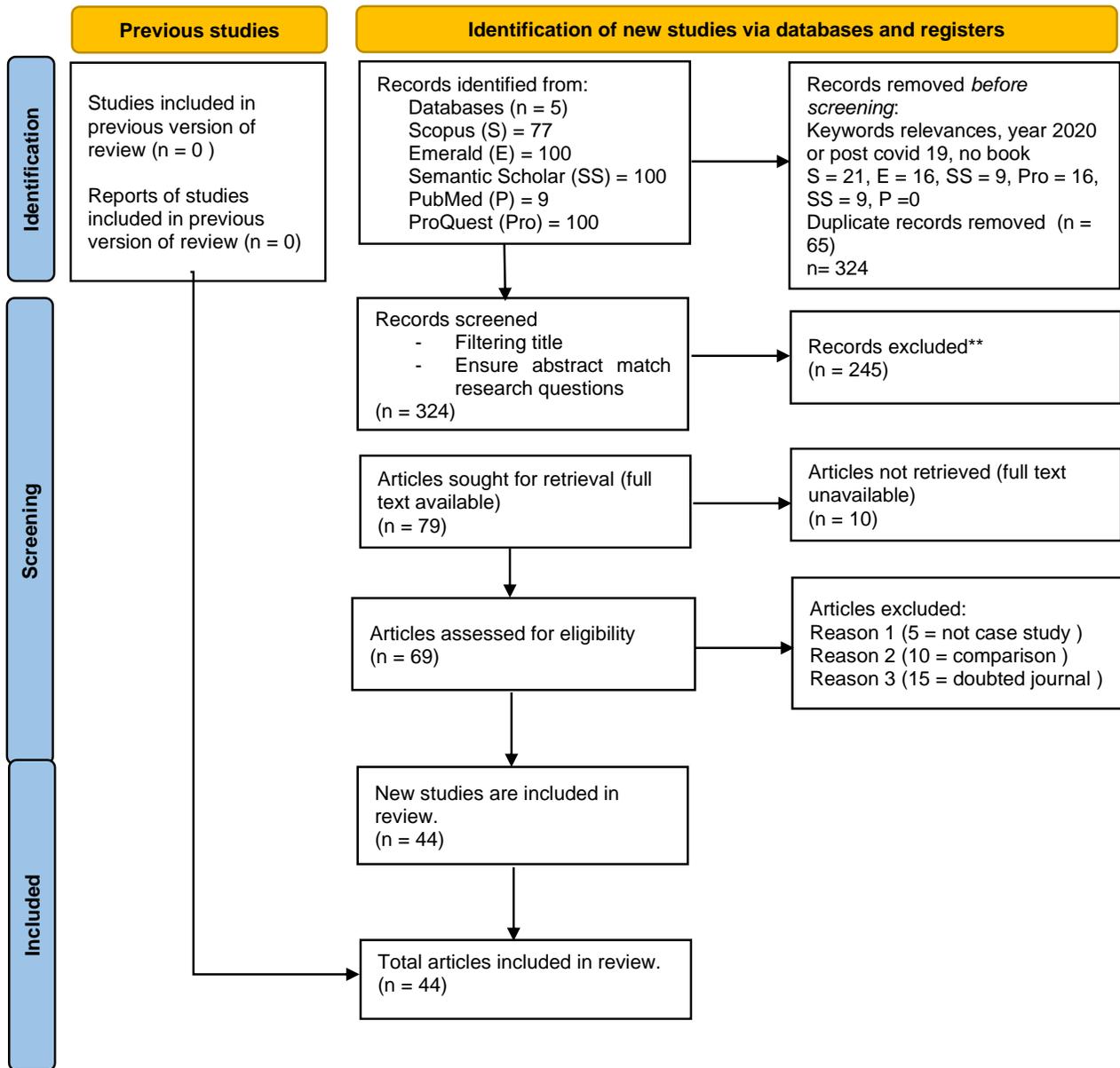


Figure 1. PRISMA flow framework

4. Results and Discussion

4.1 Analysis Result

Based on articles that have been applied filtering and screening processes, they can be categorized into four article topics, namely: Case Study, Conceptual, Strategy and Technology. In the first category, there are 18 articles included, and there are 12 articles in the Conceptual category. Meanwhile, for the Strategy category, there are 9 articles, and the rest are included in the Technology category. This categorization is based on abstract screening and article content that has been reviewed in the previous process. A brief summary of the categories can be seen in table 2.

