



Managing Sustainable Tourism in Monkey Forest Ubud due to Covid-19 Pandemic

I Putu Sudira¹, I Gede Mudana²
¹SMK Negeri 1 Tegallalang, Gianyar, Bali
²Tourism Department, Politeknik Negeri Bali, Indonesia
E-mail: 1putusudira26@gmail.com, 2gedemudana@pnb.ac.id



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Abstrak

Tujuan: Penelitian ini bertujuan untuk mengetahui pengelolaan pariwisata berkelanjutan Monkey Forest Ubud, Bali, Indonesia dengan adanya pandemi Covid-19 yang mengakibatkan krisis pariwisata.

Metode penelitian: Penelitian ini menggunakan metode kualitatif untuk mendeskripsikan kondisi Monkey Forest Ubud dengan adanya pandemi Covid-19. Dijelaskan secara deskriptif untuk menunjukkan pengelolaan keberlanjutan yang diterapkan oleh pengelolaannya selama masa pandemi.

Hasil dan pembahasan: Pengelolaan Monkey Forest Ubud melaksanakan operasional dengan memperhatikan aspek ekonomi, ekologi dan sosial budaya, yang bertujuan untuk menciptakan pariwisata yang berkelanjutan dalam situasi pandemi, sehingga tercipta harmonisasi hubungan antara masyarakat sekitar dan masyarakat sekitar. pengelola atraksi semacam itu.

Implikasi: Pengelolaan harus memperhatikan aspek ekonomi, ekologi dan social-budaya yang menunjukkan bahwa Monkey Forest Ubud mendukung pariwisata berkelanjutan.

Kata kunci: monkey forest, pandemi Covid-19, pariwisata berkelanjutan, pengelolaan.

Abstract

Purpose: This study aims to determine the sustainable tourism management of Monkey Forest Ubud, Bali, Indonesia, in the presence of the Covid-19 pandemic which has resulted in a tourism crisis.

Research methods: This study uses a qualitative method to describe the condition of Monkey Forest Ubud in the presence of the Covid-19 pandemic. It is explained in a descriptive manner to show the sustainability management applied by its management during the pandemic.

Results and discussion: The management of Monkey Forest Ubud carries out operations by paying attention to economic, ecological and socio-cultural aspects, which aims to create sustainable tourism in the pandemic situation, so as to create harmonization of relations between the surrounding community and the manager of such an attraction.

Implication: The management must pay attention to economic, ecological and socio-cultural aspects which shows that Monkey Forest Ubud supports sustainable tourism.

Keywords: monkey forest, Covid-19 pandemic, sustainable tourism, management.

INTRODUCTION

Bali tourism in 2019 has provided tourism foreign exchange of IDR 75 trillion. When compared to Indonesia's total national foreign exchange of IDR 270 trillion, Bali

contributes 28.9 percent (www.balipost.com). Therefore, tourism needs to be maintained in a sustainable manner by paying attention to the stability of its tourism elements and it is necessary to realize that tourism is prone to experiencing a tourism crisis.

In 2020, the world was facing global health problems that were not predicted beforehand and an economic emergency occurred due to the Covid-19 pandemic. The travel and tourism sector is most affected by unoprationalized flights, closed hotels and travel restrictions, putting all activities in the world virtually (UNWTO, 2020). This incident resulted in a tourism crisis by limiting tourist visits to suppress the spread of the Covid-19 pandemic.

The tourism crisis due to travel restrictions due to the Covid-19 pandemic has a negative impact on the stability of Bali tourism. Based on data from the Central Statistics Agency (BPS) of Bali Province, tourist visits in 2019 reached 6 million, while starting in January 2020 there was a decrease in the number of tourist visits to Bali as shown in Figure 1.

