

Adaptasi Desa Wisata di Masa Pandemi Covid-19 (Studi Kasus Desa Wisata Lebakmuncang dan Desa Wisata Alamendah, Kabupaten Bandung) = Adaptation of Tourism Villages during the Covid-19 Pandemic (Case Study of Lebakmuncang Tourism Village and Alamendah Tourism Village, Bandung Regency)

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Abstrak

Sebagai negara agraris, Indonesia memiliki potensi pengembangan pariwisata yaitu desa wisata dengan multi-purpose. Kondisi Pandemi COVID-19 memberikan dampak bagi kegiatan pariwisata, termasuk kegiatan di Desa Wisata. Penelitian ini membahas terkait adaptasi Desa Wisata di masa Pandemi COVID-19. Wilayah penelitian berlokasi di Desa Wisata Lebakmuncang dan Desa Wisata Alamendah, Kabupaten Bandung. Metode yang digunakan pada penelitian ini adalah metode kualitatif dengan pengumpulan data melalui wawancara mendalam dan observasi lapangan. Data-data pada penelitian ini dianalisis secara deskriptif kualitatif mengenai dampak pandemi, komponen spasial pembentuk pariwisata, dan adaptasi desa wisata di masa pandemi COVID-19. Hasilnya menunjukkan bahwa pandemi COVID-19 berdampak pada penurunan jumlah wisatawan yang berbanding lurus dengan penurunan pendapatan desa wisata. Kondisi ini membuat Desa Wisata mengalami hibernasi sehingga perlu beradaptasi dengan new tourism economy yang mengedepankan hygiene, less-crowd, low-touch, dan low mobility. Hasil penelitian menunjukkan bahwa kedua desa wisata memiliki skenario adaptasi berupa perumusan dan perencanaan, pemeliharaan aset, peningkatan promosi media sosial, penerapan protokol kesehatan, inovasi atraksi wisata, dan peningkatan kapasitas serta kualitas Sumber Daya Manusia. Desa wisata dengan aksesibilitas tinggi memiliki inovasi atraksi wisata digital dengan membuat virtual tour, pada tahap new normal sebanyak 70% atraksi wisatanya dapat beradaptasi pada kondisi neutral. Sedangkan Desa wisata dengan aksesibilitas sedang tidak memiliki inovasi atraksi wisata digital, pada tahap new normal sebanyak 50% atraksi wisatanya dapat beradaptasi pada kondisi neutral.

.....As an agricultural country, Indonesia has the potential for tourism development, namely a multi-purpose tourist village. The COVID-19 pandemic has had an impact on tourism activities, including activities in Tourism Villages. This study discusses the adaptation of Tourism Villages during the COVID-19 Pandemic. The research area is located in Lebakmuncang Tourism Village and Alamendah Tourism Village, Bandung Regency. The method used in this study is a qualitative method with data collection through in-depth interviews and field observations. The data in this study were analyzed descriptively qualitatively regarding the impact of the pandemic, the spatial components that make up tourism, and the adaptation of tourist villages during the COVID-19 pandemic. The results show that the COVID-19 pandemic has had an impact on the decline in the number of tourists, which is directly proportional to the decline in tourism village income. This condition makes the Tourism Village experience hibernation so that it needs to adapt to the new tourism economy that prioritizes hygiene, less-crowd, low-touch, and low mobility. The results show that the two tourist villages have adaptation scenarios in the form of formulation and planning, asset maintenance, increased social media promotion, application of health protocols, innovation of tourist attractions, and capacity building and quality of Human Resources. Tourist villages with high accessibility

have innovative digital tourist attractions by creating virtual tours, at the new normal stage as many as 70% of tourist attractions can adapt to neutral conditions. While tourist villages with moderate accessibility do not have digital tourist attraction innovations, at the new normal stage as many as 50% of their tourist attractions can adapt to neutral conditions.