Table 2. Category Summary

TYPE	COUNT
CASE STUDY	18
CONCEPTUAL	12
STRATEGY	9
TECHNOLOGY	5
SUMMARY	44

In the first category, it is an article that contains empirical case studies of handling tourism post-pandemic. At least there are case studies from Ecuador, Thailand, China and also Indonesia, all of which are countries with areas that, in the pre-pandemic period, had a fairly high level of tourist visits. In Ecuador, especially Puerto Lopez, it is proposed to further highlight the optimism of local residents in the post-pandemic so that the cultural heritage highlighted can be maintained so that tourist visits can return to normal (Erick Rodolfo et al., 2021). Meanwhile, in Thailand and Malaysia, with the calculated losses being very large during the pandemic, direct government intervention is needed to be able to maintain the sustainability of tourism (Abhari et al., 2022; Klinsrisuk & Pechdin, 2022). However, the solutions offered by researchers from China and Indonesia are slightly different because the assumptions of local residents as the main actors in tourism still hold post-pandemic optimism, so what needs to be developed more is innovation in order to maintain sustainability, either by increasing branding or updating the perspective of the local community. (Pamungkas et al., 2021; Wang et al., 2022).

Another thing that is in the first category is the need for the involvement of academics who should be able to play a big role in the recovery of post-pandemic tourism. This can happen with changes in the perception of the local population (Seyedabolghasemi et al., 2022) and the involvement of academics as part of the Quadruple Helix as one of the important elements in it (Bonang et al., 2022). In addition, it is also emphasized mitigating the risks that must be faced by tourism actors. Although in some countries it has eliminated restrictions, but the dangers of the rest of the pandemic also still feel worried for some parties, so it is necessary to take precautions for mutual safety (Matiza, 2022). Briefly, the articles that are included in the first category can be seen in table 3.

Table 3. Category Case Study

Type	Title
Case Study	Are There Opportunities for Sustainable Tourism in the Province of Manabi- Ecuador, after COVID-19? The Case Study of Puerto Lopez
	Brand Association of Ciletuh - Palabuhanratu Geopark Towards COVID-19 Pandemic and Sustainable Tourism
	Evidence from Thailand on Easing COVID-19's International Travel Restrictions: An Impact on Economic Production, Household Income, and Sustainable Tourism Development
	Exploring the Factors of Rural Tourism Recovery in the Post-COVID-19 Era Based on the Grounded Theory: A Case Study of Tianxi Village in Hunan Province, China
	Geopark Rinjani, Sport Tourism, and the Rise of Local Participation Post COVID in Lombok, Indonesia
	Geotourisms in Cibenda Village: Potencies of Sustainable Tourism in Ciletuh – Palabuhanratu Geopark after COVID-19 Pandemic
	Halal industry's response to a current and post-COVID-19 landscape and lessons from the past
	Horti-tourism; an approach for strengthening farmers' economy in the post-covid situation
	Mapping of Re-Assessing Gentrification Process Post-Pandemic COVID-19 in The Old Town Semarang, Indonesia
	Perceived risk and attitude's mediating role between tourism knowledge and visit intention during the COVID-19 pandemic: implementation for coastal-ecotourism management
	Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk

Type	Title
	Residents' Perceptions of Sustainable Tourism Destination Recovery: The Case of Northern Cyprus
	Saudi Vision 2030: Applying a Sustainable Smart Techno-cultural Assessment method to Evaluate Museums' performance post-COVID-19
	Sustainable local development and agri-food system in the post Covid crisis: The case of Rome.
	Sustainable recovery of tourism in the post-COVID-19 world: Advocacy for a Resource Nexus perspective
	Sustainable Tourism Issues in European Countries during the Global Pandemic Crisis
	The Effects of COVID-19 on Future Domestic Travel Intentions in South Africa: A Stakeholder Perspective
	The impact of the Covid-19 pandemic on small businesses in the tourism and hospitality industry in Malaysia

As for the conceptual category, the article in it emphasizes a framework that is still in the concept stage and does not yet have empirical evidence for its implementation. This is still fairly reasonable because the post-pandemic period has just occurred, so it is still difficult to prove the concept. The majority of issues raised in this category are about the sustainability of tourism during the pandemic and the agenda that must be carried out by tourism industry players so that they can at least survive and then be able to continue the business that was done before the pandemic came (Firdaus et al., 2022).

