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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**

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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.