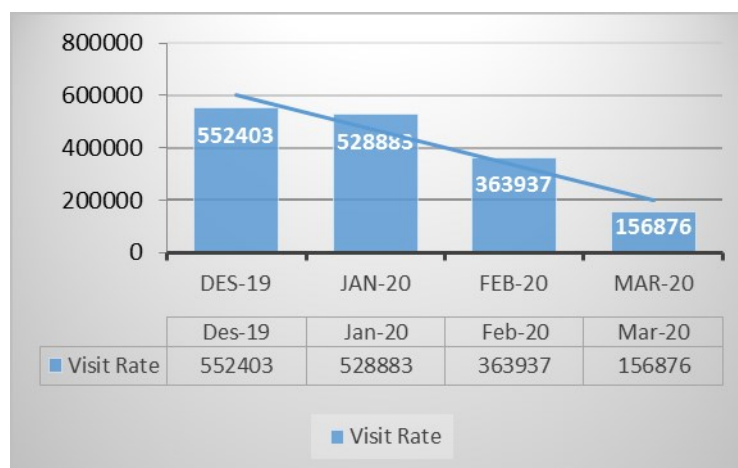


Figure 1. Tourist Visit in 2019-2020
[Source: BPS Bali, 2021]

The economy in Bali relies heavily on its tourism industry, so that this crisis has had an impact on economic and social life in Bali. Tourism in Bali began in the early 1900s (Anom, Suryasih, Nugroho, & Mahagangga, 2017), which means that in 2020 it is more than 100 years old, therefore tourism activities have become part of people's lives in Bali.

Looking back at the time of Bali's tourism journey, the tourism crisis is not the first time that has hit Bali. Judging from the events after the 3rd millennium which began with the global tragedy of the American World Trade Center (2001) and the epidemic of the bird flu virus and SARS, then continued with the Bali bomb terrorism

tragedy in 2002 and 2005, the tsunami disaster in the Asian region (2005), and Mount Agung erupted in 2017. However, it was able to recover and develop again, until 2020, Bali tourism again worsened due to the health problems of the Covid-19 pandemic.

If you illustrate the life cycle of tourism in Bali with the Tourism Area Life Cycle (TALC) theory, which is a theory about the life cycle of tourism areas introduced by Butler 1980. To explain the evolution of tourist areas over time, where the tourism life cycle follows an asymptotic curve, which resembles the letter "S" (Bojanic, 2005). Correlating with the number of visits to Bali from the 1900s to 2020 is shown in figure 2.

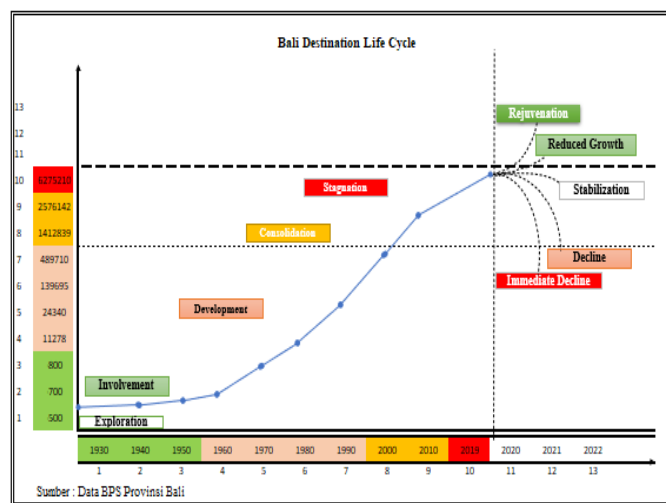


Figure 2. Illustration of Bali Tourism Life Cycle [Source: BPS 2020 Data Processing, 2021]

From the illustration in Figure 2 in 2020, the Bali tourism cycle has entered a stagnation phase. This is evidenced by the indicators of artificial tourist attraction planning that have begun to be designed for alternative tourism, one of which is the reclamation of the Bali Benua Bay. In addition, the heavy traffic flow in various areas in Bali, which shows that the carry capacity has exceeded a tourist destination. As an alternative, the Bali Provincial Government is building the Bali Mandara toll road and Underpass around the Bali Ngurah Rai Airport area to break down congestion.

