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**Sustainable Tourism Development Strategy in an Effort to Attract  
International Tourists in the Era of the Covid-19 Pandemic in 2019-2021 in  
the Province of Bali**

**Tommy Cristovel TANGKEY, Putri HERGIANASARI\*, Richard G. MAYOPU**  
Department of International Relations  
Satya Wacana Christian University  
Salatiga, Indonesia

**Abstract**

The Covid-19 pandemic has created problems for the tourism sector in the Province of Bali. Restrictions imposed by the government make all access to carry out activities in public places unable to work. This has an impact on the tourism of the Province of Bali which relies on tourist visits, especially foreign tourists where most of tourism-related income comes from foreign tourists. As a concept of tourism development, Sustainable Tourism Development (STD) has an important role through strategies that help overcome the problems being faced in order to attract foreign tourists to the Province of Bali. This research was conducted using descriptive qualitative methods through interviews with Mrs. Herawati as the Sub-Coordinator of Business Standards and Certification of the Bali Provincial Tourism Office. CHSE or Cleanliness, Health, Safety and Environmental Sustainability as the STD Strategy intersects with other development concepts, this then supports the development of tourism in the Province of Bali which is ready to adapt in the era of the Covid-19 pandemic so that it can attract foreign tourists when the regulatory restrictions for international tourism travelers have been opened, apart from that in an effort to attract foreign tourists the government is implementing Work From Bali as a form of public diplomacy to build public confidence in tourism in the Province of Bali which is ready in the pandemic era.

**Keywords:** Covid-19, STD, CHSE, Tourism, Bali

**Introduction**

The Covid-19 pandemic hit the world, an increase in cases every day makes this pandemic even more intense. The Covid-19 virus, which is increasingly difficult to control, requires mature regulations from the government to achieve a better condition. Coronavirus Disease 2019 or Covid-19 itself is a virus that was first discovered in Wuhan City, China which then spread to almost the entire surface of the world, this virus itself is caused by a new virus called betacoronavirus which is similar to MERS-CoV and SARS-CoV. (indonesia.go.id, 2020)

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Tourism is positioned as one of the main pillars of Indonesia's national development. Where now and in the future, as well as in the government's efforts to realize people's welfare and prosperity, the tourism industry is then expected to contribute to increasing the country's foreign exchange. Thus, successful tourism development can not only promote the country's economic recovery through its contribution to the gross national product. If the tourism industry is managed properly, it can guarantee the preservation of nature and culture, as well as the prosperity of the population. In an effort to fulfill tourism development, it is necessary to apply a development concept that helps reduce the negative impact of tourism development itself (ILO, 2012).

Tourism development then becomes important in the era of the Covid-19 pandemic, where tourism development carried out with the concept of sustainable tourism must have the right strategy so that the role of sustainable tourism becomes important to see how tourism developers build tourism destinations that have a positive impact both on environment, society, culture, and the economy in particular can adjust in this era of the covid-19 pandemic. Furthermore, with tourism that is in line with the concept of sustainable tourism, the tourism sector will help realize various sustainable development issues that exist in Indonesia during the pandemic.(egsa.geo.ugm.ac.id, 2021)

The existence of success in the tourism sector can encourage a good impact on the economy or revenue of each region through existing factors, including the number of tourists who come to visit. Thus, the number of tourist visits becomes a factor used as an indicator to measure the success or achievement of the tourism industry so that it can have an impact on the government and society. Along with the development of Indonesian tourism, natural wealth and cultural diversity are the main factors for attracting tourists to tourist destinations in Indonesia so that this is also able to generate interest for foreign tourists to come to visit Indonesia. Foreign tourists or foreign tourists are an important indicator in tourism where through the expenditure of foreign tourists can have a positive impact on the development of regional income both directly and indirectly, the greater the expenditure made by foreign tourists, the greater the benefits for the regional economy. Thus, it is very important for the government's strategy to attract foreign tourists to travel again during the Covid-19 pandemic era in order to stabilize and improve the regional economy and enforce safe travel during the pandemic era.(Anggarini, 2021)

