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Bali Provincial Government's Efforts in Tourism Sector Recovery During the Covid-19 Pandemic

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The Covid-19 pandemic is a non-natural disaster caused by a disease outbreak. Since the COVID-19 pandemic, Bali tourism has experienced a very significant decline. Along with large-scale social restrictions causing Bali tourism to be completely paralyzed. Restrictions on mobility, temporary closure of tourist attractions, a decrease in the number of tourists arriving, indirectly also reduces the room occupancy rate. Finally, many hotels cannot afford to pay taxes. The purpose of this research is to find out what efforts have been made by the government to restore Bali's tourism sector. In this study using descriptive quantitative methods and case studies. Based on the results obtained from the data in the field, it was found that the government is pursuing various programs to be able to turn the wheel of Bali tourism back on. As for some of the efforts made, namely the mass vaccination program which refers to collaboration between the Indonesian Hotel and Restaurant Association and the Ministry of Health in connection with the big data updated by PHRI targeting 70% of the population, suggestions to the Ministry of Finance so that the second batch of grant funds is more large, labor-intensive program for tourist villages from the Ministry of Tourism and Creative Economy, and the opening of the initial stages of international tourism/border for 3 green zone areas, such as the Nusa Dua area, Sanur and Ubud as a pilot project. Of course, all of these programs are carried out through a communication campaign on health and safety protocols and the implementation of Clean, Health, Safety and Environment (CHSE)

1. Introduction

The World Health Organization (WHO) states that the Corona Virus is a large family that causes diseases in humans as well as animals. Corona virus is actually familiar in the world of health, because actually Corona Virus has been found for a long time in animals such as bats. However, this virus mutates quickly so that it can attack humans. The new type of Corona Virus mutation found in humans was first discovered in Wuhan, China in December 2019, then named Severe Acute Respiratory Syndrome Coronavirus2 (SARS-COV2) and causes Coronavirus Disease-2019 or COVID-19. The spread of the Corona Virus is very fast, it can even spread to all corners of the world, so the WHO classifies this situation as a Pandemic. To date, 231 countries have been confirmed to be infected with the Corona Virus and are actively increasing. As we are still dealing with a pandemic, it is very difficult to predict its long-term effects. Although the community has Hit by several pandemics in the past, it is difficult to estimate the long-term economic, behavioral, or social consequences because these aspects have not been widely studied in the past (Donthu & Gustafsson, 2020).

The impact of the Covid-19 pandemic does not only occur in the global health crisis. However, all sectors were negatively affected by the Covid-19 pandemic. Throughout 2020 to 2021, the world economy grew negatively until it reached the recession stage. And the limited mobility of the community ultimately has an impact on all sectors, including tourism. The United Nations World Tourism Organization (UNWTO) in March 2020 announced that the impact of the Covid-19 pandemic will be felt throughout the tourism chain. Around 80 percent of small and medium enterprises (MSMEs) from the tourism sector with millions of livelihoods around the world are affected by Covid-19 (Sugihamretha, 2020: 193). In its development, from January to December 2020, UNWTO recorded international tourist arrivals down by around 1 billion or 74 percent between January and December 2020. In the first quarter of 2021, the UNWTO world tourism barometer showed a decline of 84 percent. As a result, the United Nations Conference on Trade and Development (UNCTAD) estimates that the tourism sector will still lose between US\$1.7 trillion and US\$2.4 trillion globally compared to 2019 (Lestari, 2021).

The same condition also occurs in Indonesia. The outbreak of Covid-19 indirectly affects tourism in Indonesia. As is known that the tourism sector has contributed significantly to state revenue through foreign exchange revenues, regional revenues, regional development, investment, and labor absorption. Throughout 2019, the country's foreign exchange realization from tourism reached Rp280 trillion with a contribution to national GDP of 5.5 percent (Susanto, 2020). Based on data obtained from Sakernas in 2019, around 11.83 percent of Indonesian workers work in the tourism industry sector (Tusianti, 2020, in

Anggarini, 2021: 23).