From the predictions of the Bali tourism life cycle in Figure 2 and predictions of Bali tourism in the research article "Tourism Morphosis: Stages for a Hundred Years of Development and Prediction of Bali Tourism" written by Anom, et al in 2017. It is concluded that in the future tourism products will not only rely on cultural tourism, tourism. nature and artificial tourism will develop massively, it is estimated that MICE and New tourism such as shopping and family tourism. From this correlation, it can be predicted that Bali tourism in the future can enter a decline phase, exacerbated by economic problems with the presence of Covid-19. Therefore, a management system

is needed that can maintain the sustainability of current and future tourism, by taking into account the harmonization of environmental, socio-cultural and economic aspects as well as the community that hosts the tourist attractions in Bali.

The researcher chose the research location in a tourist attraction in the Ubud Tourism Area, known as the Ubud Monkey Forest, located in Gianyar Regency, the neighborhood of the Traditional Village of Padang Tegal, Ubud. This tourist attraction is in the form of monkey conservation, set in green tropical forests and a temple from the 14th century. Ubud Monkey Forest is able to have a positive impact on local communities by increasing Regional Original Income (PAD). In addition, local communities around, both as owners and workers in supporting tourism businesses, such as villas, hotels, spas, cafes, restaurants, shops, and so on, also feel an increase in income due to increased tourist visits to the Ubud Monkey Forest tourist attraction (Juniari & Mahyuni, 2020).

From the results of previous research articles on the tourist attraction of Monkey Forest Ubud regarding a feasibility study, that the participation of local communities is very high in tourism activities and the contribution of tourism activities to local communities is also high (Dewi, Sutarjo, & Treman, 2017). In line with the results of the article about the contribution of the attraction of Monkey Forest Tourism in the welfare of local communities, that contribution can be classified into several fields, including: the economic sector and the socio-cultural sector (Suarmana & Mahagangga, 2014). In the environmental aspect itself, it is explained in an article on waste management, that in waste management carried out by the Ubud Monkey Forest is by separating organic and non-organic waste (Suarinastuti & Mahagangga, 2016).

With the results of this study, it can be seen that the tourist attraction of the Ubud Monkey Forest in its management has maintained the harmony of the economy, socio-culture and the environment which are aspects of tourism sustainability. Apart from the viewpoint of the research results, preliminary observations were also made regarding the conditions of the Ubud Monkey Forest tourist attraction. Based on ticket sales data before the Covid-19 pandemic, the tourist attraction of the Ubud Monkey Forest is so crowded with tourists with ticket sales in 2019 reaching 1,555,665. However, when compared to ticket sales data in 2020 after the Covid-9 pandemic, there was a decrease in the number of visits.

From this ambiguous condition, a management strategy is needed that aims to maintain sustainable tourism in the Ubud Monkey Forest tourist attraction. Sustainable tourism is tourism that meets the needs of tourists and the areas visited by tourists (tourist destinations) at the moment, while protecting and increasing opportunities in the future (Suardana, 2011). In its management, it is necessary to pay attention to

environmental conditions which are the conservation of monkey animals which need to be maintained for their survival and natural ecosystems. Likewise, the economic condition of tourist attractions itself requires good operational and management strategies while still paying attention to the conditions of the staff, as well as the social impacts of the tourism crisis that occurred due to the Covid-19 pandemic.

During the temporary closure of the Ubud Monkey Forest tourist attraction, the manager applies three priorities, namely (1) Maintaining the stability of ape feed, (2) Spraying disinfectants in every area that is frequently touched by visitors which is carried out regularly and (3) Forest rejuvenation that supports the ecosystem This tourist area. In a pandemic situation, the Ubud Monkey Forest tourist attraction was visited by the Governor of Bali Province, I Wayan Koster on Saturday, July 25, 2020, at the inauguration of the New Era of Bali Life Order and Qris-based Digitalization. As well as giving appreciation for the use of Balinese Literature and Literature in accordance with Pergub Number 97 of 2018, regarding the use of Balinese Literature and Literature and limiting the generation of single-use plastic waste (www.baliprov.go.id).

