

## BALI TRANSITIONING TO A NEW ORDER IN THE FIELD OF EVENT TOURISM: AN EXPERIENCE FROM THE PANDEMIC COVID-19

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### Abstract

*Events and tourism are interwoven elements that have an important influence on the development and promotion of a destination. Tourism events are still one industry that has a multiplier effect on destinations until 2019. Since World Health Organisation (WHO) declared COVID-19 a Pandemic in 2020, events have become the main suspect in the virus's spread because they try to draw in big numbers of people in one event. The purpose of this research is to look into various events held in Bali during the pandemic, the readiness of destinations in preparing for events in the new normal age, and the preferred event structure by the event stakeholder. A qualitative method was used, with in-depth interviews conducted with major event players in event sample regions in Bali, including Gianyar and Badung Regencies and the City of Denpasar Bali, aided by document reviews and literature studies. According to the findings, only Gianyar Regency and Denpasar City held events during the COVID-19 epidemic. The virtual and combination event models were implemented in Gianyar, while the City of Denpasar achieved a new milestone by hosting virtual events during COVID-19. No Standard Operating Procedures (SOP) exist for special events during the epidemic in Gianyar, Badung, or Denpasar. The event is still being held in accordance with the Health Protocol (CHSE), which was created by the central government and local governments through a decree issued by the Governor of Bali. The preferred event model is a hybrid model (Virtual Face-to-Face / VFF) in which it is carried out virtually as well as in person (face-to-face).*

**Keywords:** event tourism, Bali, CHSE protocol, pandemic COVID-19, virtual face-to-face (VFF) event

### Introduction

The last ten years have seen a significant increase in the number and scope of events in the Asia and Middle East/North Africa region, along with an increase in major tourist destinations. Tourism is an established phenomenon across countries. Despite the instability and political turmoil, tourism continues to show extraordinary resilience with the emergence of event tourism as the main driver of the destination. This is particularly relevant for rich and rapidly developing regions, such as China, Southeast Asia, and the Gulf States (Weber et al., 2012a).

In fact, the academic debate around events and festivals emerged more than 25 years ago, when festival tourism was referred to as “an emerging giant” (Frisby & Getz, n.d.; Weber et al., 2012b). Festivals and events can extend the time of tourist visits, increase market awareness and positioning/repositioning of destinations, encourage investment, generate income, and increase the local

economy (Weber et al., 2012a). Essex and Chalkey (1998) add that large events provide an urban spectacle that allows cities to express their personalities, elevate their status, and advertise their position on the global stage.

The implementation of Lockdowns in various countries has caused a decrease in the number of tourists visiting Bali. A very rapid decline in the number of tourists occurred and a drastic decrease in the number of visits began in 2020 in March, April, and May due to the outbreak of the corona / COVID-19 virus. This condition certainly has an impact on all sectors of Balinese people's lives, especially the tourism sector which dominates the work of Balinese people including organizing events that are mostly related to tourism.

From the results of a survey conducted by PCMA Convene Magazine during the outbreak of the Covid-19 pandemic (February-March 2020), the results were obtained: 87% of respondents said they had canceled travel plans, 66% had postponed holding events due to Covid-19. 61% said they were in the midst of deciding whether to cancel or postpone an upcoming event. The majority of events still under review are scheduled for June 2020, and a majority say they will make a decision this month (Russell, 2020).

With the establishment of Covid-19 as a pandemic by the WHO on March 11, 2020, there has been an increase in efforts to prevent the spread of the virus which has also led to the cancellation of various events, festivals, concerts, and sporting events. Even the 2020 Summer Olympics which were planned to be held in Tokyo were also postponed until 2021. After International Olympic Committee President Thomas Bach approved the one-year postponement proposal, Japanese Prime Minister Shinzo Abe, International Olympic Committee (IOC) announced on March 30 that the games would be held from July 23 to August 8, 2021, but will still be referred to as the Tokyo 2020 Olympics. The new dates for the Paralympic Games are August 24 to September 5, 2021. The new dates were confirmed after being agreed upon by the IOC, organizers of Tokyo 2020. This is the first time in the 124-year history of the Modern Olympics that it has been postponed. Previously it was canceled in 1916 then in 1940 and 1944 due to the occurrence of World War I and World War II (Cady Lang et al., 2020).

Bali, which has 9 regencies and cities that hold various annual events, also has a significant impact on tourism, especially event tourism. Gianyar Regency, with its various events from March to October, had to cancel its events due to health reasons. Likewise, Badung Regency, which has a fairly busy calendar of events, also had to cancel its event due to Covid-19. The city of Denpasar, with its various events and festivals, has also canceled all events during the outbreak of the Covid-19 pandemic.