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Research focuses on the development of sustainable tourism in the Province of Bali, as one of the provincial tourist destinations in Indonesia and is one of the best in the world, Bali has various tourist objects including natural, cultural and maritime tourism. There are many tourist objects in regencies spread across Bali. Bali and tourism then cannot be separated where the Province of Bali is present as an area with the main tourist destination, abundant natural beauty, to the uniqueness of art and culture which is the main attraction. Thus, the analysis carried out refers to the development of a sustainable tourism strategy in the Province of Bali in order to restore Indonesia's tourism sector by attracting foreign tourists in the era of the co-19 pandemic.(Sweta, 2021)

Previous research on sustainable tourism development (STD) has also been carried out, one of which is as written by Mulki Hakim with the title "Strategy for Development of Sustainable Tourism Development (STD) Case Study: Tourism in Pangandaran Regency". This research sees that there is another side in society which still believes that tourism has helped build new infrastructure. The total capacity of tourism services is still very minimal, compared to other services. In maintaining consumer satisfaction, visitors give a good assessment of Pangandaran tourism. This research has the aim of looking at the efforts and strategies of the local government in maximizing the tourism sector which requires a pattern of tourism development or structured in this research also looks at the extent to which the Regional Culture and Tourism Office of Nganjuk Regency is in its strategy to develop tourism potential in the area.(Hakim, 2019)

### **Conceptual Framework**

Sustainable Tourism is explained by the World Tourism Organization that sustainable tourism is a concept of tourism development/development that fully takes into account current and future economic, social and environmental impacts. So, it was concluded that this concept is related to development that is responsible for the environment, society, culture and economy so that it can be maintained by involving tourists, stakeholders and the role of the local community. Tourism development is carried out in order to increase the community's economic growth, and is a planned and structured business. Directions, policies, strategies and programs for tourism development must then be in line with the direction of national tourism development policies, and cooperate with each other, so as not to deviate from the objectives of tourism development. Tourism development must follow the principle of sustainability, combining ecological, social and

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economic sustainability. It is recommended that this strategic approach to sustainable tourism be used for small-scale local management and bring benefits to the general public.(Arida, 2020)

Sustainable tourism is scheduled as a concept which, if managed properly, can contribute to the fulfillment of Indonesia's Sustainable Development Goals (SDGs), including reducing poverty, rural development, preserving culture and society, environmental protection to gender equality.(sdgs.bappenas.go.id, 2018) In this case, I want to explain that tourism which is treated in a sustainable manner has an impact on sustainable development goals, where one of them can create an environmentally friendly job. This environmentally friendly work can be called that if it can help in reducing the negative impact of the natural environment so that it can be sustainable both from an economic and social perspective. With the existence of environmentally friendly jobs in sustainable tourism, it can further raise awareness and resources to help protect the environment, prevent infectious diseases, and grow opportunities in the field of education and training which then become the key objectives of the sustainable tourism sector so that it can help Indonesia achieve its development goals.(Eddyono, 2019)

The Sustainable Development Goals are an agreement in global development which is also a continuation of the previous development agenda, namely the MDGs. The SDGs themselves were officially ratified by world leaders on September 25, 2015 at the United Nations headquarters. SDGs contains 17 goals and 169 targets which are an action in global development for the next 15 years. These things are aimed at developing countries to end poverty, reduce inequality, create prosperity, and protect the environment, so that it can become a prosperous country. Each country then has an obligation to fulfill and achieve SDGs.(SDGs, 2018)

The concept of SDGs which was born at the Conference on Sustainable Development held by the United Nations in Rio de Janeiro in 2012 has a basic goal to be produced in which the meeting is to obtain universal common goals that are able to maintain a balance of the three dimensions of sustainable development: environment, social and economy. In an effort to maintain the balance of the three main elements of development, SDGs then has 5 main basic pillars, namely humans, welfare, planet, peace and partnerships which have the desire to achieve three goals in 2030 which are achieving equality, ending poverty, and ending poverty.(Hadiwijoyo & Anisa, 2019)

