

Implementation of Tourism Development Policy *Coronavirus Disease* in Bali Province

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Abstract

This research aims to describe the Implementation of Bali Provincial Tourism Development Policy during the pandemic the 2019 CoronaVirus Disease; The obstacles faced and strategies to overcome the obstacles faced in the implementation of Regional Regulation No.5 of 2020 on Standards for The Implementation of Bali Cultural Tourism. The research methods used in this study are qualitatively descriptive. The results showed that (1) the implementation of tourism development policies in Bali province was influenced by (a) standards / sizes and policy objectives; (b) Resources; (c) the characteristics of the managing agent; (d) the attitude or tendency of the executors; (e) communication between organizations and implementing activities; and (f) Social, economic and political environment; (2) The obstacles faced in the implementation of tourism development policies in Bali province also stem from factors (a) standards / size and policy objectives; (b) Resources; (c) the characteristics of the managing agent; (d) the attitude or tendency of the executors; (e) communication between organizations and implementing activities; and (f) Social, economic and political environment; currently the implementation of the policy is constrained by the pandemic the 2019 coronavirus disease; so that socialization has not been massive and the mandate of the regional regulation to form a regional public company has not been implemented, and the absence of tourists who come to Bali; (3) Strategies to deal with the obstacles faced in the implementation of tourism development policies in Bali province, especially those related to the pandemic the 2019 coronavirus; so that socialization has not been massive and the mandate of the regional regulation to form a regional public company has not been implemented, and the absence of tourists to Bali.

Keywords

policy implementation; tourism;
coronavirus disease 2019



I. Introduction

Tourism based on local wisdom has become a very attractive promotional commodity for tourists, if packaged very well it will increase the number of tourists both domestic and foreign. Tourism has become the breath and lifeblood of Bali. Tourism is the locomotive of development that attracts all sectors to move forward. Tourism is the breath of the Balinese people, the backbone of the Balinese economy, the daily movement for half of the Balinese population, the daily theme of discussions about Bali, the pulse of Bali, and has become an integral part of Balinese culture or in other words, Tourism is Bali. As an area that is already known as world tourism, the role of the tourism industry in development is unquestionable, with the unavailability of natural resources such as oil and gas, forest products, or large-scale manufacturing industries, tourism has become a mainstay sector in development in Bali.

The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

An increasing trend from year to year except in 2020 there was a decline due to the corona virus disease (Gde pitana & Gayatri: 2005 :155-157). As shown in the following table:

Table 1. The development of direct foreign tourists visiting Bali

YEAR	NUMBER OF TOURISM	GROWTH (%)
2018	6.07 Million	7 %
2019	6.28 Million	3 %
2020	1.05 Million	-82%
2021	25	-100%

Source: Disparda Bali (2021)

Based on the above explanation sustainable tourism development policy is urgently In accordance with government regulation No. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) 2010-2025 In tourism development, the Indonesian government has raised Cultural Tourism (cultural tourism) as a leading type of tourism. Every province in Indonesia has started to raise the theme of Cultural Tourism, as well as the province of Bali which has issued Regional Regulation No. 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism. In its implementation, efforts are made to increase tourism both the number of tourists, tourism supporting infrastructure, services, promotions and attractions that lead to quality tourism .living culture in life in a society which can be in the form of: ceremonies/rituals, customs, performing arts, craft arts, arts-literature, and fine arts, as well as the uniqueness possessed by the Province of Bali. (Bambang Sunaryo, 2013: 26).

