

## PROSPECT FOR ECOTOURISM SECTOR IN WANAGIRI VILLAGE DURING THE NEW NORMAL ERA

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**Abstract:** *This research is aimed to know and understand the prospects of the sector of ecotourism Wanagiri village in a normal new era. To answer research questions, used conducted interviews with informants to understand the prospects of the ecotourism tourism sector in the new normal era. This study uses an ethnographic approach as a variant of the qualitative approach. The data analysis technique in this study was carried out in four steps: data collection, data reduction, data presentation (data display), and conclusion drawing/verification. The validity test of the data in this qualitative research includes the credibility test (credibility), data triangulation, member check, confirmability (objectivity) of the data. The results showed that: First, tourism in the pandemic era cannot run and stop the sector of tourism in Bali, especially in the village of Wanagiri. Wanagiri Village tourism is the value-added for the community's economy because the object of tourist-based nature is located in the village Wanagiri managed by a group of people under the supervision of the Department of Tourism District Buleleng and BKSDA (Agency for Conservation of Resources Power Nature). Encouraging children teens to create innovations to improve the Village Tourism in Rural Wanagiri and improve business locally. Strategy forward to increase the power interests of a Rural Tourism, which is Transport and Connectivity equipped with an extra value package developed by the Bureau of Travel Tourism for people who traveled effective, efficient, and productive.*

**Keywords:** *Ecotourism, Prospects, Tourism Village.*

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### 1. Introduction

Tourism is one of the most important sectors in Indonesia's economic income, especially in Bali Province. This sector has a big contributor to the country's foreign exchange. Most Balinese people rely on this sector as their livelihood. Bali is one of the best areas that is a tourist destination for domestic and foreign.

Culture-based Bali tourism has benefited the Government, Local Government, business actors, tourists, and the community. Still, on the other hand, tourism has also caused a very negative impact on Balinese nature, Balinese people (krama), and Balinese culture. Bali's main revenue development sector is Bali Tourism. The development of Bali is a major national and world tourism destination that has indeed made a positive contribution to Bali itself and nationally, but on the other hand, it has also caused serious negative impacts. Massive and

systematic changes are felt in the fundamentals of Bali, which include Balinese Nature, Balinese People, and Balinese Culture. Overall there has been a decline or degradation, both in quality and quantity, in the Balinese Natural Environment, Balinese People, and Balinese Culture.

Since WHO declared Covid-19 a global pandemic, consumer behavior in various tourism sectors has changed. Consumers are becoming very careful about traveling to multiple countries and keeping themselves as much as possible to survive in this situation. The tourism industry is an industry that has been affected since this pandemic. The occurrence of cases of the Covid-19 virus in various countries impacts the level of foreign tourist visits to Indonesia. Foreign tourist visits in January 2020 decreased by 7.62 percent compared to December 2019, from 1.37 million foreign tourists to 1.27 million foreign tourists (month to month). However, compared to January 2019, the rate of foreign tourist visits in January 2020 (year on year) increased by 5.85 percent. Last year, foreign tourists visited only 1.2 million. Human mobility across countries starting at the end of January 2020 began to decrease to avoid the negative impact of the transmission of the Covid-19 virus (Covid-19). As a result, foreign tourist arrivals in various countries have diminished, including Indonesia (Badan Pusat Statistik, 2020).

Wonderful nature is very supportive of tourists coming to visit. Geographical Bali that can reach quickly between the mountains and the coast is easily accessible. Bali tourism is also influenced by the environmental situation of Bali itself, the conditions of Indonesia, and the world. It proved that when the Bali bombing occurred, Bali's tourism slumped so that the economy of the Balinese people also experienced a slump. Likewise, at the beginning of 2020, there was a Covid-19 pandemic, Bali tourism was affected. All sectors are feeling the impact of this pandemic, education, health, tourism, etc. The effect is that many workers are laid off, and the community's economy is very much felt. Not only workers in the tourism sector but various other sectors so that the Balinese economy also influences.