The issue of handling the covid-19 pandemic related to the world of the tourism industry has been discussed by (Aryawiguna, 2021; Dewi et al, 2021; Puspita et al, 2021; Putra, 2021; Sulistya et al, 2021), but however, the strategy of tourist attraction in managing sustainable tourism in the presence of the covid-19 pandemic has not been discussed. Therefore, this research focuses on sustainable tourism management by paying attention to the management of tourism sustainability aspects that have been implemented by the Ubud Monkey Forest during the Covid-19 pandemic.

As an applied research, this research was conducted to find out sustainable management at Monkey Forest Ubud in the situation of the Covid-19 pandemic by paying attention to the application of social, economic and environmental aspects, which in the future can be practiced by the tourism industry in general and the hotel industry in particular to be able to continue operating in the event of a similar disaster at a later date. This research can be used as a reference but it is still recommended for future research to carry out further research because the handling and strategies in each condition are different. so that later it can be used as a foundation in managing sustainable tourist attractions and being able to survive in the face of a tourism crisis situation.

RESEARCH METHODS

This research is applied tourism science aims to find practical knowledge that can be applied (Sugiyono, 2013), which examines the theory of tourism to be implemented in the tourism industry as a strategy in managing the tourism industry in order to create

sustainable tourism. This study creates a complex picture, examines words, reports detailed from the views of respondents and conducts studies on natural situations using qualitative descriptive methods. The type of observation used is participant observation, participant observation involves researchers directly in daily activities as a source of research data so that the data obtained is more complete (Sugiyono, 2014), to be able to provide an overview of the facts of the tourism crisis experienced by Monkey Forest Ubud in the presence of the Covid-19 pandemic. and the sustainability management applied by the management to survive in this uncertain situation. Because the main purpose of this research is to find out the sustainability management applied by Monkey Forest Ubud manager to be able to maintain the sustainability of tourism with the Covid-19 pandemic. The data are qualitative and quantitative. Qualitative data is in the form of narrative data, descriptive words of those studied, personal documents, interview reports, field notes, artifacts, official documents and videos (Moleong, 2012) dan Qualitative data is data in the form of numbers, or qualitative data that is scored (scoring) (Sugiyono, 2016). All data are taken from social media, direct observation, the official website of Monkey Forest Ubud and the internet from December 2019 to November 2020.

RESULTS AND DISCUSSION

Covid-19 has an impact worldwide with data that reportedly claims Covid-19 has attacked more than 179 countries and regions around the world as well as one international transport (the Diamond Princess voyage that docked in Yokohama, Japan). This global impact generally hits the travel and hospitality industry around the world, including in Indonesia. Bali is considered to be one of the hardest-hit areas in Indonesia hardest hit by the Covid-19 outbreak (Rachmawati & Shishido, 2020). The Monkey Forest, which is located in the tourism area of Ubud Bali, has of course experienced the impact of a decrease in visits due to Covid-19. Strengthened by a circular letter from the Gianyar Regency Tourism Office Number: 556/3701/Disparda/2020 regarding the temporary closure of tourism destinations in their environment starting March 22, 2020, an effort to overcome the spread of the Covid-19 virus. This condition resulted in no visits to Monkey Forest Ubud since the temporary closure of Monkey Forest Ubud was implemented.

Table 1. Monkey Forest Ubud Ticket Sales

Month	Visitor Data in 2020			
	Adult	Child	Adult with Balinese identity card	Child with Balinese identity card
January	116.083	11.975	555	193
February	89.057	5.363	380	120
March	44.298	1.778	187	31
April	0	0	0	0
May	0	0	0	0
June	0	0	0	0
July	0	0	0	0
August	0	0	0	0
September	0	0	0	0
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
Total	249.438	19.116	1.122	344

Based on table 1, ticket sales for Monkey Forest Ubud, obtained from management data, can be observed that there has been a decrease in tourist visits from January to March 2020 and until finally Monkey Forest Ubud is temporarily closed until an undetermined time. From the observation results, sales data can be used as a basis for drawing conclusions that Monkey Forest Ubud and its surroundings are experiencing a tourism crisis problem due to the Covid-19 pandemic.