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In the concept of SDG's 11th goal then discusses building inclusive, safe, durable and sustainable cities and settlements. This goal discusses building or creating a safe and sustainable city, where this then leads to maximizing access to safe and affordable housing to repairing slums. This goal also involves investing in public transport, creating green spaces for the public, and enhancing inclusive urban planning and governance. (unstats.un.org, 2014) Furthermore, the target of SDG's 11th goal includes strengthening efforts to protect and safeguard the world's cultural and natural heritage, significantly reducing the number of deaths and the number of people affected and substantively reducing the direct economic losses associated with global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and those in vulnerable situations, providing safe, inclusive and barrier-free green public spaces for all, especially women and children, the elderly and the disabled.(Górriz-Mifsud et al., 2016) Diplomacy is a practice in implementing a relationship between actors through an official representative. Diplomacy itself becomes an operational way of achieving its national interests outside the jurisdiction of a country. Since long ago public diplomacy has become a well-known instrument in an effort to achieve the interests of a country. Public diplomacy is also the most conventional way of political communication in the 21st century. Thus, public diplomacy is still a new thing in international relations, public diplomacy itself has been used in practice for a long time by world countries.(Clarke, 2016)

Public diplomacy is a state effort to achieve its national interests through influencing foreign audiences, informing, and understanding. Or in other words, public diplomacy, in short, emphasizes the government to the community/individual as well as the community/individual to the community/individual itself. With the aim of forming a good perception of a country by the international community so that it becomes a common social foundation for broader relations and interests to achieve. Furthermore, professor of Public Diplomacy Nicholas J. Cull, stated that public diplomacy is used by international actors in an effort to manage the international environment by interacting with the international public.(Gurgu & Cociuban, 2016)

In its implementation, public diplomacy is not only carried out by the state, but the actors implementing public diplomacy can vary, such as transnational companies appointed by the state. In the implementation of public diplomacy, information technology plays a big role in this era, such as the internet which is capable of running large and well-known media so that it can be used

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to reach the international community in a short and practical way. In addition, the implementation of public diplomacy is also aimed at being able to produce a creative society which is able to get opportunities to work together with people-to-people relations between the two countries or actors so as to be able to produce good economic benefits from this interaction (Ordeix-Rigo & Duarte, 2009)

### **Research Methods**

Using qualitative research methods where qualitative research is a way of collecting data that produces descriptive data in the form of written words from certain phenomena and behaviors. A research approach directed at natural and whole backgrounds and individuals so as not to 'isolate' individuals or organizations into a variable or hypothesis. Research that utilizes open interviews and is equipped with in-depth observations to understand the attitudes, views, feelings and behavior of a person or group of people about a particular matter or case. Collection of data on a scientific background with an existing approach, to seek understanding of a phenomenon in a setting that has a specific context. Research that aims to understand a phenomenon as it is (especially from the perspective of the subject) which is described in the form of words and sentences in a special natural context by utilizing various approaches contained therein. This research is limited to the incidence of the Covid-19 Pandemic in the Province of Bali from 2019 to 2021.

**Table 1. Number of Foreign Tourist Visits per Year 2019-2021 in Bali Province  
Source: Central Bureau of Statistics for Bali Province**

| Entrance For Foreign Tourists | The Number of Monthly Foreign Tourists to Bali According to The Entrance of People |           |           |
|-------------------------------|--|-----------|-----------|
|                               | 2021   | 2020      | 2019      |
| <b>Ngurah Rai Airport</b>     | 43   | 1.059.198 | 6.239.543 |
| <b>Port of Benoa</b>          | 8  | 10.275    | 35.667    |
| <b>Total</b>                  | 51   | 1.069.473 | 6.275.210 |

The Province of Bali is one of the provinces in Indonesia that has been affected by the spread of the Covid-19 virus since the entry of the Covid-19 virus into Indonesia on March 2 2020. The Province of Bali derives its largest revenue from the tourism sector, Bali Province at the end of 2019 began to experience an economic crisis due to a decrease in the number of tourists foreign tourists up to 99.99% from the initial foreign tourist visits of 552,403 foreign tourists in December 2019 to only 22 foreign tourists in August 2020.(Ardani, 2020) There are no tourists in tourist