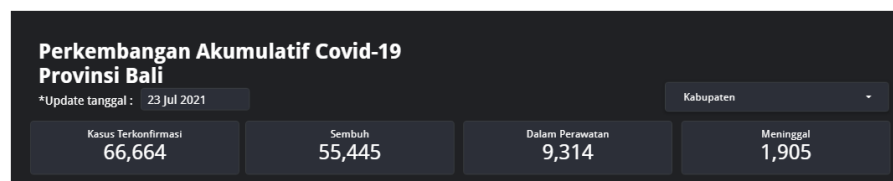


Figure 1 Accumulation of Covid-19 in Bali Province  
Source: Government of Bali Province

Based on Figure 1, the accumulative development of Covid-19 in Bali Province shows 66,664 Positive Confirmed Cases of Covid-19, 9,314 people in treatment, 55,445 patients who recovered from Covid-19. In contrast, patients who died from Covid-19 as many as 1,905 people. Based on the data above, it is hoped that the public will be able to realize the dangers of the Covid-19 virus so that later it will be able to reduce the number of positive and dead patients to revive Bali tourism.

(Republik Indonesia, 2009) concerning Tourism Business discusses businesses that provide goods and services to fulfill tourist needs and organize tourism. The tourism industry is in which there is a movement of people from one place to another for recreational purposes or certain purposes. Of course, this industry experienced a drastic decline which included the tourism accommodation and hospitality sectors. Data shows that the Indonesian economy in the first

quarter of 2020 decreased by 2.41 percent compared to the quarter in the previous year, namely the fourth quarter of 2019. (Bappenas, 2020). The tourism industry in which there is a tourism accommodation sector or hospitality. Large domestic and foreign-owned companies generally dominate this sector, this sector has been paralyzed in recent months. This study aims to see the impact of the Covid-19 pandemic on the Tourism Industry, especially those engaged in the tourism sector in Bali Province, especially in Wanagiri Village.

In this study, researchers researched foreign and domestic tourist visits in Wanagiri Tourism Village, Buleleng Regency, Bali, which is shown in table 1 Tourist Visits Year 2018-2020 are as follows:

Tabel 1. Tourist Visits Year 2018-2020

<b>Month</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>January</b>	358.065	455.570	528.883
<b>February</b>	452.423	437.456	363.937
<b>March</b>	492.678	449.569	156.876
<b>April</b>	516.777	477.069	
<b>May</b>	528.512	486.602	
<b>June</b>	544.550	549.516	
<b>July</b>	624.366	604.323	
<b>August</b>	573.766	606.412	
<b>September</b>	555.903	590.398	
<b>October</b>	517.889	567.967	
<b>November</b>	406.725	497.925	
<b>December</b>	498.819	552.403	
<b>Total</b>	<b>6.070.473</b>	<b>6.275.210</b>	<b>1.049.696</b>
<b>Growth (%)</b>	<b>6,54</b>	<b>3,37</b>	

Source: Bali Statistics Center, 2020

Based on the data above, since the government announced the spread of Covid-19 in March, the impact of level tourist visits in March has decreased almost 70%. This is certainly very impactful for the island of Bali, especially in the tourist area of Wanagiri, Buleleng, Bali, one of which depends on tourism. The domino effect is also very worrying about the implications of the decline in tourist arrivals which will completely stop the pace of the Balinese economy. The continuous deterioration will certainly put very heavy pressure on the Balinese economy and the lives of the Balinese people. The Bali provincial government also took almost the same steps by using hotels in Bali to accommodate Indonesian Migrant Workers (PMI) to carry out quarantine to prevent local transmission. This is a very appropriate step because it is the answer for Bali tourism actors and the heroes of Bali's foreign exchange.

The recovery of the tourism sector, which is the economy's driving force, must go hand in hand with controlling and handling the Covid-19 pandemic. Concern and discipline in implementing health protocols are important to restore tourism in a new era of life during the Covid-19 pandemic. The Ministry of Tourism and Creative Economics made a standard tourism health protocol based on cleanliness, health, security, and environmental sustainability

(cleanliness, health, safety, and environmental sustainability / CHSE) as a follow-up and a strategy to restore Indonesia's tourism during the pandemic (M Putra, 2020).