Several articles offer a three-stage framework, namely pre-recovery, recovery and transformation (Mensah & Boakye, 2021). This type of framework may be interesting for additional research if there is support from tourist industry participants, particularly in the steps of value transformation and past experiences that can be a turning point in the tourism sector's reversal. (Benjamin et al., 2020). The same point is underlined in order to be able to use information technology to unite existing notions in order to improve their implementation (Matiza, 2022; Zukhri & Rosalina, 2020). Briefly, the articles that are included in the first category can be seen in table 4.

Table 4. Category Conceptual

Type	Title
Conceptual	"We can't return to normal": committing to tourism equity in the post-pandemic age
	Acceleration model for tourism industry recovery based on environment post COVID-19
	Challenges in Developing Sustainable Tourism Post COVID-19 Pandemic
	Conceptualizing Post-COVID 19 Tourism Recovery: A Three-Step Framework
	Gender Segregation in Tourism: A Comprehensive Literature Survey and Policy Recommendations for the Post-COVID Era
	Negotiating interdisciplinary practice under the COVID-19 crisis: opportunities and challenges for tourism research
	Recovery agenda for sustainable development post COVID-19 at the country level: developing a fuzzy action priority surface
	Silk Roads Routes. Sustainable Tourism after COVID-19
	Sustainable or a Butterfly Effect on Global Tourism? Nexus of Pandemic Fatigue, COVID-19-Branded Destination Safety, Travel Stimulus Incentives, and Post-Pandemic Revenge Travel
	The Potential Dynamics of "Albergo Diffuso" as Relaunch of Sustainable Tourism in the Post COVID-19 Era
	The Role of the Entrepreneurship Mindset and Spirit in Building a Tourism Business in Indonesia Post COVID-19
	Tourism development model post the Covid-19 pandemic: Government policy perspective

The third category contains articles on tourism sustainability strategies in the post-pandemic era. Some of the tactics presented are more conceptual, such as what occurred in Vietnam by prioritizing post-pandemic repair so that tourism can continue, particularly for industry players affected by it. (Vu et al., 2022). Strategies for restoration that focus on getting people back to work and adding digital tourism to the tourism business must also be backed up by things like government and academic interference (Sari et al., 2022). In addition, a strategy is also implemented that prioritizes the preservation of cultural heritage if it is indeed in a tourist area (Wahl et al., 2020).

In this category, there are also articles in which the preparation of strategies based on questionnaires is distributed and then processed the data quantitatively to obtain opinions which are then used as the basis for strategizing (Palacios-Florencio et al., 2021). However, the opinions of tourists and industry players must also be accompanied by in-depth analysis in order to make the strategy more targeted because each tourist attraction has different characteristics from the others. For example, in Yogyakarta, which has a combination of cultural tourism, local wisdom and natural beauty, the branding strategy is considered one of the right strategies to maintain tourism sustainability in the post-pandemic period (Isdarmanto et al., 2021).

The final category of papers focuses on the application of technology for the sustainability of tourism in the post-pandemic period. There aren't many papers in this category because most study focuses on resource recovery and frameworks that tourist sector actors should put in place. However, considering that during a pandemic, the use of technology is the key to the sustainability of activities in numerous domains, the use of technology is also a focus that must be done.

The articles contained in the category generally prioritize the application of digital tourism, which in general, cannot completely replace conventional tourism (Akhtar et al., 2021). Because the application of digital tourism is more directed to collaboration with the existing tourism system, especially those in which there are small-scale industry players and carry out their business conventionally (Tosida et al., 2020). The use of technology is basically to help business processes, not to replace the conventional tourism industry, especially in the post-pandemic period. In addition, the restrictions that occurred during the pandemic finally gave rise to the idea of using virtual travel, which generally eliminates physical visits. But in reality, it does show a breakthrough in overcoming the crisis period during the pandemic (Zhang et al., 2022), but in the post-pandemic period, it is almost certain that physical visits will still be the top priority. Briefly, the articles that are included in the third and fourth categories can be seen in table 5.