The covid pandemic has been a big blow to all countries in the world, including Indonesia. All economic activities were stopped when this outbreak occurred. Active workers were laid off, business actors were forced to close their businesses, and tourism industry players lost their jobs because tourist attractions were closed. This certainly has a huge impact, especially Bali Province which is highly dependent on tourism. Since Bali was exposed to the Covid-19 outbreak, all tourism activities have been stopped. Airports and tourist attractions are closed. This has caused the paralysis of tourism in Bali Province. Slowly but surely, Bali is losing its source of income and its greatest potential. Mass layoffs (Termination of Employment) are inevitable. Many hotel industries are closed because no visitors come, so they are unable to pay employees and run hotel operations. The Covid-19 pandemic has paralyzed national tourism. The area that feels the most impact of the decline in the tourism sector is Bali. This can be seen from the significant decrease in tourist visits. Based on data from the Bali Central Statistics Agency (BPS), the number of foreign tourist visits began to decline drastically in April 2020 and then foreign tourist visits continued to decline drastically, until the end of 2021. For more details, please see Table 1 below.

Table 1. Number of Foreign Tourists Monthly to Bali (People)

Moon	Year		
	2020	2021	2022
January	536.611	10	3
February	364.639	12	1.310
Maret	167.461	3	14.620
April	379	9	58.335
From	36	8	115.611
June	45	1	181.625
July	16	0	264.504
Agustus	12	0	276.659
September	8	0	291.162
October	63	2	305.244
November	53	6	-
December	150	0	-

Source: Bali Central Statistics Agency, 2020-2021

Table 1 shows that the number of foreign tourist visits in 2020 to 2022. Foreign tourist visits decreased starting in April 2020. Even throughout 2021, foreign tourist visits were no more than 100 people. This is along with Large-Scale Social Restrictions (PSBB) as outlined in Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating the Handling of the 2019 Corona Virus Disease (Covid-19) to prevent the spread of Covid-19. The PSBB policy was followed by the temporary closure of airports, tourist attractions, hotels, and restaurants. This condition continues until 2021.

Bali, which holds the title of the heart of tourism, has been greatly affected by the coronavirus outbreak. Bali's tourism industry suffered a loss of 140 trillion rupiah due to the Covid-19 pandemic which lasted more than 2 years. The tourism industry is highly dependent on people's mobility. The existence of social mobility restriction rules will affect hotel TPK (Wahyuni, 2021). During the regional restrictions, hotel occupancy in Bali averaged below 20 percent.

Based on this description, the problem that wants to be raised in this study is how the Bali Provincial Government is trying to recover the tourism sector in the midst of the Covid-19 pandemic? To be able to answer the problem in the bag, this research problem is formulated as follows: Is there an effort by the Bali Provincial government in recovering the tourism sector in the midst of the Covid-19 pandemic. This research aims to find out what efforts the government has made to restore the Bali tourism sector. The benefits in this study are in the form of theoretical and practical benefits. The theoretical benefit of this study is to broaden the insight into how to deal with non-natural disasters, namely the Covid-19 outbreak as well as a reference for similar research. Meanwhile, the practical benefit in this study is in the form of empirical evidence that provides an overview of a policy. The research was conducted in Bali in 2022. A lot of research has been done on tourism recovery. Therefore, this research focuses on tourism recovery during the Covid-19 which began to take place in March 2020 until now. The Covid-19 pandemic has paralyzed tourism activities. The Covid-19 pandemic coupled with restrictions on people's mobility has significantly reduced income from the tourism sector. As the first destination of tourism destinations, Bali has a great influence on the community's economy. Started from this, the author wants to examine Bali's tourism recovery efforts during the pandemic Covid-19.

2. Method

Types of Research

This study uses a type of research based on the purpose of the object being researched. Based

on the research objectives, the types of research used are quantitative research and case studies.

1. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2016).
2. A case study is an approach to study, explain or Interpreting a case in its context naturally without any intervention from an outside party. Where the data obtained can be obtained from all parties concerned, both through interviews, observations, and documentation. The data obtained from various ways is essentially to complement each other. If the data obtained from the interview is incomplete, it must be searched through other methods, such as observation and documentation.

Types and Data Sources

In this study, the types of data used by the compiler are quantitative data and qualitative data.

a) Quantitative data is data in the form of numbers. In the realization of this number, the compiler uses it on data that is relevant to the research.

Qualitative data is verbal data. In obtaining qualitative data, the compiler requires an interview process and a literature review. Interviews are activities obtain or dig up information to the resource persons directly. In this case,

The compiler used an interview process to obtain data on the poverty level in Bali Province and the state of the population after the pandemic. Meanwhile, literature review is a way to obtain data from a collection of concepts and reference theories related to the research title.