What should we prepare as tourism actors in Indonesia, especially Bali during this pandemic? Standardization of health and safety is the main thing that must be considered by the government and the tourism industry managers. Then try to prepare several new travel alternatives during the pandemic that still attract tourists but are safe and can be carried out by observing health protocols. Based on initial observations, must be investigated several problems. So in this Covid-19 era, researchers keep some of the challenges that the people in Wanagiri Village must face in this new normal era.

Based on the above phenomena, this study intends to explore empirical evidence regarding the Opportunity Prospect for Ecotourism Sector during the New Normal Era. This research will be conduct in the tourist destination of Wanagiri Village, Buleleng Regency, Bali.

## **2. Literature Review**

### **2.1 Tourism**

Various definitions of tourism are explained by experts with different meanings and perspectives and do not have definite boundaries. The purpose of tourism in its development underwent a process of shifting the definition from conventional to modern definition, which is currently often used conventionally as a trip that is not associated with other purposes except just to fill free time during the holidays.

According The Law of the Republik Indonesia, (2009) states that tourism is everything related to tourism, including tourist objects and tourist attractions and businesses related to the implementation of tourism, thus tourism includes:

1. Activities related to travel
2. There are tourist objects and attractions, such as: natural beauty, volcanoes, lakes, and beaches. In addition there are also cultural arts festivals, historical areas, museums, and recreational areas.
3. Tourism services and facilities, which include tour and travel services, tourism information and tourism consultants. Also include accommodation, transportation, and restaurants.

According to Nurfadilah, (2017), tourism is essentially a process of temporary departure from a person or more to another place outside their place of residence, with the encouragement of their release due to various interests, whether due to economic, social, cultural, political, religious, health, or other attractions such as just want to know, add experience or to learn.

In terms of tourism above, researchers can conclude that tourism is an activity carried out by tourists supported by facilities and services provided by tourism actors such as the community, business people, central government, and local governments.

### **2.2 Tourist Attraction**

The Law of the Republik Indonesia, (2009) explains that tourist attraction is everything that has beauty, uniqueness, and value in the form of cultural diversity and natural wealth, in the form of artificial products as facilities and infrastructure or the purpose of permanent tourist visits to earn a living.

Zaenuri (2012) states that attraction is an object of a tourist attraction with its charm to be seen, watched, enjoyed, and worth selling in the tourism market. This attraction is interpreted as

two components of tourism object and tourist attraction. Attraction can be seen through performances, so that it requires a process, namely preparation, and sacrifice, to enjoy the attraction or object.

Tourism objects are static or tangible tourist attractions without any prior preparation to be enjoyed (Yoeti, 1996). Meanwhile, Yoeti (2008) said that tourist attraction is determined by something adjusted to the wishes of tourists when choosing a tourist destination. So based on this definition, it can state that a tourist attraction is everything in the form of a tourist attraction or attraction that has the beauty, uniqueness, and diversity of each so that it becomes a destination for tourists visiting a tourist destination.

### **2.3 Types of Tourist Attractions**

Bambang (2013) said that tourist attractions could generally be divided into three, namely natural tourist attractions, cultural tourist attractions, and artificial tourist attractions or so-called special interests. Meanwhile, Yoeti (2008) argues that there are four types of tourist attractions that are the basis for attracting tourists to come to a country for tourism, as 1) Natural tourist attraction; 2) Building tourist attraction; 3) Cultural tourism attraction, and 4) Social tourism attraction. Tourism Objects and Attractions in the form of nature, culture, way of life, and others that have a selling value to be visited or enjoyed by tourists and are the main target of tourists in visiting an area or country. In a broad sense, anything that has a tourist attraction or is of interest to tourists can be referred to as Tourism Objects and Attractions. So it can conclude that the tourist area of Wanagiri Village is included in a natural tourist attraction.

### **2.4 Ecotourism**

According to Drumm & Moore (2005), define ecotourism is : *“ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (usually) small scale. It helps educated the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights”*.