Referring to Regional Regulation No. 10 of 2015 concerning RIPPARDA, the Governor of Bali Wayan Koster issued a Regional Regulation (Perda) of the Province of Bali Number 5 of 2020 concerning "Standards for the Implementation of Balinese Cultural Tourism". This regional regulation emphasizes and strengthens the commitment to implementing quality-oriented Balinese culture-based tourism so that it needs to be comprehensively organized in accordance with the regional development vision of Nangun Sat Keerthi Loka Bali through the Planned Universal Development Pattern towards a New Era of Bali. Apart from being quality-oriented, Balinese tourism is also oriented towards sustainability and competitiveness, so tourism management standards are needed by taking into account the Tri Hita Karana which is sourced from the cultural values and local wisdom of Sad Kerthi. "The standards include environmental friendliness, sustainability, balance, alignment with local resources, independence, populist, togetherness, participatory, transparent, accountable, and beneficial, which are held in one area, one island, one pattern, and one governance." . The new and very important thing regulated in this regional regulation is the implementation of digital Balinese cultural tourism, including: tourism inspiration, tourist arrivals, tourism destinations and activities, post-visit tourist treatment, Bali Tourism One-Stop Portal, and digital documentation of Balinese cultural tourism. ability to develop sustainably (Burnes, 2017; Teixeira & Werther, 2013; Porter et al., 2016) so that organizations can compete and maintain their existence (Bharijoo, 2005).

II. Review of Literature

2.1 The Concept of Tourism

The whole phenomenon of tourism activities carried out by tourists in accordance with Law No. 10 of 2009 (Sunaryo, 2013: 1-2) states that tourism activities are various kinds of tourism activities and are supported by various facilities and services provided by the community, businessmen, government, and government area. It can be broadly explained that tourism is the overall activity related to tourism and is multidimensional, and multidisciplinary, which arises as a manifestation of the needs of each person and country as well as the interaction of tourists and local communities, fellow tourists, government, local governments and entrepreneurs. Based on the opinion that Tourism is the sum total of phenomena and relationships arising from interactions between tourists, business suppliers, host governments, host communities, home governments, universities, colleges and non-governmental organizations, in the process of attracting, transporting, *hosting*, and managing these travelers and other visitors.

2.2 Concept of Tourism Development

In tourism development, systematic policies and planning are needed, to achieve a systematic planning a strategic planning process is needed (*Strategic Planning Process*), this is in accordance with the opinion of Richardson and Flucker (Pitana and Diarta, 2009: 108) that strategic planning is: “*...the managerial process of matching an organization's resources and abilities with it business opportunities over the long term. It consists of defining the organization's miss and determining an overall goal, acquiring relevant knowledge and analyzing it, then setting objectives and the strategies to achieve them*” Richardson and Flucker (Pitana and Diarta, 2009: 108).

Based on the above understanding, there are two main components of tourism, namely the product component (*supply side*) and the market component (*demand side*). The component side of tourism products (*tourism supply side*), which is usually a tourism destination that offers several main components as follows: 1) Tourist attraction which can be based mainly on nature, culture or special interests; 2) Accommodation or amenities, accessibility and transportation (air, land, or sea); 3) Public Facilities; 4) Tourism Support Facilities; 5) The community as the host of a destination.

According to Sunaryo, 2013: 25-31, very important components in the success of the development of tourist destinations are as follows: 1) tourist attractions and attractions (natural tourist attractions; cultural tourist attractions; special interest tourist attractions); 2) Amenity or Accommodation; 3) Accessibility and transportation; 4) Supporting infrastructure; 5) Other tourism support facilities; 6) Institutional and human resources

Based on the opinions of the experts above, the researchers can conclude that tourism development is all forms of efforts both in the tourism aspect itself and outside the tourism aspect that are able to contribute and become an integral part of the progress of the tourism industry so that tourism provides a good experience for tourists and the welfare of the community through the tourism industry, and good planning, strategy and management are needed in the tourism development process.

2.3 The Concept of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE)

Tourism during the *corona virus disease* requires standards in service in order to provide security, comfort for domestic tourists and international tourists. According to Permenparekraf No. 13 of 2020, that the *corona virus disease*, hereinafter referred to as the

covid 19 pandemic, is a global disease outbreak that occurs due to the spread of *CoronaVirus Disease 2019* transmission. Meanwhile, cleanliness is a state of being free from dirt, such as dust, garbage, and odors including free from viruses, bacteria, pathogens, and harmful chemicals. The meaning of Health is a healthy state, both physically, mentally, spiritually, and socially that allows everyone to live socially and economically productive lives. The meaning of safety is a state of being free from the threat of disasters, accidents, and other hazards. The meaning of Environmental Sustainability is a condition to maintain environmental conditions in order to avoid damage and decrease in quality through wise use and ensure the continuity of the supply of natural resources and the environment in the future.