The data sources used in this study, the data sources used by the compiler are primary data and secondary data.

a) Primary data is data obtained directly from the field in the form of interviews with several parties or informants who are really competent and willing to provide the data and information needed for research needs.

b) Secondary data is data obtained from reading or reviewing literature, books or literature related to the problem being researched, the internet, documents and reports sourced from institutions related to the need for data in research.

Data Collection Techniques

The data collection techniques used by the researcher are observation, interviews, literature studies, and documentation.

Observation is a way of collecting data where researchers go directly into the field. Researchers record the information that occurs while observing objects. There are two types of observation methods, namely:

- a) Non-participant observation means that the author is not visible during the observation.
- b) Structured observation means that in making observations, the author refers to the guidelines that has been prepared beforehand.

In this method we focus on structured observations to match the desired steps. The compiler starts from establishing observation places, observing conditions, and conducting evaluations.

Literature study or literature study is a data collection technique by searching for various information or theories related to scientific papers, either in the form of hard copies such as books or soft copies such as electronic books (e-books), web, online journals. Literature studies are important in obtaining data because:

- a) The data obtained is in accordance with the research title.
- b) Data in the form of supporting theories for research.
- b) More accessible in the COVID-19 outbreak situation.

The compiler tried to find relevant data and in accordance with the research title.

This documentation technique is used to complement observation and interview techniques as well as to increase the accuracy, correctness of data or information that has been collected from documentation materials in the field and can be used as material in checking the validity of data.

Data Analysis Techniques

According to Bogdan, data analysis is the process of systematically searching for and compiling data obtained from the results of interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others (Sugiyono, 2016:244). This analysis technique basically consists of three components, namely data reduction, data display, and drawing and verifying conclusions.

1. Reductsi Data (Data Reduction)

The data reduction step involves several stages. The first stage involves the following steps: steps to edit, group, and summarize data. In the second stage, the researcher compiled codes and notes on various matters, including those related to activities and processes so that the researcher could find themes, groups, and data patterns.

2. Data Display

Data presentation involves the steps of organizing data, namely establishing (grouping) one data with another data (group) so that all analyzed data is really involved in one unit, because in qualitative research data usually has a variety of perspectives and feels stacked, so data presentation (data display) in general is very much believed to be very helpful in the analysis process.

3. Drawing and Verifying Conclusions

Drawing and testing conclusions, basically, is the implementation of inductive principles by considering existing data patterns and or trends in the presentation of data that has been made.

Data Language

According to (Sugiyono, 2016), Triangulasi is defined as a data collection technique that combines various data collection techniques and existing data sources. Thus, source triangulation, data collection technique triangulation, and time triangulation are source, technique, and data triangulation.

3. Result and Discussion

Bali's Tourism Sector Recovery Efforts during the Covid-19 Pandemic

Various sources stated that the study of some information related to the impact of Covid-19 globally. The study came from several institutions, both national and international institutions, such as the United Nations World Tourism Organization (UNWTO) which stated that tourism is a very vulnerable sector, and the worst in its existence so far. The tourism sector is dominated by SMEs, which is 80%, and thousands of livelihoods are vulnerable. The World Travel and Tourism Council (WTCC) stated that the Covid-19 pandemic could cut more than 50 million jobs worldwide, especially in the travel and tourism industry. Asia was worst affected with around 30 million workers, while estimates put forward from Tourism Economics stated that the total recovery in 2022-2023 was in 2022-2023.

If this prediction is true, you can imagine how the economic life of the community in living life in the midst of job uncertainty and on the one hand must still maintain immunity so that it remains high and the body is always healthy. To build trust or trust in Bali as a world destination, many steps have been taken since the beginning of the pandemic, starting from

three stages, namely the emergency response stage, the recovery stage, and the normalization stage.

1. Emergency response stage

By creating a crisis center by making field materials and socialization programs regarding the handling of Covid-19, postponing all promotional activities at home and abroad, relaxation programs from the government, budget allocation from the Ministry of Tourism and Creative Economy government.

2. Recovery Stage

Coordinating and identifying impacts, publication and promotion as well as organizing cultural activities with health protocols. Coordination with the affected regions encourages stakeholders to make an activity in the affected area, then promote on all media platforms in the country and abroad, as well as support the implementation of creative cultural and other events.