According to Fandeli, (2000), ecotourism can be interpreted as a form of tourism responsible for preserving an unspoiled place that provides economic benefits and maintains cultural integrity for the community. Ecotourism is a form of tourism that is very closely related to the principle of conservation. Even in its development, ecotourism also uses conservation strategies. Thus, ecotourism is very appropriate and efficient in maintaining the integrity and authenticity of ecosystems in unspoiled areas. Even ecotourism can improve the quality of nature.

So, from the explanation according to the experts above, it can state that ecotourism is a type of tourism that is environmentally sound with activities of viewing, studying, admiring nature, flora and fauna, local ethnic socio-culture, as well as tourists who participate in fostering the preservation of the surrounding natural environment involving local people.

### **2.5 Ecotourism Principles**

According to Drumm & Moore (2005) the development of ecotourism or ecological tourism must apply the principles that have been agreed upon by the world tourism community. In general, environmental tourism includes three important elements, namely 1) Uniting Conservation; 2) Communities; 3) Sustainable Travel. Ecological tourism areas should focus on



conserving the natural environment in which tourism is developed. Ecotourism must also pay attention to the welfare of the local population or community. In addition, ecotourism must organize tourist trips that are also responsible for the sustainability of their tourism (Sugiana, 2011).

Based on the three elements above must find ecotourism developed on the following principles or ecotourism principles:

1. Minimize impact
2. Building an environment and culture that is aware of and respects sustainability
3. Create meaningful experiences for visitors and local communities.
4. Provide funds aimed at preserving the environment (conservation).
5. Sufficient funds and broad authority to residents to control environmental sustainability.
6. Growing the government's sensitivity and the population in politics, paying attention to the environment and social climate in favor of sustainability.

## **2.6 Prospect**

According to the Indonesian Dictionary (KBBI), prospects are all forms of opportunities and hopes in the future and have the potential for certain impacts. According to Krugman & Obstfeld (2006), prospects are opportunities that occur due to the business of entrepreneurs and managers to get profits and profits. So, prospects are important to analyze the development of opportunities owned by a corporation, both companies, and places that are profitable in the future and an overview of what will happen in the future. Prospects have two things, namely opportunities and profits, or it can say that if options are found well, they will find profits. However, profits do not always depend on prospects if they are not processed properly.

## **2.7 The New Normal Era**

The outbreak of the Covid-19 virus has caused changes in the order of human life not only in Indonesia but also on a global scale. This epidemic can change the mindset of human life and human behavior. Several parties benefit, but some parties suffer a lot. Thus the natural law of human life, there is always a positive side and a negative side.

The Indonesian government has announced plans to implement a new normal scenario considering epidemiological studies and regional preparedness. The definition of new normal is a scenario to accelerate the handling of Covid-19 in health and socio-economic aspects. The Government of Indonesia has announced plans to implement a new normal scenario considering regional readiness epidemiological studies. According to Perwitasari (2020) there are several indicators from WHO in the context of the new normal scenario, namely:

1. Do not increase transmission or expand transmission or as much as possible reduce transmission.
2. Using health system indicators, namely how high the adaptation and capacity of the health system can respond to Covid-19 services.
3. Surveillance is a way to test whether a person or group of people has the potential to have COVID-19 or not so that a massive test is carried out.

### **3. Research Method**

This study uses an ethnographic approach as a variant of the qualitative research approach, which is to understand the phenomena experienced by the research subjects holistically utilizing descriptions in the form of words and language in a certain natural context using various scientific methods (Moleong, 2021). Data in qualitative research is obtained from multiple sources with triangulation techniques carried out continuously until the data is saturated, causing high data variations. There is no guide in qualitative research to determine how much information and analysis is obtained to support conclusions and theories (Sugiyono, 2018).

The data analysis technique in this study was carried out in four steps, namely: data collection (data collection), data reduction (data reduction), data display (data display), and conclusion drawing/verification. The data validity test in this qualitative research includes the credibility test (credibility), data triangulation, member check, confirmability (objectivity) of the data (Sugiyono, 2018).

