

## Upaya Pemulihan Kawasan Wisata Pantai Carita Dalam Situasi Pandemi Covid-19

### *Resolution Toward Restoration of Carita Beach Tourism Area During the Period of Covid-19 Pandemic*

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#### Abstract

Pandemi Covid 19 menyebabkan penurunan kunjungan wisata ke Pantai Carita secara signifikan. Peraturan untuk berkegiatan di luar rumah yang ditetapkan oleh Pemerintah sering berganti dan cukup sulit untuk diterapkan di kawasan wisata. Penelitian bertujuan untuk mengetahui permasalahan yang dihadapi selama Pandemi dan menetapkan strategi untuk memulihkan kegiatan wisata di kawasan wisata Pantai Carita. Penelitian menggunakan metode kualitatif dengan melihat fenomena aktivitas wisata selama pandemi. Responden penelitian adalah para pelaksana kebijakan serta penanggung jawab kawasan wisata. Hasil penelitian diketahui bahwa permasalahan kawasan wisata Pantai Carita selama pandemi adalah adanya perubahan kebijakan yang sering berganti, sulitnya pengelola wisata dalam mengikuti perubahan peraturan, minimnya monitoring penyelenggaraan wisata, minimnya ketersediaan fasilitas kesehatan hingga minimnya sosialisasi standar penyelenggaraan wisata selama pandemi. Solusi pemulihan kegiatan wisata dilakukan dengan pemberlakuan standar penyelenggaraan wisata sesuai dengan protokol kesehatan dan program CHSE, peningkatan sumber daya manusia dan penyediaan sarana dan prasarana pendukung wisata.

**Keywords:** Pandemi, Pantai Carita, Strategi Pemulihan

*The Covid-19 pandemic has caused a significant decrease in visiting tourist of Carita Beach. Regulations for outdoor activities ruled by the Government change frequently and are quite difficult to be implemented in tourist areas. The research aims to find out the problems faced during the Pandemic and to determine strategies to restore tourism activities in the Carita Beach tourist area. The research uses qualitative methods by looking at the phenomenon of tourism activity during the pandemic. Research respondents are policy practitioners and all parties in charge of this tourist area. The results of the study found that the problems of the Carita Beach tourist area during the pandemic were due to frequent changes in policies, the difficulty of tourism executors in following the changes of regulations, the lack of monitoring of tourism operations, the lack of availability of health facilities and the lack of socialization of tourism standards during the pandemic. The solutions for the recovery of tourism activities are carried out by implementing tourism standards in accordance with health protocols and the CHSE program, increasing human resources and providing tourism supporting facilities and infrastructure.*

**Keywords:** *Pandemic, Carita Beach, Recovery Strategy*

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