3. Normalization Stage

Through domestic and foreign promotions and publications, organizing national and international events and supporting the promotion of clean healthy, safety and environments (CHSE) activities

Along with the development of time, until now the government, both regional and central, has unceasingly continued to strive to restore Bali tourism as usual with several strategies. Some of the strategies pursued by the government are:

1. The mass vaccination program refers to the collaboration between the Indonesian Hotel and Restaurant Association (PHRI) and the Ministry of Health in connection with the big data updated by PHRI by targeting 70% of the total approximately 4.5 million Balinese population to be vaccinated by prioritizing tourism actors and the elderly as a priority.

2. The proposal for grants from the Ministry of Finance is gradual and proposed so that the second wave of grants is larger than the first wave which is estimated to reach 3.3

Trillion Rupiah allocated in addition to hotels and restaurants is also allocated for other industries such as travel agents and others.

3. Opening of the initial stage of international tourist/border for 3 green zone areas, such as Nusa dua, Sanur and Ubud areas as pilot projects.

4. Labor-Intensive Program to tourist villages from the Ministry of Tourism and Creative Economy. This labor-intensive program is realized in 177 tourist villages in the Bali area. The program is expected to absorb 16 thousand tourism and creative economy workers every day. Of course, each tourism village must also improve the clean healthy, safety and environments (CHSE) program to support normalization after the Covid-19 pandemic. In this case,

The government continues to conduct socialization gradually in villages that have the potential to be made into tourist villages. For this see figure 1.



Figure 1. Tourism Village Management Training (Source: Badung Disparda)

Due to the paralysis of the tourism sector, this also has an impact on visits to restaurants, malls, and cinemas decreasing so drastically. Limited operating hours and quotas in it. However, now there is a relaxation of operational hours until 10 pm. And if entering a public place such as a mall, the public must scan the Peduli Protect application to determine whether they have been vaccinated or not.

During the government's efforts to increase foreign tourist visits to Bali, the laid-off tourism sector workers are trying to develop their creativity and innovation according to their abilities. It is undeniable that this pandemic has taught many people to be more courageous to take risks, invest in themselves, be responsible, commit and increase creativity. In the past,

before the pandemic hit, many of the tourism sector workers easily earned or earned rupiah, there were some who lived full of hustle and bustle until sometimes they forgot about the traditional culture of the east, and now they are returning to cultured Balinese people.

Now is the right time for us to improve, prepare ourselves so that we are ready to welcome the arrival of tourists after the pandemic ends, make physical repairs to buildings, improve supporting facilities and infrastructure, such as machine tools and others, hold training for all existing human resources to be more competent, adjust the target market and so on, and re-record colleagues or business partners.

It is predicted that the potential tourists who will visit later will be premium tourists with special interests, such as culture tourism, culinary tourism, and eco-tourism with the concept of healing. This potential of tourists will create a new atmosphere that is fresher and healthier in the future. Tourists are more concerned about health and safety, so they will be much more careful in determining where they are going to visit. And our task as tourism actors is to provide good and consistent product quality and service. Make it so that tourists get value for money. (Palgunadi, 2021)

Tourism as a source of foreign exchange in the Bali region which is supported by its customs, traditions, cultural arts, and local wisdom must continue to be preserved and developed and synergized with other sectors so that they can always synergize to build a better Bali. Let's take positive lessons from this pandemic, don't let this pandemic weaken our spirit to continue to fight and work even greater, hopefully the Covid-19 pandemic will end soon, and we can all resume normal activities by carrying out health protocols, Welcome to the New Era of Bali. (Palgunadi, 2021)

Results of Tourism Sector Recovery Efforts

The efforts made by the government have brought satisfactory results. Slowly but surely, the tourism sector in Bali is slowly starting to bounce back. Foreign tourists who came directly to Bali Province in October 2022 were recorded as many as

305,244 visits, an increase of 4.84 percent compared to the previous month period recorded

A total of 291,162 visits. Tourists from Australia dominated foreign tourist arrivals to Bali in October 2022 with a percentage of 28.18%. (BPS, 2022).