### **4. Results and Discussion**

#### **4.1. Wanagiri Village, Sukasada District, Buleleng-Bali**

Geographically and administratively, Wanagiri Village is one of 129 villages in the Buleleng Regency with 15.75 km<sup>2</sup>. Topographically Wanagiri Village is located at an altitude of 1,220 meters above sea level. The position of the hilly village is Wanagiri Village is located in the southern part of Sukasada District, Buleleng Regency. The population of Wanagiri Village is 3,457 people. Wanagiri village is a young village because it was only formed in 1973. Wanagiri village has 3 Banjars, namely: Banjar Dinas Asah Panji, Banjar Dinas Bhuanasari, and Banjar Yeh Ketipat.

#### **4.2. Prospects of Ecotourism Tourism Village in Wanagiri Village in the New Normal Era.**

Researchers use the process of coding and theming. The coding process is a process of understanding the essence that gives a certain label/contract that represents the essence of the speaker or informant. At the same time, the theming approach combines several codes or techniques that have a relationship between principles. This aims to ensure the validity and reliability of the data collected with conveyed by the source honestly and as it is.

The researcher only takes the point of view of the Head of the Buleleng Regency Tourism Office and Tourism Practitioners, namely the Tourism Experts of the People's Representative Assembly (DPRD) Badung Regency, which are described as follows: the COVID-19 pandemic has had a major impact on the tourism sector in Bali. The Buleleng Regency tourism office stated several things that were faced and explained the future challenges of this tourist village, which was conveyed by the Head of the Buleleng Regency Office as follows:

*"...There is a rule to close all DTW (Tourism Destinations) during the pandemic, in this pandemic era, our tourism office is using it in this pandemic era to make improvements in DTW such as facilities and equip existing facilities at tourist attractions in a sustainable manner with the funds obtained from the central government...."*

*"... The government has been active during this pandemic ... community groups there as managers of tourist attractions in the Wanagiri area suggest that we increase CHSE*

*(Cleanliness, Health, Safety, Environment) in accordance with the direction of the Ministry of Tourism and Creative Economy because to prepare if this DTW is opened, from the service itself has helped prepare the CHSE facilities by emphasizing the community and tourists to obey the procedures...*”

*“...Hmmm, the future prospect of tourist villages in the new normal era... The Ministry of Tourism and Creative Economy announced in an area to increase tourism villages, here we encourage young people to create new innovations because tourist villages must have attractions, continue to have MSME products that become local businesses, that's what We encourage it, especially since the Wanagiri village is very cool, so that's what tourists will look for because tourists have begun to shift not only to luxurious places, but while in the Buleleng area we are targeting domestic tourists. Because we have a unique tourist spot compared to southern Bali...”*

*“...The people of Wanagiri besides tourism also depend on the agricultural and plantation sectors and will become permanent because the tourism in Wanagiri is a bonus value. So during this pandemic we rely only on local travelers.”*

*“...In this pandemic era, even the local government does not dare to take a definite step, because the Buleleng State Budget itself is focused on handling COVID-19 during this pandemic”.*

Opinions about tourism in the pandemic era in general and opportunities for tourist villages in the new normal era from one of the Tourism Practitioners who is a Tourism Expert of the Regional People's Representative Assembly (DPRD) Badung Regency, as follow:

*“...Tourism is inversely proportional to covid because this covid is a disease crisis. Tourism has 3 happiness, joyable, comfortable and there are 4 things, namely safety, security, service, and sustainable environment. Because there are safety factors related to security and comfort, such as natural disasters, terrorism, disease and this pandemic including disease, it will automatically reduce the existing tourism. Because we in Bali, tourism is one of the generators of Bali's development, 85% of our macro economy, because of this pandemic, our economic growth in Bali has become minus, because we rely on foreign tourists, for example Australia, followed by China and Europe...”*

*“...On the other hand, our tourism is one of the economic generators in Bali, so people's activities automatically become paralyzed. The Ministry of Maritime Affairs said that efforts to tackle COVID-19 are working synergistically with economic recovery efforts, but in tourism destinations it is difficult to implement because there tend to be differences in the characteristics of destination and non-destination areas...”*

