

STRATEGI PENGEMBANGAN DAYA TARIK WISATA
DESA BUDAYA KERTALANGU UNTUK MENINGKATKAN
WISATAWAN PASCA PANDEMI COVID-19 DI KOTA DENPASAR BALI

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ABSTRACT

Desa Budaya Kertalangu is a destination who focused on ecotourism. The purpose of this research was to determine the development Desa Budaya Kertalangu pasca Covid-19 pandemic. The research method used in this research is a qualitative method. Whereas data collection techniques are acquired from observation, interviews, documentation and triangulation. And data processing techniques used, using reduction, data presentation, and conclusion techniques which then analyzed using SWOT analysis. The results of this study indicate that: Desa Budaya Kertalangu has good accessibility. The role of residents in managing culture villages is also quite good. The facilities provided in this village are adequate and quite complete, only a few aspects still need improvement. The security in Desa Budaya Kertalangu is good enough. During pandemic, this tourist village has implemented health protocols according to applicable regulations.

Keyword: *Tourism, ecotourism, develop, Desa Budaya Kertalangu, Covid-19 pandemic.*