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areas and all kiosks in tourist attractions are automatically closed. Without income, people's purchasing power then drops dramatically. This went on for a long time, until the end of 2020. The table above also shows that until 2021 the total number of foreign tourists visiting Bali is only 51 people. This data is the lowest number of visits from the previous two years where from 2019 to 2020 there was a drastic decrease in the number of foreign tourists visiting Bali and will continue to fall until 2021. Figures for 2019 show that tourism contributes 78% to the economy in Bali. Far away from the agricultural sector which only contributed 14.5%. This inequality then causes excessive dependence on the tourism sector. Before the pandemic, Bali's economy was running quite well. The economy grew by 5.63% (year-on-year) in 2019, higher than the national rate of 5.02% (year-on-year). But it didn't only end in negative things, the management of the Bali Province was considered relatively successful amid the Covid-19 virus pandemic in Indonesia. Given this success where Bali has not implemented a Large-Scale Social Restrictions policy, this success has attracted the attention of many parties. Data from the Province of Bali and National as of 9 June 2020 shows that the development of COVID-19 in the Province of Bali is also under geographic control.(Statista Research Department, 2022)

The enactment of the Enforcement of Restrictions on Community Activities was then held to replace the Large-Scale Social Restrictions policy which was implemented on March 31, 2020 through a Government Regulation in the Province of Bali. The Imposition of Restrictions on Community Activities replaces the term Large-Scale Social Restrictions which are then implemented January 11-25 2021. The Imposition of Restrictions on Community Activities is a restriction on community activities in parts of Java and Bali. However, prior to the implementation of the Implementation of Restrictions on Community Activities, Bali has implemented Restrictions on Community Activities in 2020 in response to Presidential Decree 9 September 2020 where the President has given authority to each governor to be more responsive and make policies that benefit their region in conditions of the spread of Covid-19. Restrictions on Community Activities are carried out in 2 stages, the first stage is prevention in the border areas of the city and the second stage is taking action (repression and treatment) throughout the city. The first stage lasts for a month, from 15 May to 15 June 2020. The implementation of the policy for limiting community activities is then multi-stakeholder.(Purwahita et al., 2021)

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According to public relations data for the Province of Bali at the end of 2020 confirmed developments of covid-19 in Bali reached 17,099 positive cases on 27 December 2020. This represented an addition of positive cases from only 139 positive cases of covid-19 at the beginning of 2020 and on April 19 with 127 Indonesian citizens and 3 foreign nationals were confirmed through a press release from the task force for the acceleration of the handling of Covid-19 in the Province of Bali. Furthermore, on January 13, 2021 the number of confirmed Covid-19 cases reached 20,255 positive cases with 20,211 Indonesian citizens and 44 foreign nationals where this shows an addition of cases from 2020 to early 2021 in the Province of Bali. Until mid-2021 in July the development of confirmed cases of Covid-19 totaled 51,899 with 51,671 Indonesian citizens and 228 foreigners (www.who.int, 2022).

Then it was explained by the government of the Bali Provincial Tourism Office through interviews conducted stating that during the Covid-19 pandemic regarding data on tourist visit places or tourist objects in the Province of Bali tourist attractions were closed or did not receive visits by the government in December 2020, this then did not apply to hotels in the Province of Bali, there was no order from the local government to close the hotel but because there were no tourists visiting this then affected the hotel tourism business so that several hotels were forced to close. Hotel occupancy in Bali fell sharply from 63% in December 2019 to 46% in February 2020. This is also down from the 56% occupancy rate achieved in February 2019. The average length of stay of foreign and Indonesian guests at five-star hotels in Bali in February 2020 was 2.82 days, equivalent to the average length of stay (m-t-m) of guests in January 2020 which was also recorded at 2.82 days. The average length of stay in February 2020 decreased by -0.32 percentage point compared to 3.14 days recorded in February 2019 (year-over-year). Many workers in the tourism sector lost their livelihood due to travel restrictions, tourist attractions, hotels and restaurants were closed due to lack of tourists. Through the restrictions imposed, domestic revenues suffer losses. Bali, which is dependent on tourism, was greatly affected by these restrictions. Bank Indonesia pointed out that Bali's current economic growth rate is negative 1.24%, which is the worst in Bali because 70% of Bali's GRDP depends on tourism. The activity restriction caused Bali's economic growth to experience a deeper contraction of -10.98% (year-on-year) in the second quarter of 2020. Contributing factors include a decrease in household purchasing power in line with the decline in tourism performance and activity restrictions, as well as a decrease in foreign tourist visits and a decrease in demand for export commodities due to Covid-19. Furthermore, if the cumulative

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growth in the first quarter of 2021 to fourth quarter of 2021 is added up, Bali's economy will still experience negative growth or contraction of up to 2.47% in 2021 (c-to-c) (Rachman, 2022).