2.4 The Concept of Public Policy

Friedrich (Riant Nugroho 2014: 4) explains public policy as "a series of actions proposed by a person, group or government in a certain environment, with existing threats and opportunities, where the proposed policy is aimed at exploiting the potential as well as overcoming the obstacles that exist in the environment order to achieve certain goals". Based on the opinion above, it can be explained that it means that public policy is a government action based on community proposals or ideas from the government itself which is influenced by the potential and obstacles to achieving the goals that have been set. In line with the above, according to Thomas R Dye (Riant Nugroho 2017: 204) stated that everything the government does, why does it, and the results that make a life together appear different *"public policy is Whatever government chooses to do or not to do, Public policy is what government do, why they do it, and what difference it makes "*. Based on this opinion, it can be concluded that a public policy is whatever the government chooses to do or not to do and policies are made by the government to achieve certain goals in which there are actors involved in overcoming problems that arise from their environment.

2.5 Policy Implementation Model Implementation

The implementation theory model used in this study refers to the Van Meter and Van Horn implementation approach model, according to the policy implementation theory (Van Meter and Van Horn, 1999: 443) "this implementation process is an abstraction or performance of a policy implementation which basically deliberately done to achieve high performance of policy implementation that takes place in the relationship of various variables. This model presupposes that policy implementation runs linearly from political decisions, implementers and public policy performance. Another thing stated by Van Meter and Van Horn also determines the relationship between independent variables and the dependent variable regarding interests, but also explains the relationships between independent variables (*Independent variables*). The evaluation of the Van Meter and Van Horn implementation theory states that there are six variables according to Van Meter and Van Horn that affect the performance of public policy implementation, namely: a) Standards/Sizes and Policy Objectives; b) Resources; c) Characteristics of the Implementing Organization; d) Communication between related organizations and implementation activities; e) The attitude of the implementers; f) Economic, Social and Political Environment.

III. Research Method

The research method used in this research is descriptive qualitative. Collecting data used through observation, interviews and documentation. The data collected was analyzed using the interactive model of Miles and Huberman and Nvivo.

IV. Results and Discussion

4.1 Implementation of Regional Regulation No. 5 of 2020 on Standards for the Implementation of Balinese Cultural Tourism during the *Corona Virus Disease* in the Province of Bali

a. Standards/measures of policy objectives

Pandemic *coronavirus disease* in Bali Province is in accordance with Regional Regulation No. 10 of 2015 concerning the master plan for the development of regional tourism in the Province of Bali 2015-2029, with Regional Regulation No. 5 of 2020 concerning "Standards for the Implementation of Balinese Cultural Tourism".

However, the implementation of Perda no. 5 of 2020 is still not optimal, because the implementation of the regulation has only been carried out 1 (one) time for socialization to tourism organizations on November 2, 2021 at the Prama Sanur hotel. In implementing Perda no. 5 of 2020, there is a mandate in accordance with article 28 paragraph 2 that the Bali Provincial Government will form a Regional Public Company (Perumda) with a Regional Regulation to provide direction, foundation, and legal certainty in the implementation of digital cultural tourism in Bali and to date. The regional regulation on Regional Public Companies (Perumda) has not yet been approved by the Bali DPRD (Regional People's Representative Council) and the Ministry of Home Affairs (Kemendagri), so the Bali provincial government is still unable to optimally implement the mandate of Regional Regulation No. 5 of 2020.