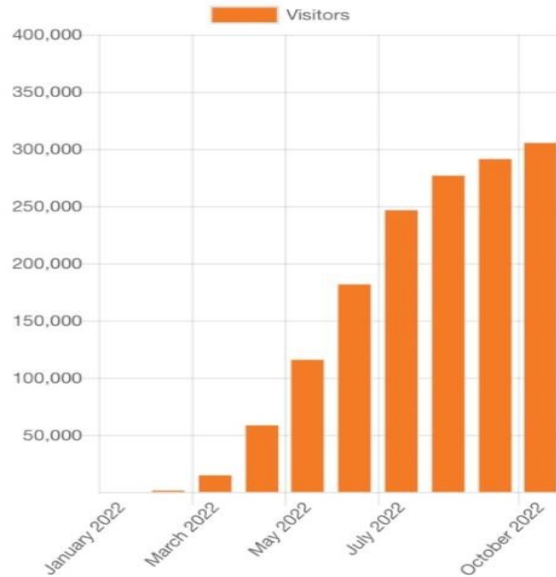


Chart 1. Statistical Data on Foreign Tourist Visits to Bali in 2022 (Source: Bali Management Villa, 2022)

The arrival of many visitors has a positive impact, namely the increase in TPK. The Room Occupancy Rate (TPK) of star-rated hotels in October 2022 was recorded at 46.28 percent, a deep decrease of 0.17 points when compared to September 2022. When compared to October 2021 which reached 17.73 percent, the room occupancy rate in October 2022 was recorded to increase by 28.55 points. Meanwhile, the TPK of non-star hotels was recorded at 22.98 percent, up 0.80 points compared to September 2022. (BPS Bali, 2022)

Table 3. Star Hotel Room Occupancy Rate (TPK) by Class in Bali Province Year 2022

Month	5 stars	4 stars	3 stars	2 stars	1 Star	Entire Class
January	20,75	21,83	18,46	22,66	19,53	20,71
February	12,12	14,28	18,31	18,21	28,9	14,86
Maret	24,21	20,74	19,86	18,51	34,12	21,9
April	20,81	18,19	16,83	16,69	31,72	18,98
May	37,5	39,24	34,39	29,71	47,57	37,35
June	39,71	39,44	34,48	29,71	47,57	37,52
July	37,29	37,88	37,28	34,28	47,96	37,52
Agustus	37,98	36,43	39,49	44,4	56,37	38,37

September	54,04	43,12	39,94	45,25	53,99	46,45
October	50,59	43,92	43,66	39,17	58,98	46,2
November	-	-	-	-	-	-

Annual-----

Source: Central Statistics Agency of Bali, 2021.

Average length of stay for foreign and domestic guests at star hotels in Bali in the month October 2022 was recorded at 2.43 days, an increase of 0.07 points compared to September's achievement 2022 which was recorded at 2.36 days. When compared to the achievements in October 2021 recorded 1.92 days, the average length of stay in October 2022 increased by 0.51 points. Meanwhile, for non-star hotels, the average length of stay in October 2022 was recorded at 2.08 days, down 0.01 points compared to September 2022 which was recorded at 2.09 days. (BPS Bali, 2022).

4. Conclusion

The Covid-19 pandemic is a non-natural disaster caused by disease outbreaks. Covid Pandemic. These 19 have caused crises in various sectors, including the tourism sector. All economic activities were stopped when this outbreak occurred. Active workers were laid off, business actors were forced to close their businesses, and tourism industry players lost their jobs because tourist attractions were closed. This certainly has a very big impact, especially the Province of Bali which is very depending on the tourism sector. The 3 stages taken are the emergency response stage, the recovery stage, and the normalization stage. Tourist attractions should meet clean healthy, safety and environments (CHSE) standards. The government as a regulator has a lot of efforts. Among them are:

1. The mass vaccination program refers to the collaboration between the Indonesian Hotel and Restaurant Association (PHRI) and the Ministry of Health in connection with the big data updated by PHRI by targeting 70% of the total approximately 4.5 million Balinese population to be vaccinated by prioritizing tourism actors and the elderly as a priority.
2. The proposal for grants from the Ministry of Finance is gradual and proposed so that the second wave of grants is larger than the first wave which is estimated to reach 3.3 Trillion Rupiah allocated in addition to hotels and restaurants is also allocated for other industries such as travel agents and others.
3. Labor-intensive program to tourist villages from the Ministry of Tourism and Creative

Economy.

4. Opening the initial stage of international tourist/border for 3 green zone areas, such as Nusa Dua, Sanur and Ubud areas as a pilot project.

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