

**DIPLOMASI PUBLIK BELIZE DALAM MENINGKATKAN WISATAWAN
INTERNASIONAL DI MASA PANDEMI COVID-19 MELALUI TOURISM
GOLD STANDARD 2020-2022**

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Abstrak

Penelitian ini bertujuan untuk menyelidiki peran diplomasi publik Belize dalam meningkatkan jumlah wisatawan internasional selama pandemi COVID-19 melalui implementasi program Tourism Gold Standard 2020-2022. Dampak pandemi COVID-19 terhadap sektor pariwisata secara signifikan, termasuk di Belize, di mana pariwisata menyumbang sebesar 44,7% terhadap Produk Domestik Bruto negara. Penelitian ini menggunakan pendekatan kualitatif dengan mengumpulkan data melalui wawancara, observasi, dan telaah dokumen untuk mendukung proses penelitian. Penelitian ini mengadopsi teori Diplomasi Publik yang dikembangkan oleh Joseph Nye dan memfokuskan pada tiga dimensi penting yang terkait dengan penelitian ini, yaitu *international broadcasting*, *advocacy*, dan *listening*. Melalui penerapan program Tourism Gold Standard, Belize telah memprioritaskan aspek kesehatan dan langkah-langkah pencegahan COVID-19 baik di fasilitas pariwisata maupun transportasi. Diplomasi publik Belize telah membantu menyebarkan informasi tentang keamanan pariwisata Belize selama pandemi melalui kampanye yang efektif. Hasil penelitian menunjukkan bahwa melalui upaya diplomasi publik, Belize berhasil memulihkan sektor pariwisatanya yang mengalami penurunan akibat pandemi COVID-19. Melalui diplomasi publik yang efektif, Belize telah berhasil membangun citra positif sebagai tujuan pariwisata aman di tengah pandemi. Dengan demikian, penelitian ini memberikan gambaran tentang upaya diplomasi publik Belize dalam memulihkan sektor pariwisata di tengah pandemi COVID-19 melalui implementasi program Tourism Gold Standard. Hasil penelitian ini dapat memberikan wawasan dan rekomendasi bagi negara lain yang menghadapi tantangan serupa dalam mengembangkan sektor pariwisata mereka di masa pandemi.

Kata kunci : Belize, Pariwisata, Diplomasi publik, COVID-19

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Abstract

This research aims to investigate the role of Belize's public diplomacy in increasing the number of international tourists during the COVID-19 pandemic through the implementation of the Tourism Gold Standard program from 2020 to 2022. The pandemic has significantly impacted the tourism sector, including in Belize, where tourism contributes 44.7% to the country's Gross Domestic Product. This study adopts a qualitative approach, collecting data through interviews, observations, and document analysis to support the research process. The research adopts Joseph Nye's theory of Public Diplomacy, focusing on three key dimensions related to the study: international broadcasting, advocacy, and listening. Through the implementation of the Tourism Gold Standard program, Belize has prioritized health aspects and COVID-19 prevention measures in tourism facilities and transportation. Belize's public diplomacy efforts have effectively disseminated information about the safety of tourism in Belize during the pandemic through successful campaigns. The findings of the research indicate that through effective public diplomacy efforts, Belize has managed to revive its tourism sector, which experienced a decline due to the COVID-19 pandemic. Through effective public diplomacy, Belize has built an image as a safe tourism destination amidst the pandemic. Therefore, this research provides an overview of Belize's public diplomacy efforts in revitalizing the tourism sector amid the COVID-19 pandemic through the implementation of the Tourism Gold Standard program. The findings of this research can offer insights and recommendations for other countries facing similar challenges in developing their tourism sectors during the pandemic.

Keywords: Belize, travel during pandemic, international tourism, pandemic resilience, travel safety measures