b. Resources

The results of the study indicate the dimension of resources, that human resources in carrying out the mandate of Perda no. 5 of 2020, the provincial government of Bali will make regulations on Regional Regulations for the formation of Perumda (Regional Public Companies) in Bali Province will be implemented by resources from four agencies that in Bali Province, namely 1) the Tourism Office, 2) the Economic and Development Bureau (under the governor), then 3) the Legal Bureau, 4) the Regional Economic Research and Innovation Agency and is supported by tourism expert groups, information technology expert groups, so that if seen, human resources in the implementation of tourism development policies for the province of Bali during the *corona virus disease* very adequate in making a regional regulation on the formation of a Perumda as mandated by Perda no. 5 of 2020. In the process of regulating human resources in carrying out the mandate of Perda no. 5 in 2020 forming a regional public company is very adequate because it is carried out by the bureaucratic structure of cross-agency, namely the tourism office, development economic bureau, legal bureau and regional innovation research agency. What is running is inadequate human resources at the level of socialization of tourism business actors. Another resource that influences policy implementation is the source of financial funds. Budgets are very much needed both in the socialization of Perda no. 5 of 2020 to all tourism organizations and tourism actors as well as the budget used for the process of making regulations on the mandate of Perda no. 5 of 2020 from planning, preparation and drafting of local regulations which are then submitted to the DPRD Bali

and the Ministry of Home Affairs. Meanwhile, currently with no budget allocation due to the *corona virus disease*, the implementation is not going as expected by the implementers from the Bali Provincial Government.

c. Characteristics of implementing organizations

The results showed that the implementing agents or implementers of the Bali Province tourism development policy during the *corona virus disease* were in accordance with the breadth and scope of the policy, the bureaucratic structure at the Bali Provincial Tourism Office and the organizational structure in the Bali Provincial Government allocated in In order to implement Perda No. 5 of 2020 in accordance with the mandate of the Regional Regulation, the Bali Provincial Government has allocated competent staff from the tourism office, the economic and development bureau, the legal bureau and the research development agency to discuss and draft a regional regulation on the formation of a regional public company (Perumda).) is quite adequate, but the actions of implementing agents or *implementers* are still lacking in collaboration and coordination as well as the socialization process to the tourism industry and the community during the *corona virus disease* 2019.

d. Communication between related organizations and activities Implementation

The results of the study show that communication between organizations and implementation activities shows that coordination between agents implementing tourism development policies for the province of Bali with tourism industry players and the community during the *corona virus disease* is still not optimal. This is due to the *corona virus disease* between organizations unable to carry out coordination meetings both from communication between the Bali provincial tourism office and the Bali Tourism Board (*Bali Tourism Board*) as well as with tourism service business actors, so face-to-face coordination meetings or via *zoom meeting*, so that socialization and information on the preparation and implementation of standard policies for the implementation of Balinese cultural tourism can reach all tourism service business actors and the community, so that these policies can be implemented optimally.

e. The attitude of the Implementers

The results of the study show that the attitude of the implementers in implementing the Bali Province tourism development policy, which implements Perda no. 5 of 2020 is still not good. It can be seen that the attitude of the implementers in carrying out this Regional Regulation has only been implemented in the implementation of the regulatory process, while not many tourism organizations and members of tourism organizations are aware of Regional Regulation No. pandemic, the *corona virus disease* implementation is still not optimal. Where until now the mandate of Regional Regulation No. 5 of 2020 has not been carried out properly, the indicator is that a regional public company that handles Balinese digital culture tourism as mandated by Regional Regulation no. 5 of 2020.

f. Economic, Social and Political Environment

The results show that the economic environment, social, and political in the implementation of Perda no. 5 of 2020 very influential on the success of Perda no. 5 of 2020, the condition of the *corona virus disease* has ravaged the Bali economy which is very dependent on tourism, causing a lot of unemployment in Bali, and political policies Those who do not support the opening of tourism with the tightening of foreign tourist regulations by the central government have caused Bali to have no foreign tourists coming

to Bali. Therefore, it is necessary to find the best solution from the Bali provincial government to discuss with the central government so that the regulation of Permenkumham no.34 of 2021 is revoked and replaced with looser rules so that Bali tourism can revive after the *corona virus disease* 2019

4.2 implementation of Regional Regulation No. 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism during the Corona Virus Disease in Bali Province

a. Constraints from the Standard Factor/Measure of Policy Objectives

This obstacle is caused by the *corona virus disease*. This condition has resulted in the Bali Provincial Tourism Office not completing the Regional Regulation on the establishment of a regional public company (Perumda) and has not been able to massively socialize the Regional Regulation No. 5 of 2020 to all tourism organizations and tourism business actors in Bali, so that the policy objectives have not been achieved optimally.

