

UGM Gets a Turn to Organize "PAREKRAF Goes to Campus"

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Universitas Gadjah Mada and the Ministry of Tourism and Creative Economic held PAREKRAF Goes to Campus: Meet the Next Generation on Saturday (7/11) at the Pendopo Wisma KAGAMA.

This online event was enlivened with talk shows about tourism and the creative economy in Indonesia, presenting several creative economy actors from Yogyakarta and its surroundings.

"This event is relevant to the program of the Ministry of Education and Culture. The world of tourism is one of the learning vehicles for students in the framework of an Independent Campus," said UGM Chancellor, Prof. Ir. Panut Mulyono, M.Eng., D.Eng., IPU, ASEAN Eng., who opened the event with remarks.

Panut revealed that Indonesia has great tourism potential because almost all regions have attractions, natural beauty, and other fascinating objects. Accordingly, we must think about creative and innovative efforts to develop potential, including passing challenges during a pandemic.

Dr. Wisnu Bawa Tarunajaya, as the Deputy for Resources and Institutional Affairs of the Tourism and



Creative Economy Agency, Covid pandemic, has impacted some sectors, including the tourism sector.

"There has been a lot of decreased numbers in the business, many human resources have been laid off, and they don't even get a job anymore," he said.

However, recently, some efforts were implemented to adapt to new habits and comply with recommended health protocols.

According to him, the tourism sector's revival is inseparable from the high demand for vacation activities after staying at home for so long.

"We can see the situation on four-days-off yesterday. Since people have missed going on vacation, they need to enjoy refreshing. Back again, the way they want to enjoy is very dependent on their decisions," said Wisnu.

KEMENPAREKRAF also explained that their parties also attempted to mobilize villages, regencies, and provinces to revive the tourism industry sector in their respective regions. They made this effort while paying attention to the health aspects to reduce Covid-19 transmission.

"I observed that most of the community had understood health procedures and protocols by using masks in discipline, maintaining distance, and washing hands," he added.

On the same occasion, the Minister of Tourism and Creative Economy, Wishnutama Kusubandio, revealed that the government had made various efforts to help tourism and creative economy actors.

The aid provided includes the relaxation of tourism taxes and grants. This effort aims to improve the quality of tourism and the creative economy.

"Hopefully, this activity can be an opportunity to exchange ideas and information on how to accelerate the recovery of tourism and the national creative economy," he said in connection with the holding of PAREKRAF Goes to Campus.

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