**Implementation of Sustainable Tourism Development Strategy in Bali Province Tourism**

Sustainable Tourism Development (STD) as an effort in the form of a sustainable tourism concept. A strategy with this concept is then needed for the recovery of tourism in the Province of Bali through regulations issued by the government in an effort to achieve stability again during the pandemic. As explained above regarding the strategy of Sustainable Tourism Development (STD) or sustainable tourism development which has a role as a reference in tourism development that fully considers economic, social and environmental aspects from now on to the future. The implementation of standardized health protocols is a joint effort to deal with and restore the national economy in vital sectors such as tourism. The CHSE-based health protocol policy is a new culture that needs to be introduced to tourism participants so that it can be well received by the local community.

The Ministry of Tourism and Creative Economy issued a CHSE or Cleanliness, Health, Safety and Environmental Sustainability policy or also called the Guidelines for Implementation of Hygiene, Health, Safety and Environmental Sustainability which is included as part of the Minister of Health Decree No. HK.01.07/Menkes/382/2020. This policy is an operational guide for tourism managers and entrepreneurs in adapting to new habits. This policy provides guidance to tourism managers and entrepreneurs in providing tourism services and meeting guest needs for products that are clean, healthy, safe and environmentally friendly in the pandemic era. This guide can then become a benchmark for Provincial and Regency/City Governments to business and professional associations related to the tourism sector to carry out outreach, education, mentoring, coaching, simulations, trials, monitoring and evaluation related to the implementation of hygiene, safety, health, and environmental sustainability. This is carried out in order to increase the confidence of each party, business reputation to tourism destinations. In making this policy, various parties were involved, all the provisions contained in this policy then referred to the guidelines and protocols that had been established by the World Health Organization (WHO), the World Travel & Tourism Council (WTTC), and the Government of Indonesia.

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The Province of Bali then became one of the provinces whose provincial government implemented the CHSE policy. The CHSE policy itself began to be implemented in September 2020, the Province of Bali implemented a new life order protocol which was implemented referring to the CHSE policy issued by the central government, so that as an area with the largest revenue from the tourism sector the Provincial government of Bali then issued a circular letter (SE) regarding the order new life in an effort to support central government programs for regional sustainability. The certification of the new life order protocol was then implemented as part of the implementation of the CHSE policy by forming a team of verifiers to access tourism businesses in the Province of Bali as well as several other CHSE-based programs. In more detail, the government of Bali in its strategy regarding the development of sustainable tourism in the pandemic era includes accelerating Covid-19 vaccination and regulations related to the behavior of tourist visits from immigration. There was no response regarding foreign tourists regarding the implementation of the CHSE strategy as a strategy in tourism development for the Province of Bali because visits for the international community were still closed in 2020-2021 but through this policy it was able to have a significant impact on efforts to travel safely in Bali so as to attract foreign tourists again in the future when Bali tourism is ready.

In practice, CHSE is carried out in every tourism business sector, such as the implementation carried out in hotels through the management of hotels in Bali which are required to have updates related to information on the Covid-19 virus, have standard operating procedures (SOP) in cleanliness, health, safety and environmental sustainability and others in the utilization and processing of materials such as energy and waste. Apart from that, it is intensive in coordinating with each health facility and ensuring beautiful and comfortable conditions in the physical environment of the building and there are still many guidelines for other sectors. It is recorded on the Ministry of Tourism and Creative Economy Bali CHSE website page to be the only province that has reached 2,245 tourism and creative economy businesses that are SNI CHSE verified.