*“...The tendency of community activities in destination areas tends to be 24 hours so that in non-destination community activities until 8 pm. So that the implementation of PPKMD and PPKML which limits community activities until 8 pm will certainly kill the tourism sector, the tourism sector is not only hotels and restaurants, tourism has components, namely accommodation, culinary, culture. Even though the government has made concessions to the culinary business, this is actually not common. In the tourism sector, tourists tend to eat in place or dine in, take away is not much help because it is more suitable for franchises or*



*fast food, we hope this dine-in is opened at least 20 % As for the rule of eating on the spot for 20 minutes it doesn't have much effect...”*

*“...We hope that this PPKML is differentiated between destination and non-destination areas so that people in destination areas can live like non-destination areas because we in Bali depend on tourists, besides that we cannot fully rely on domestic tourists...”*

*“... exhibitions, tourist attractions, conventions can no longer be carried out because they are inversely proportional to the crowd. The PPKM rules are clear that public facilities and destinations are temporarily closed, meaning the relationship between covid and tourism is turning off tourism. Empirically we are not looking for data but we are talking facts based on direct observations...”*

*“...So our economy in our society in Bali has stopped, there is almost no economic turnaround. This is what the government should think about because during this PPKML we in the destination area were given different treatment. In December 2020, tourism actors have certified Health Protocol, CHSE, Vaccination, Innovative Health Protocol. Tourism business actors, both agencies and institutions, are ready, but the government has issued PPKM regulations that make it impossible for the tourism sector to open. Even though the Bali provincial government in general already has an FCC (Free Covid Corridor) then it was expanded again to ATC (Arrangement Travel Corridor) for Ngurah Rai Airport and then strengthened again by mass vaccination. Norm-based covid prevention prevention has been carried out, (Verification, Certification, innovative probes, FCC, ATC)...”*

*“...In my opinion, if tourism is opened, business actors are very prepared, the core of overcoming this covid is progress, not curfew restrictions, therefore we continue to encourage the government to be more innovative regarding the procedures for overcoming this covid with the right formula for tourism destination areas...We propose a formula... eee... Business actors need working capital, maintenance costs, and a formula is made for stimulus for tourism actors, not only for hotels and restaurants. The weakness of the government in giving stimulus to hotels and restaurants actually falls to investors, but who owns hostels, guest houses, mansions, accommodation, who will help? Because they don't have a TDUP (Tourism Business Registration Certificate). So... we hope that assistance will be channeled to supporters of tourism facilities and infrastructure at the micro level such as guides, freelance driver guides, freelance drivers, small business actors, that must be helped, not 5-1 star hotels in the end, they don't call their employees after being given The stimulus is 16 billion, 4 billion, 3 billion, so we think that the stimulus given is... lost direction...”*

*“...If the COVID-19 pandemic is prolonged, the tourism sector will become a stationary sector. Can tourism in Bali run in the new normal era? ...Bali as an international destination that does not have a natural source, then tourism becomes an economic power in Bali with a note that it must be equal to agriculture because our tourism is agricultural-based cultural tourism, as long as the agricultural sector is still there as long as there is Balinese culture, as long as Bali tourism is still Yes, so can we shift tourism to something else? I think it will be very difficult where tourism has become a generator of Bali's*

*economy 80%. Well....After the pandemic era turns into endemic, we hope that tourism will be normal and will grow again..."*

*"...Well...What about the tourist village? The tourism offered, especially in Wanagiri Village, is nature tourism or agrotourism and ecotourism. Wanagiri village has great potential to be developed, besides agro and ecotourism there is also a different culture, view and natural atmosphere, how can this potential be raised?; namely Transportation and Connectivity. If there is no connectivity whether people go to Wanagiri or not going anywhere, they will not be able to develop so there must be an extra value package, which should be developed by the Travel Bureau, so if this is ready to be used as agro/ecotourism, stakeholders must be invited because of the formula people who travel are effective, efficient, productive (internationally only) so for local people so I think this has developed naturally, because that route (Wanagiri Village) will be passed if local travelers go to travel for example to Tamblingan Lake or gobleg especially the people there make selfie spots . To strengthen the destination, it must involve public figures (promotions) so that they can be marketed to international and domestic markets, by synergizing with the Buleleng Tourism Office..."*