b. Constraints from the Resource Factor

The results of the study show that the human resources of the tourism office in implementing Perda no. 5 of 2020 are still very lacking, as well as financial resources that do not yet exist due to the reallocation of budgets for handling the *coronavirus disease* 2019 the ratification of the regional regulation and the implementation of the socialization which was just carried out on November 2, 2021, so that the right strategy is needed so that the regulation no. 5 of 2020 is immediately known by all tourism organizations and tourism business actors as well as the Balinese people.

c. Constraints from the Characteristics of Implementing Organizations

The results show that the characteristics of implementing agents are seen from the bureaucratic structure that carries out the mandate of Perda no. 5 of 2020 at the regulatory level, it has been going well, but there are still obstacles at the level of coordination and socialization of tourism organizations and tourism business actors. , so that it seems impressive because of the constraints of the *corona virus disease*. The Bali Provincial Government in implementing tourism development policies during the pandemic seems ineffective and not optimal in its implementation.

d. Constraints from the Communication Factor between Related Organizations and Implementation Activities

Research results show that the communication factor constraints between organizations and implementing activities occur because the Bali Provincial Tourism Office has only 1 (time) implemented the socialization of Perda no. 5 of 2020, so many tourism actors do not know about Perda no. 5 of 2020, in planning and implementation, there are also obstacles where the organization that takes shelter in the BTB (*Bali Tourism Board*) has not been maximally involved in communication and socialization of the implementation of Perda no. 5 of 2020, of course this is an obstacle that requires the right strategy for implementation.

e. Constraints from the Attitude of the Implementers

The results showed that the constraints from the attitude or tendency factor (*Disposition*) of the implementers occurred because at the time of the ratification of Regional Regulation No. 5 of 2020 the pandemic peaked, implementing agents could not carry out official socialization due to the budget allocated for handling pandemic

coronavirus disease does not exist, although *disposition* towards this regional regulation is very high and the enthusiasm of the implementers is also high in its implementation, but its implementation is hampered by the availability of a budget that has no allocation for the implementation of Regional Regulation No. 5 of 2020, so a strategy is needed. so that the implementation can run well immediately. f. Constraints from Economic, Social and Political Environmental factors

The results of the study show that constraints from economic, social, and political environmental factors that occurred during the *corona virus disease* 2019/2021 as long as it has not been revoked, there will be few foreign tourists coming to Bali, because of the complex rules for foreign tourists, this is certainly an obstacle for tourism development in Bali, with many tourism businesses closing, the Bali Provincial Tourism Office also cannot invite businesses. tourism in coordination and socialization activities of Regional Regulation No. 5 of 2020.

4.3 Strategy To overcome the obstacles faced in implementing the policy of Regional Regulation No. 5 of 2020 concerning Standards for Implementation of Balinese Cultural Tourism in the Corona Virus Disease in Bali Province

a. Strategies to overcome obstacles it is from the Standard Factor/Masurement of Policy Objectives

The results of the study show that the standard/measurement of the policy objectives of Perda no. 5 of 2020 has problems. This obstacle is caused by the *corona virus disease*. This condition has resulted in the Bali Provincial Tourism Office not completing the regional regulation on the formation of a regional public company (perumda) and has not been able to massively socialize the Regional Regulation No. 5 of 2020 to all tourism organizations and tourism business actors in Bali, so that the policy objectives have not been achieved optimally.