Monkey Forest Ubud's mission is to preserve the area based on the Tri Hita Karana concept. Tri Hita Karana is a philosophy in Hinduism. Tri Hita Karana comes from the word "Tri" which means three, "Hita" which means happiness, and "Karana" which means the cause or way (Mudana et al, 2018, 2021). Tri Hita Karana means "Three ways to achieve spiritual and physical well-being." The substance of the Tri Hita Karana doctrine is how to make humans maintain harmonious relationships in this life. The three relationships are a harmonious relationship between humans and humans, humans and their environment, and humans and God Almighty. This foundation is a reference in the management of Monkey Forest Ubud Area, which has a foundation that is in line with harmony in sustainability management that balances economic, sociological and ecological management as an effort to realize sustainable tourism. Also The concept of Tri Hita Karana is the basis for implementing or measuring sustainable tourism development in Bali (Lagut & Suryawan, 2018).



Figure 3. Tri Hita Karana concept publication
(Source: Monkey Forest Ubud's Social Media, 2021)

Sustainable management of Monkey Forest Ubud which is managed by Desa Pekraman Padangtegal Ubud. In running the wheel of management, the manager puts forward participation and contribution to local communities as a form of Community Base Tourism (CBT). The participation of the local community is manifested in the operational activities of this with the position of operational staff, the field of work in operations is the structure of the management work structure such as: the ticket section, guide, cleanliness, security and handling of monkey animals at Monkey Forest Ubud. Community Base Tourism (CBT) which emphasizes more on the economic side should also be based on Tri Hita Karana (Winia, et al, 2019).

With the existence of Monkey Forest Ubud, it is able to mobilize the economy of the surrounding community not only in terms of work and profession, but the development of the tourism industry starting from small business in the form of souvenir shops, restaurants to accommodation services in the form of homestays that are managed and owned by local people. The economic impact is strongly influenced by the existence of the Ubud Monkey Forest.

The area of Monkey Forest Ubud, covering an area of 12.5 hectares, which is inhabited by tame ape animals, is located in a green forest that is maintained its beauty, according to Mr. Made Gandra as Bendesa there is Padang Tegal said that green space has an impact on reducing air pollution and provides a natural view of nature to tourists and motorists who cross Monkey Forest Ubud area which is the route to the central tourism area of Ubud. The management itself has made an organic and inorganic waste processing program, especially for the area around Monkey Forest Ubud Area, namely the Padang Tegal Ubud Traditional Village, by sorting organic and inorganic waste as an educational center in processing waste, especially organic waste into organic fertilizer. A garbage processing facility is built in a central parking lot located near Monkey Forest Ubud, to the east of the tourist destinations.



Figure 4. Monkey Forest Ubud waste processing facilities
(Source: Researchers' Documentation, 2021)

The Ubud tourism area, which is the location of Monkey Forest Ubud, is experiencing social problems related to congestion on the main route of the Ubud tourism area which passes Monkey Forest Ubud. The management of Monkey Forest Ubud has built a central parking lot as a solution to congestion problems, one of which is illegal parking which violates the parking ban in the Ubud tourism area. From this management, Monkey Forest Ubud management has made a positive contribution related to social problems, namely congestion as an effort to maintain tourism sustainability in the comfort aspect of tourists visiting the Ubud tourism area. This central parking area can accommodate 1000 cars and 500 motorbikes with an area of 3 hectares.



Figure 5. Central parking at Monkey Forest Ubud
(Source: Researchers' Documentation, 2021)

The Ubud tourism area, which is known for its cultural tourism, is also reflected in the management of the Ubud Monkey Forest, which has implemented the Hindu concept, namely Tri hita karana. Where in the socio-cultural aspect, management activities are included in the social activities of the Padang Tegal Ubud Village community, namely the existence of religious activities which are manifested by religious ceremonies of the Padang Tegal Ubud community in Monkey Forest Ubud area. One of them is every 6 months, namely piodalan at the Khayangan Tiga Temple, Padang Tegal Traditional Village, Ubud. The form of socio-cultural contribution is also

shown in activities that are held every 5 years, namely mass cremation which is held every mid-year. For the activity costs borne from the income of Monkey Forest Ubud, the community is helped in terms of the costs of these activities which are so inconvenient for the people of the Traditional Village of Padang Tegal Ubud to fulfill their obligations.