Researchers here found the same view, and there are also different opinions regarding tourism in this new normal era, where according to the Buleleng Regency Tourism Office regarding the Prospects of Tourism Villages in this new normal era, as follows:

*"...Hmmm, the future prospect of tourist villages in the new normal era... The Ministry of Tourism and Creative Economy announced in an area to increase tourism villages, here we encourage young people to create new innovations because tourist villages must have attractions, continue to have MSME products that become local businesses, that's what We encourage it, especially since the wanagiri village is very cool, so that's what tourists will look for because tourists have begun to shift not only to luxurious places, but while in the Buleleng area we are targeting domestic tourists. Because we have a unique tourist spot compared to South Bali..."*

Different opinions expressed by Tourism Practitioners, as follow:

*"...Wanagiri village has great potential to be developed, apart from agro and ecotourism there is also a different culture, view and natural atmosphere, how can this potential be raised?; namely Transportation and Connectivity. If there is no connectivity whether people go to Wanagiri or not going anywhere, they will not be able to develop so there must be an extra value package, which should be developed by the Travel Bureau, so if this is ready to be used as agro/ecotourism, stakeholders must be invited because of the formula people who travel are effective, efficient, productive (internationally only) so for local people so I think this has developed naturally, because that route (Wanagiri Village) will be passed if local travelers go to travel for example to Tamblingan Lake or gobleg especially the people there make selfie spots . To strengthen the destination, it must involve public figures (promotions) so that they can be marketed to international and domestic markets, by synergizing with the Buleleng Tourism Office..."*

The same opinion was conveyed by the Head of the Buleleng Regency Tourism Office, as follow:

*“... The government has been active during this pandemic ... community groups there as managers of tourist attractions in the Wanagiri area suggest that we increase the CHSE (Cleanliness, Health, Safety, Environment) in accordance with the direction of the Ministry of Tourism and Creative Economy because to prepare if this DTW is opened, from the service itself has helped prepare the CHSE facilities by emphasizing the public and tourists to obey the procedures...”*

Meanwhile, according to the same opinion expressed by Tourism Practitioners, namely:

*“...In December 2020, tourism actors have certified Health Protocol, CHSE (Cleanliness, Health, Safety, Environment), Vaccination, Innovative Health Protocol. Tourism business actors, both bodies and institutions, are ready...”*

#### **4.3. Researchers Impact of the Covid-19 Pandemic on Tourism and Wanagiri Village**

The Covid-19 pandemic has made the tourism sector, especially in Bali, immobile, where the tourism sector is the generator of the economy in Bali, almost 80%. Tourism has three happiness, enjoyable, comfortable, and there are four things: safety, security, service, and sustainable environment. Because there are safety factors related to security and comfort, such as natural disasters, terrorism, disease and this pandemic including disease, will automatically reduce the existing tourism. Because in Bali tourism is one of the generators of macroeconomic development in Bali, our economic growth in Bali has become minus because of this pandemic.

The tendency of community activities in tourism destination areas is almost 24 hours. So that the implementation of PPKMD and PPKML, which limits community activities, will certainly kill the tourism sector because the tourism sector is not only hotels and restaurants.

#### **4.4. The Role of Regional Governments in Facing the Covid 19 Pandemic Against Tourism Villages**

In December 2020, tourism actors certified Health Protocol, CHSE, Vaccination, Innovative Health Protocol. The Bali Provincial Government, in general, already has an FCC (Free Covid Corridor), which was then expanded to become ATC (Arrangement Travel Corridor) for Ngurah Rai Airport and then strengthened again by mass vaccination. Norm-based covid prevention has been carried out (Verification, Certification, innovative prokes, FCC, ATC). The CHSE certification guarantees tourists and the public that the products and services provided have complied with the Health, safety, and environmental sustainability protocols as directed by the Ministry of Tourism and Creative Economy (Kemenparekraf RI, 2020).