### **Sustainable Tourism Development Strategy for Bali Tourism**

The implementation of the CHSE policy is then implemented as a policy that is part of a sustainable tourism strategy, where this strategy is a guide for business actors or tourism managers in Bali by looking at the important factors in Sustainable Tourism Development (STD).(Cernat &

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Gourdon, 2007) This is important in efforts to attract tourists, especially foreign tourists, where the development of CHSE-based sustainable tourism fulfills the factors that are already included in the goals of sustainable tourism development by taking into account good economic, social and environmental impacts that can have a significant impact on tourism development. Through CHSE, it then helps tourism businesses and creative economy businesses to the area itself. With a total of 2,245 tourism and creative businesses that have been verified by CHSE, they are able to increase the number of tourists in the Province of Bali with the management of factors related to Sustainable Tourism Development (STD), namely economic, social, environmental development by contributing to the community, tourists and traditional stakeholders so that they can travel safely. during the Covid-19 pandemic.

**Table 2. Summary of Regional Revenue and Expenditure Budget (APBD) for Bali Province (Thousand Rupiah), 2019-2021**

| Regional Budget           | A Summary of The Regional Budget of Revenues and Expenditures for The Province of Bali |               |               |
|---------------------------|--|---------------|---------------|
|                           | 2019   | 2020          | 2021          |
| regional income           | 6.645.538.873  | 5.728.339.700 | 5.923.153.294 |
| locally-generated revenue | 4.023.156.316  | 3.069.474.218 | 3.117.070.009 |
| Regional spending         | 6.518.313.868  | 6.358.121.475 | 6.270.667.214 |

**Source:** Central Bureau of Statistics for Bali Province

Regional original income as referred to in Law Number 33 of 2014 refers to revenues obtained by the regions which are collected in accordance with the provisions of laws and regulations in accordance with regional regulations. CHSE as a policy implemented by the Province of Bali then takes part in regional income in Bali. Even though the economy of the Bali Province is still recorded as minus as shown in the table above, progress can be seen from 2020 to 2021. Resident activities are an important factor in economic development, therefore the involvement of the concept of sustainable tourism is important in seeing how the Province of Bali stabilizes the economy which is carried out on a local scale in its management to the role of the community and tourists to traditional stakeholders to maintain this concept.(Undang-Undang Republik Indonesia Nomer 33 Tahun 2004, 2004)

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One of the factors in the decline in regional income that occurred in the Province of Bali was also caused by a decrease in foreign exchange where the decline in foreign tourists made the condition of regional income in the last two years a minus. One of the efforts to increase the country's foreign exchange is to develop tourism as a strategic core to generate investment and accelerate economic growth. With this urgency, then through the Sustainable Tourism Development (STD) strategy, namely CHSE, which has mostly been implemented in the Province of Bali, it can then increase the economy of Bali again. Furthermore, the acceleration of achieving SDG's is closely related to economic recovery from the pandemic. SDG's acceleration can be maximized when the economy improves. In this case, Bali tourism is one of the industries affected by the pandemic. Therefore, it is hoped that the central government will reopen Bali, especially to foreign tourists, so that Bali's economy can recover so that it can increase foreign exchange again. Accelerating the achievement of the Sustainable Development Goals (SDGs) needs to be aligned with economic recovery. With the implementation of the CHSE in the province of Bali, it supports the urgency of SDG's in fulfilling it, such as hotels in the Province of Bali that have pocketed CHSE certification, besides that the people of Bali have achieved the target of co-19 vaccination.

As an international development agreement, SDGs encourage a shift towards sustainable development, including economic, social and environmental aspects where this is in line with the objectives of the concept of sustainable tourism which considers the development of these aspects in the present and the future. In more detail regarding the achievement of SDGs in the Province of Bali then in this case it focuses on the 11th goal of SDG's on making cities and settlements inclusive, safe, resilient and sustainable. The application of CHSE that supports SDGs in this regard, especially in goal 11.4 on promoting and maintaining world cultural heritage and world natural heritage, in addition to creating a safe and sustainable city and other indicators. With the CHSE policy which has several guidelines related to tourism businesses in the Province of Bali which cover important tourism sectors, including guidelines on restaurants, spas, hotels, activities (events), and on tourist attractions in Bali. With these guidelines, it can help realize building cities and settlements that are inclusive, safe, resilient, and sustainable and able to maintain and pass on Balinese culture so that they can promote Bali tourism itself so that it can attract foreign tourists.