Figure 6. Religious activities by local community in Monkey Forest Ubud
(Source: Monkey Forest Ubud's Social Media, 2021)

That is the management of Monkey Forest Ubud which pays attention to the economic, ecological and socio-cultural aspects that have been built by the management, namely the Padang Tegal Ubud Traditional Village. However, in an uncertain situation with the Covid-19 pandemic, the management has issued a circular temporarily closing the tourist destinations within the Gianyar Regency government. Monkey Forest Ubud together with the community is right to maintain the condition of the Monkey Forest area with a social system by coordinating with the Covid-19 task force in the village of Desa Pekraman Padangtegal Ubud and also the Gianyar regency government to be able to survive the tourism crisis conditions with the Covid-19 pandemic.

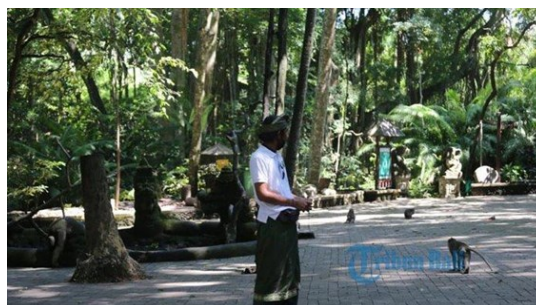


Figure 7. The situation of Monkey Forest Ubud
in the Covid-19 Pandemic
(Source: www.bali.tribunnews.com, 2021)

During the temporary closure of Monkey Forest Ubud, the manager implements 3 priority things, namely (1) maintaining the stability of ape feed, (2) Spraying disinfectants in every area that visitors frequent and (3) Forest rejuvenation that supports the tourism area ecosystem this. In a pandemic situation, Monkey Forest Ubud was visited by government stakeholders, namely the Governor of Bali Province, Mr. Wayan Koster on Saturday, July 25, 2020 at the inauguration of the New Era of Bali Life Order and Digitalization at the Qris-based Monkey Forest Ubud and at the same time giving appreciation of the use of language Balinese script and literature according to Governor Regulation Number 97 of 2018 concerning the use of Balinese language and literature and restrictions on the generation of single-use plastic waste, dismapping that Monkey Forest Ubud has a special waste processing site located in the central parking area.



Figure 8. Poster for Re-opening Monkey Forest Ubud (Source: www.monkeyforestubud.com, 2021)

Monkey Forest Ubud has received the New Era Bali Life Order service certification to be able to operate again, starting from 5 November 2020 Monkey Forest Ubud is back in operation with standardized health protocols for handling the Covid-19 virus by received a Cleanliness, Health, Safety and Environment Sustainability (CHSE) certificate by the Ministry of Tourism. Monkey Forest Ubud provide special ticket prices for people who have a Balinese Identity Card.



Figure 9. Submission of the CHSE Certificate (Source: Monkey Forest Ubud's Social Media, 2021)

CONCLUSION

Based on the discussion, the following conclusions can be drawn: (1) Operationally, Monkey Forest Ubud has implemented the principles of sustainability management which include economic, ecological and socio-cultural aspects. (2) The participation of the local community in this case is that the traditional village of Padang Tegal, Ubud, has been able to apply the CBT concept in Monkey Forest Ubud operation which is able to harmonize the relationship between the local community and the managers of the tourist attractions in their area, so as to achieve sustainable tourism. (3) The managers of Monkey Forest Ubud Area and the surrounding community contribute to each other in maintaining the sustainability of tourism in the Tourist Attraction Area. (4) The management of Monkey Forest Ubud has been able to make a positive contribution to social problems, especially on parking problems and has tried to control the generation of plastic waste and create special waste processing sites.

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