For the local government of Buleleng Regency, suggesting community groups there as managers of tourist attractions in the Wanagiri area to increase CHSE (Cleanliness, Health, Safety, Environment) by the direction of the Ministry of Tourism and Creative Economy because to prepare if this Tourist Destination Area is opened, the Tourism Office has helped organize the CHSE facility by conveying to the public and tourists to obey the Health protocol. However, since the PPKMD and PPKML regulations, all tourism activities have stopped

because the local government has followed all the rules given by the central government for public safety to deal with the COVID-19 pandemic.

#### **4.5. Tourism Village Development Strategy During the New Normal Era (Pandemic)**

The tourism offered, especially in Wanagiri Village, is nature tourism or agrotourism and ecotourism. Wanagiri village has great potential to be developed. In addition to agro and ecotourism, there is also a different culture, view, and natural atmosphere. Transportation and Connectivity are important things for the future. If there is no connectivity, tourists will have minimal tourist destination activities, so they will not develop. An extra value package is very necessary, which should be set by the Travel Bureau, if Wanagiri Village is ready to be used as an agro-tourism or ecotourism tourism, the role of stakeholders is very necessary because the formula for people to travel is effective, efficient, productive.

To strengthen the destination, it must involve public figures (promotions) to be marketed to international and domestic markets by synergizing with the Buleleng Tourism Office. The younger generation of Wanagiri Village is very much needed because it becomes the future of tourist destinations, how to find innovations and creativity for the tourism village that is currently owned. Tourism promotion proceeds from predictions and is concerned with triggering tourism sales that cover all planned activities (Novalina, 2013).

#### **5. Conclusion**

This study shows that tourism in this pandemic era cannot run and stops the tourism sector in Bali, especially in Wanagiri Village. Tourist attractions, tourist attractions, exhibitions, and conventions are closed due to the Covid-19 outbreak. In Wanagiri Village, tourism is a bonus value for the community's economy because community groups manage nature-based tourism objects in Wanagiri Village under the supervision of the Buleleng Regency Tourism Office and BKSDA (Natural Resources Conservation Agency). In this new normal era, the people of Wanagiri Village rely on the agricultural, plantation, and trade sectors. The agricultural and plantation sectors also experienced a bit of a problem due to the shrinking demand for food due to accommodations, such as hotels in Bali, closed due to this pandemic. The strategy carried out by the Buleleng Regency Tourism Office is to apply CHSE (Cleanliness, Health, Safety, and Environment) in every tourist attraction in Wanagiri Village. The Ministry of Tourism and Creative Economy announced an area to increase Tourism Villages, encourage young people to create innovations to improve Tourism in Wanagiri Village, and grow local businesses to be ready in the future when this pandemic ends. In this new normal era, tourism in Bali is expected to develop by relying on domestic and local tourists by implementing strict health protocols for the sake of the economic sector in tourism sector in Bali. Because in Bali, the financial industry is 80% of tourism. If it remains unopened, the economy in Bali in the tourism sector will not move because Bali does not have a Natural Source. The future strategy is to increase the attractiveness of a Tourism Village, namely Transportation and Connectivity, equipped with an extra value package developed by the Tourism Travel Bureau so that people who travel are effective, efficient, and productive. And also, relying on strong public figures to promote Tourism Villages to the international level. Providing a different treatment for the island of Bali, which is the world's favorite tourist destination

The results of this study are a theoretical contribution. They are expected to increase knowledge and information about the prospects of the ecotourism tourism village of Wanagiri Village in the new normal era. This research in practical contributions can show that the tourism office and tourism practitioners have a great desire to improve the prospects of tourist villages. With the Covid-19 pandemic, it will use in the future to rearrange tourist villages to be better while waiting for the normal return of the tourism sector. The people of Bali and the local government hope that tourism will reopen soon with a note that they continue to carry out strict health protocols. This Results can contribute policy contributions and be used as a reference by the tourism village manager, especially the Wanagiri tourist village, to improve the quality of the tourist village and future strategies for dealing with tourism in this Covid-19 pandemic era enhance the economy of the Wanagiri Village community.

A guide for future research. This research is only focused on the prospect of Wanagiri tourism village in the new normal era. Further research is expected to develop and find other ideas following other local wisdom that is wider in scope and balanced with more evidence regarding the prospects of the Wanagiri tourist village. It will have a positive impact on the tourism village in the future.

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