Furthermore, in supporting tourism development that goes hand in hand with the concepts previously described in order to attract foreign tourists, the existence of other policy incentives

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related to tourism development is then urgently needed. The Indonesian government adopted a Work from Bali policy which was implemented in the early quarter of 2021 until the end of 2021. Work From Bali is a campaign for State Civil Apparatus/ministerial workers to do their work in Bali. This campaign then has the goal of returning Bali Province tourism to recovery so that it can revive Bali's economy, and build public trust in Bali Province tourism which is ready in the pandemic era. Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy, emphasized that Work from Bali is one of the policies pursued by the government to revitalize the tourism industry and the creative economy. Not only State Civil Apparatus, the private sector was also instructed to be able to hold events or meetings in areas including Bali by implementing strict and disciplined hygiene protocols. Minister of Tourism and Creative Economy Sandiaga Uno said that the WFB scheme was also expected to provide a multiplier effect of up to 70% for the creative economy and MSME products such as culinary, souvenirs and fashion, as well as other economic activities.

Work From Bali is a means of public diplomacy for the government to build public trust in order to restore tourism to the Province of Bali, this is Indonesia's own national interest in the pandemic era considering that the tourism sector makes a large contribution to the country's economy. With the start of this policy through workers in Indonesia to carry out their work activities in Bali, it can influence the public regarding safe tourism in the midst of a pandemic in the Province of Bali. Work From Bali is able to strengthen Bali's image in the eyes of the world, with various innovations Bali can be seen as working hard in preparing itself to rise so that it can serve tourists, especially foreign tourists with tourist destinations that are ready when foreign tourist visits have reopened, especially seeing Indonesia host the G20 in Bali is coming, therefore it is important to build the image of Indonesia, especially the Province of Bali, with all the proper preparations so that they are able to serve international guests optimally through Bali tourism which is ready in the pandemic era.

### **Conclusions and Recommendations**

The Sustainable Tourism Development (STD) strategy, one of the outputs of which is CHSE or Cleanliness, Health, Safety and Environmental Sustainability in the Province of Bali, is intersecting with other development concepts. This is considered capable of supporting complex

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tourism development so that it can attract foreign tourists when the door opens. international flights opened when Bali Province was ready. With the large number of Bali tourism sectors that have been verified by CHSE, slowly the Bali tourism sector has fulfilled the safe requirements for traveling in the midst of a pandemic, so that when foreign tourists return to visit Bali they are able to boost the Balinese economy, especially Indonesia. The holding of Work from Bali is the first springboard for tour operators to visit Bali and provide testimony regarding Bali tourism which is ready to contribute to Bali's image in the eyes of the world so as to pave the way for foreign tourists to visit. However, due to the vulnerable time of the 2019-2021 pandemic which has resulted in restrictions for travellers, especially foreign tourists who have not been able to visit due to restrictions on foreign travellers at entry portals to Indonesia. Then the Indonesian government took advantage of this, especially tourism in the Province of Bali to fix the existing sectors first so that when it is considered ready for the international world, Bali tourism is able to provide services in traveling safely in the midst of a pandemic.

With these supporting elements, the Sustainable Tourism Development (STD) strategy in the Province of Bali is able to cover almost every sector, such as the SDG's national development agenda, inclusive, safe, durable and sustainable urban and settlement development (SDG's goals 11), and sustainable tourism or sustainable tourism, then with the Work from Bali policy which is a public diplomacy effort from the government to build public trust regarding Bali tourism which is ready. Thus, when all sectors have been supported, tourists, especially foreign tourists, can return to visit Bali. Without preparing a strategy that is not related to each other, it will be difficult for Indonesia to prepare Bali to become a province that contributes greatly to state revenues. Tourism in the Province of Bali, which is the pride of Indonesia, without a strategy whose development does not mutually support one another, will find it difficult to run in the pandemic era. Therefore, the people of Indonesia, especially Bali, are expected to be able to work together and contribute to development that starts on a local scale first.

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