

## Strategic Effort for Tourism Guide Tourism Development in Besakih Village Area Post-Covid-19 Pandemic

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### ARTICLE INFO

### ABSTRACT

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Efforts are made to the development of sectors of the economy, business, and tourism in promoting the needed strategy which aims to determine the effectiveness of the campaign that carried the Department of Tourism Village Besakih in improving return the number of visits wisatawannya to the village of Besakih post pandemic Covid 19 In this method of community service activities, namely using the method of observation, interviews, and documentation. Based on the results of the study the datain the above can be concluded that the strategy of promotion of the Office of Tourism and the village of Besakih in increasing the number of travelers per week experienced peningkatkan. hal it can be seen from the data visit travel Desa Besakih on the chart above.

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### 1. INTRODUCTION

The island of Bali is frequently described to as a “paradise” on earth because of its beautiful scenery, immaculate beaches, and distinctive cultural traditions, heritage, and value systems that are upheld by its native communities (Dharmiasih et al., 2012). Besakih Village is one of the villages located in Rendang District, Karangasem Regency. Residents in Besakih Village are generally engaged in tourism.

This can be seen from the many new destinations offered by Besakih Village, such as Besakih Temple, Edelweiss Park, Jinja Park.

Besakih Temple, apart from being a place for Hindu religious activities in Bali, is also a tourist attraction on the island of the Gods, Bali, which is popular in the East Bali area or the Karangasem Regency area (Wiana, 2020). As a center for Hindu religious ceremonies, many people hold religious ceremonies at Besakih Temple (Stuart-Fox, 2010).

Edelweiss Tourism Park is a choice of contemporary tourist attractions that have just been established in Besakih Village. This tourist spot offers a choice of photo hunting spots at a low cost. And with views that are not inferior to other tourist attractions, with cheap ticket prices, we can enjoy the beauty of nature with our family.

Even though it is considered a new tourist destination in Besakih Village, Edelweiss Tourism Park has a good attraction compared to other tours. Therefore, it is not surprising that many tourists flock here, mainly young tourists.

Jinja Park is a tourist spot that presents a very special natural beauty. Located on the highlands of the slopes of Mount Agung which has extraordinary natural beauty, it will certainly be a tourist attraction in itself. Visitors can enjoy the view of Mount Agung up close and the view of the beautiful valley around this tourist spot. For tourists who like to take pictures, this place is the right place for

tourists who like to take pictures because it offers a variety of unique and interesting photo spots.

The Covid-19 pandemic, which started to spread in Indonesia in March 2020, had a significant negative impact on social life and economic growth. The tourism industry is no exception, as the public is urged to enhance social distance and stay away from crowds in addition to stringent travel bans and restrictions in order to aid in breaking the chain of the corona virus-19's transmission. This epidemic has altered people's routines and behavior patterns throughout time, causing them to become more concerned with their health, pickier about what they eat, socialize, and use various amenities and infrastructure requirements, as well as choose which tourist destinations to visit. In Indonesia, the tourism industry has grown to play a significant role in the country's growth and has even been named one of the government's top development initiatives (Soeswoyo et al., 2021).

Efforts made for the development of the business and tourism economic sectors in promoting a strategy are needed (Sari et al., 2019) that aim to determine the effectiveness of the promotions carried out by the Besakih Village Tourism Office in increasing the number of tourist visits to Besakih Village after the Covid-19 pandemic.

This article describes community service activities to find out what the Karangasem Regency Tourism Office has done in increasing visits to Besakih Village after the Covid-19 (corona) pandemic.

## METHOD

In this community service creativity method, using the method of observation, interviews, and documentation.

### 1. Observation method

Observation is a data collection tool that is carried out by observing and recording, systematically analyzing the symptoms / phenomena / objects to be studied. The observation method aims to observe and record, and analyze systematically to obtain data related to various businesses carried out in the development of Besakih Village into a tourist village, and to obtain an image of the tourism development strategy efforts that will be carried out by Besakih Village during the covid-19 pandemic.

### 2. Interview

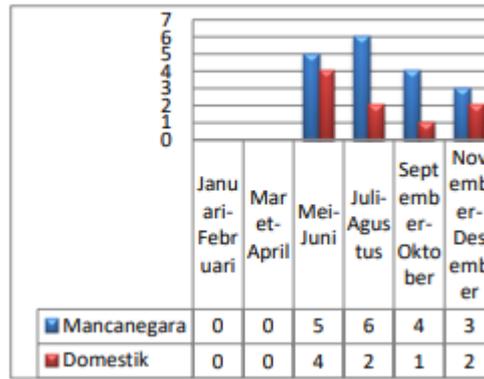
Interview is one of the data collection techniques in the questionnaire method through a list of questions asked expressly to the respondents. Interview is a method of collecting data, which aims to find out the conflict and tourism potential of Besakih Village. It can also refer to the tactical efforts that will be carried out on the Besakih Village community in order to support tourism development after the COVID-19 pandemic.