As a strategy for the constraints mentioned above, it is necessary to coordinate with the Bali provincial government so that the regional public company can be immediately formed according to the standard policy objectives for the implementation of Balinese cultural tourism to improve the quality of Bali tourism, and all tourism data can be stored digitally for the sake of tourism progress in Bali in the future. To invite all tourism service business actors to join Bali's digital cultural tourism, massive socialization is needed to tourism business actors and the public about the importance of data collection in a single unit in the Bali Cultural Tourism Digital One-Stop Portal to improve the quality of tourism in Bali Province. and asked the central government to immediately revoke the PPKM rules (Enforcement of Restrictions on Community Activities), and revoke Permenkumham no.34 of 2021 and request a budget allocation to implement the socialization of Regional Regulation no. 5 of 2020.

b. Strategies to Overcome Obstacles from Resource Factors

The results of the study show that the human resources of the tourism office in implementing Perda no. 5 of 2020 are still very lacking, as well as financial resources that do not yet exist due to the reallocation of the budget for handling the *coronavirus disease* 2019 socialization which has just been carried out on November 2, 2021, so that the right strategy is needed so that Perda no 2020 will soon be known by all tourism organizations and tourism business actors as well as the Balinese people.

As a strategy for the constraints above, that in overcoming the constraints of resource factors, the right strategy is needed, namely the Bali Provincial Tourism Office to immediately form a team tasked with carrying out the main task of socializing and

coordinating with the city/district tourism office, as well as inviting academic collaboration (Tourism College) , Udayana University, Ngurah Rai University), community (BTB (*Bali Tourism Board*)) in which there are *stakeholders* tourism *online* and print media, and the private sector in conditions of a minimal budget in order to carry out socialization to all tourism business actors, strategies that The next step is to allocate a special budget for the implementation of the socialization of Perda no. 5 of 2020, so that the socialization can be carried out as quickly as possible and can provide benefits after the *corona virus disease* 2019

c. Strategies to Overcome Obstacles from the Characteristics of Implementing Organizational Factors

The results show that The characteristics of implementing agents are seen from the bureaucratic structure that carries out the mandate of Perda No. 5 of 2020 at the regulatory level, it has been going well, but there are still obstacles at the level of coordination and socialization to tourism organizations and tourism business actors, so that they seem impressed because of the constraints of the *corona virus disease* 2019 The Bali Provincial Government in implementing tourism development policies during the pandemic looks ineffective and not optimal in its implementation.

The strategy to overcome obstacles to the characteristics of implementing agents, especially related to the mandate of Perda no. 5 of 2020 in accordance with article 28 paragraph 2, the provincial government of Bali will form a Perumda that manages the Bali Cultural One-Stop Portal, the bureaucratic structure that works from the tourism office, development economic bureau , law bureaus and regional innovation research bodies must lobby the Bali DPRD so that the draft regional regulation on the formation of Perumda is immediately approved, because there is still a further process, namely approval from the Ministry of Home Affairs, the tourism office is also still obliged to carry out massive socialization of Regional Regulation No. 5 of 2020, in collaboration with academics (Tourism College, Udayana University, Ngurah Rai University), community (*Bali Tourism Board/* Tourism Industry Association), media (*online* and print), *government* (Regency/City Tourism Office) and involving the private sector (tourism business actors). So later, when the regulation on the formation of the Perumda is completed, the community and tourism actors are ready to join the One Stop Portal.

d. Strategies to Overcome Obstacles from Communication Factors between Related Organizations and Implementation Activities

The results of the study show that the communication factor constraints between organizations and implementing activities occur because the Bali Provincial Tourism Office has only 1 (time) implemented the socialization of Perda no. 5 of 2020, so that many tourism actors do not know about Perda no. 5 of 2020, in planning and implementation there are also obstacles that occur where organizations that take shelter in the BTB (*Bali Tourism Board*) have not been maximally involved in communication and socialization of the implementation of Perda no. 5 of 2020, of course this is an obstacle and obstacles that require the right strategy in its implementation.