Table 5. Category Strategy and Technology

Type	Title
Strategy	Impacts and restoration strategy of the tourism industry post-COVID-19 pandemic: evidence from Vietnam
	Indigenous heritage tourism development in a (Post-) covid world: Towards social justice at little bighorn battlefield national monument, usa
	Penta Helix Collaboration on Village Tourism Development Program in Indonesia Post Covid-19 Pandemic
	Strategies for post-Covid-19 prospects of Sabah's tourist market – Reactions to shocks caused by pandemic or reflection for sustainable tourism?
	Sustainable Development of Tourism in Azerbaijan During the Post-Pandemic Period
	Sustainable Tourism as a Driving force of the Tourism Industry in a Post-Covid-19 Scenario
	The application of the inbound marketing strategy on costa del sol planning & tourism board. Lessons for post-covid-19 revival
	THE FUTURE OF VIETNAM TOURISM IN A (POST) COVID-19: BACK TO MASS TOURISM OR TOWARDS SUSTAINABILITY?
Tourism Branding: A Strategy of Regional Tourism Sustainability Post COVID-19 in Yogyakarta	
Technology	COVID-19 Effects on Tourism Events, Technology Acceleration and Future Research Directions
	Digital Tourism Education Collaboration for Strengthening Micro Business and Post Covid-19 Sustainable Education Models
	Post-COVID 19 Tourism: Will Digital Tourism Replace Mass Tourism?
	Tourists' Health Risk Threats Amid COVID-19 Era: Role of Technology Innovation, Transformation, and Recovery Implications for Sustainable Tourism.
	Would you enjoy virtual travel? The characteristics and causes of virtual tourists' sentiment under the influence of the COVID-19 pandemic

5. Discussion

Based on the results of the analysis that has been carried out on articles available in four categories, research questions that have been set at the beginning can be answered. For the first question, namely: *whether the right and feasible policies or strategies are implemented in the post-pandemic period for tourism industry players*, it can be answered that existing policies must be fully supported by the local government as well as complete support by other components in the context of Quadruple Helix and Penta Helix, namely academics, local industry players and large industry players (Bonang et al., 2022; Sari et al., 2022). Good cooperation

and synergy between these components are expected to make the established policies can be implemented (Abhari et al., 2022; Bama & Nyikana, 2021).

As for the strategy, based on the results of the analysis that has been carried out, there are at least a few things that need to be considered before choosing a strategy that is considered appropriate. Among them are (1) the sustainability of the tourism industry by prioritizing the restoration of existing resources (Martin et al., 2014; Wahl et al., 2020), (2) raising the enthusiasm of tourism industry players in the post-pandemic period (Seyedabolghasemi et al., 2022; Tasnim et al., 2022), (3) support from the government with strong policies (Abhari et al., 2022), (4) academic support to get innovation so that tourism can run again (Begum et al., 2022; Seyedabolghasemi et al., 2022) and (5) increasing optimism of all relevant parties in the post-pandemic period.

As for the second question, which is: what technology is most ideal for tourist sustainability in the post-pandemic period? The answer is digital tourism, which prioritizes collaboration with tourism sector participants. Several study publications argue that digital tourism, which attempts to replace traditional tourism, is essentially merely a response to the crisis moment of the epidemic. (Akhtar et al., 2021; Tosida et al., 2020). In the post-pandemic era, the required technology focuses more on the convenience and speed of supporting tourism, such as reservation acceleration and simplicity, site previews, map directions, and payment for tickets or goods purchases.

6. Conclusion

The findings of the article review utilizing SLR aided by the PRISMA approach were able to efficiently filter according to the required keywords and answer research questions. This indicates that PRISMA can be utilized as a guide for implementing research utilizing Systematic Literature Review. However, for future research, a broader database index coverage is still required so that the analysis can be more precise and provide more possibilities. This is understandable because the research time span is very short, only about two to three years before this article was written, so there are still not many articles that can be used as references.

Both of the research questions posed at the outset have been reasonably answered. For the first question about policies and strategies in post-pandemic tourism sustainability, it can be concluded that synergy and cooperation between components within the span of the penta helix are required before defining tourism-related policies. Furthermore, in order to ensure tourist sustainability once the crisis phase passes, it is vital to generate optimism and excitement among tourism industry participants as well as local inhabitants.

Concerning the second research topic, the gap in the filtering study is the lack of research employing methods other than those in the trend, such as MCDM, or the engagement of factors that are widely utilized by traders, such as candlestick charts. Researchers can still use their findings as publications in future studies. So that the gap between the research results and the actual market conditions can be bridged; additionally, if the gap is effectively bridged, the study's findings are intended to be used empirically in the world of stock trading rather than only on paper.

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