### 3. Documentation

Is a method used to obtain data and facts in the form of books, archives, documents, writing numbers and pictures in the form of reports and news that can support research. Documentation aims to be able to know the regulations, programs, and policies during the covid-19 pandemic.

## 3. RESULTS AND DISCUSSION

To draw both domestic and foreign tourists, tourism development must be carried out in a complete and integrated manner (Go & Govers, 2000). It is thought that both domestic and international travelers' visits have an impact on a region's economic development (Rahma & Handayani, 2013). So that the tourism industry may continue to contribute to the growth of a region, we need a development strategy. According to (Semara, 2013), there are many different tourism development methods, such as those including tourist attractions, accessibility, amenities, ancillaries, and community involvement.



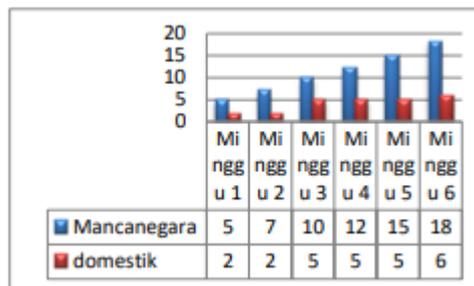
**Grafik 1.** Data for 2020 tourist visits in Besakih Village, Karangasem regency after the Covid-19 pandemic

In the graph above, the data obtained from local tourists and domestic tourists who visit every month are as follows:

1. In January-February there are no foreign tourists and domestic tourists
2. In March-April there are no foreign tourists and domestic tourists
3. In May-June there are 5 foreign tourists visiting while the domestic tourists are 4 people
4. In July-August there were 6 foreign tourists visiting while 2 domestic tourists visited
5. In September-October there were 4 foreign tourists visiting while 1 domestic tourist visited
6. Meanwhile, in November-December there are foreign tourist visits



**Picture 1.** 2020 tourist visit in Besakih Village, Karangasem regency after the COVID-19 pandemic



**Chart 2.** 2021 tourist visit data in Besakih Village, Karangasem Regency as a post-implementation promotion strategy

In the graph above, it can be concluded that the increase in local and domestic tourists who visit every week to the village of Besakih are:

- 1) In the first week, there were 5 foreign tourists, while 2 domestic tourists
- 2) In the second week of foreign tourists as many as 7 people while domestic tourists as many as 2 people
- 3) In the third week of foreign tourists as many as 10 people while domestic tourists as many as 5 people
- 4) In the fourth week of foreign tourists as many as 12 people while domestic tourists as many as 5 people

- 5 people
- 5) In the fifth week of foreign tourists as many as 15 people while domestic tourists as many as 5 people
- 6) In the sixth week of foreign tourists as many as 18 people while domestic tourists as many as 6 people



**Picture 2.1** 2021 tourist visit in Besakih Village, Karangasem Regency as a post-implementation promotion strategy

Based on the results of the data research above, it can be concluded that the promotion strategy of the Besakih Village tourism office in increasing the number of tourists each week has increased this can be seen from the Besakih Village tourist visit data in the graph above.

With this stage, the real college work program carried out can run smoothly, and the success of increasing tourist visits provides mutually beneficial benefits for the people of Besakih Village. as many as 3 people while domestic tourists amounted to 2 people.

#### 4. CONCLUSIONS AND SUGGESTIONS

##### 4.1 Conclusion

From the community service activity entitled “Strategic efforts to develop tourist guide tourism in the Besakih village area after the COVID-19 pandemic, it can be concluded as follows:

1. The training participants have been able to promote tourism in Besakih Village by developing the community’s economy in Besakih Village.
2. The trainees succeeded in knowing the effect of the tourism development strategy on the economy of Besakih Village.
3. The training participants succeeded in developing tourist guide tourism in the Besakih Village area by using promotional strategies such as social media that can support the increase in visiting tourism.

##### 4.2 Suggestion

Based on the results of the service that has been carried out, we suggest some inputs for the future, believe in the following:

1. For future service, you can try to market tourism through collaboration with several influencers and agents who already have power.
2. For the Besakih Tourism Office to always be active and diligent in posting the latest information about Besakih Bali tourism.
3. As well as promotions should also be done frequently on other important days to attract tourists.

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