The strategy in overcoming the constraints of communication factors between organizations and implementing activities, related to socialization to tourism organizations and tourism business actors as well as the Regency / City Tourism Office, the Bali Provincial Tourism Office can work together using the *penta helix* namely in collaboration with academics (Sekolah Tinggi Tourism, Udayana University). , Ngurah Rai University), community (*Bali Tourism Board/* Tourism Industry Association), media (online and print),

government (Regency/City Tourism Office) as well as involving the private sector (tourism business actors), so that the socialization of Perda no. 5 of 2020 is carried out either through face-to-face or *zoom meetings* with the BTB (*Bali Tourism Board*) and invite all tourism business actors to describe the benefits of the regulation.

e. Strategies to overcome obstacles from the Attitudes of the Implementers

The results of the study show that the constraints on the attitude factors of the implementers are still unable to carry out the implementation of Perda No. 5 of 2020 optimally, namely the absence of regional public companies that handle digital tourism, Balinese culture, even though the implementation of certification policies regarding cleanliness, Health, safety and environmental sustainability have been implemented well. The implementing agents or implementors did not carry out optimally because they collided with the Bali Province APBD budget allocation which was allocated for handling the 2019 coronavirus disease

The strategy that will be carried out by the Bali Provincial tourism office as the implementing agent or implementor is to coordinate with the Bali provincial governor as the highest office holder in Bali to allocate a regional budget in an effort to create a regional public company that handles Balinese digital cultural tourism, as well as invite all stakeholders, both tourism organizations, as well as tourism service businesses and the community to work together in the context of the successful implementation of policies that have been taken by the Province of Bali. .

f. Strategies to Overcome Obstacles from Economic, Social and Political Environmental Factors

The results show that constraints from economic, social, and political environmental factors that occurred during the *corona virus disease* were very influential in the implementation of tourism development policies in Bali Province, especially in the implementation of Regional Regulation no. 5 of 2020, the central policy of Permenkumham no. 34 of 2021 as long as it has not been revoked, then few foreign tourists come to Bali, because of the complex rules for foreign tourists, this is certainly an obstacle for tourism development in Bali, with many tourism businesses that closed, then the Bali Provincial Tourism Office cannot invite tourism businesses to coordinate and socialize Regional Regulation No. 5 of 2020.

The strategy to overcome economic, social and political constraints is to revoke Permenkumham No. 34 of 2021 or replace it with rules on visas. Which is easier For foreign tourists, *direct flights* to Bali are opened from their countries of origin and the pandemic will end soon. If this can be carried out, all tourism businesses will reopen, the economy of Bali will rise, socially tourism actors will work again, political policies both central and regional which are in line with the opening of Bali tourism and of course the implementation of Regional Regulation No. 5 of 2020 will soon can be carried out optimally and of course must be accompanied by hygiene, health, safety and environmental sustainability (CHSE) certifications so that tourists who come to Bali have comfort, so that the quality of Balinese cultural tourism is increasing in quality.

V. Conclusion

Based on the results of research that the obstacle faced by the Bali Provincial Tourism Office is the *corona virus disease* which causes all stages of implementing tourism development policies in Bali Province during the *corona virus disease*, both from the socialization stage which has not yet run, the process of forming regulations as mandated by Perda no. 5 of 2020 article 28 paragraph 2 regarding the formation of a regional public company (perumda) which is still only at the design stage and is in the process of being approved by the Bali DPRD, and due to the reallocation of all budgets used for handling the *coronavirus disease* 2019, so that the budget allocated for human resources that organizes the socialization activities of Perda no. 5 of 2020 and the process of making a regulation on the formation of a regional public company (perumda) is also hampered and doesn't seem to work, so the implementation of Perda no. 5 of 2020 has not yet been implemented. effective until Currently, the strategy that can be done is the *penta helix* namely the Bali Provincial Government through the Tourism Office in collaboration with academics (Tourism College, Udayana University, Ngurah Rai University), community (*Bali Tourism Board/* Tourism Industry Association), Media (both *media online* and print media), *Government* (Regency/City Tourism Office), private sector (tourism business actors), the second strategy that can be carried out by the Bali Provincial Government and the Bali Provincial Tourism Office is to immediately allocate a budget for massive socialization to all tourism organizations and tourism business actors, and regional public companies that operate one-stop portals will soon be formed, the Bali Provincial Government must lobby the Central Government so that Permenkumham no.), of course must be ik uti with *direct flights* from tourists' home countries to Bali, and to provide comfort to tourists, the Tourism Office must intensify certification of cleanliness, health, safety and environmental sustainability for all tourism businesses during the pandemic or post- *coronavirus disease* 2019.

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