After the Covid-19 pandemic subsided, travelers from other nations became more hesitant to travel. As a result, health experts' assertions, CHSE: Cleanliness, Health, Safety, and Environment norms are vital because they are the primary consideration for individuals when traveling. As a result, as the new normal order is established, there are various key issues and considerations for travelers when visiting tourist destinations. These aspects include safety (security), which refers to perceptions and actual circumstances, health, which

refers to the duty to conduct health checks on every tourist, and hygiene (cleanliness), which is a must in order to develop visitor trust.

The same goes for tourists that will attend the event. On the one hand, the event was intended to bring in a big number of people in one event, but due to Covid-19 and changing market conditions, destinations and organizers make various adjustments. It is important to do research investigating the preparation of destinations in conducting events in Bali in order to map their readiness, which would strongly influence tourist behavior when they visit destinations as event participants in the future post-pandemic.

### **Literature Review**

This study uses Event Theory as the Grand Theory supported by the concepts of Sustainable Tourism and Crisis Management. Tourism events are a market for event managers and can be used as a medium for building a destination. Tourism events can be referred to as planned events that have their own uniqueness because they include the interaction between the planning, the community, and the management system (Getz & Page, 2014a). Planned events are all planned activities created for a purpose, and become the realm of individual and community initiatives that have largely become the field of professionals and entrepreneurs (Getz & Page, 2014b). This event theory is used in analyzing the organization of events in Bali Tourism Destinations, in this case in Gianyar and Badung regencies and Denpasar city, which are supported by the concept of sustainable tourism and the concept of crisis management in handling events during the Covid-19 pandemic.

It is important to consider the Covid-19 pandemic as an opportunity to stimulate new research and innovative approaches to managing crises and disasters in the context of international events. Refers to the largest and most complicated International Sports Events, such as the Olympic Games and the FIFA World Cup, which usually necessitate numerous venues as well as considerable infrastructure, security, and logistics planning, draw a large number of participants, spectators, and media attention, as well as having substantial economic, social, and cultural ramifications however also present considerable risks in terms of risk management, stakeholder coordination, legacy planning, and sustainability. As a result, building resilience for large events involves a comprehensive and adaptive approach that includes a wide range of factors and stakeholders, from pre-event preparation through post-event review (Kusumawati et al., 2020; Miles & Shipway, 2020; Shipway & Miles, 2020). It is crucial to highlight that the effects of pre-festival mobility and festival gatherings on COVID-19 spread can differ based on a number of factors such as vaccination rates, adherence to public health norms, and the virus's prevalence in the community. Individuals and communities must follow prescribed recommendations and procedures to help prevent the virus from spreading (Labadin et al., 2021).

The pandemic has caused several events and festivals to be cancelled or postponed around the world, resulting in considerable financial losses for event

organizers and local populations relying on tourism. It also brings the issues that event organizers confront when it comes to establishing health and safety measures to protect the safety of participants and the local community, as well as the potential long-term consequences for the events tourism business. Furthermore, it highlights the need for collaboration and innovative ideas to assist the event business recover in the post-pandemic era (Mohanty et al., 2022).

COVID-19 has caused significant disruption to the events industry, leading to a shift towards virtual and hybrid events. Several factors contributed to this trend, including the need for social distancing, reduced travel, and cost-saving measures (Yuniati et al., 2022). The Virtual Face-to-Face event model is preferred to event organizers in Ubud Bali (Wiarti, 2021), where the event is held normally and spectators can attend in person (offline) and at the same time everything is organized virtually. Through Pandemic COVID-19 it also found that virtual and hybrid events become popular in the event industry which brings several advantages, including increased reach, reduced costs, and improved accessibility (Yuniati et al., 2022).

A duty of care is essential when preparing face-to-face or hybrid meetings or events during a pandemic to protect attendance. A sponsor for duty of care (healthcare and well-being) may be considered by event professionals. Sanitation in various locations of the meeting or event venue, the possibility of an in-house physician(s) depending on the size of the meeting or event, app health check or temperature check, different entrance and exit doors for safety measures, signs to remind and inspire attendees to follow CDC or WHO guidelines (e.g., wear a mask, physical distance, etc.), and the use of transparent barriers between suppliers and buyers during a one-on-one meeting (Ogbeide, 2020).

The pandemic has led to a significant increase in the demand for virtual experiences, including Korean wave experiences such as K-pop concerts and fan meetings (Wiarti, 2021; Yoon et al., 2022). Virtual experiences provide various benefits, including better accessibility, lower prices, and increased safety. However, it was also stated that virtual encounters may lack the emotional and sensory qualities that are essential to the experience economy. However, the event business has had to adjust to the pandemic's new normal and will most likely continue to rely on virtual experiences in the future. More emphasis should be placed on creating a balance between virtual and physical encounters in order to deliver a more comprehensive and rewarding experience for consumers.

Although the pandemic has had a considerable negative impact on the tourist industry (decreased tourism activity, job losses, and the impact on local economies), the investigation also indicated some positive feelings, such as support for local businesses and measures to boost domestic tourism. To limit the impact of the pandemic and develop new methods to adapt to the new normal, the industry should focus on good communication and collaboration (Obembe et al., 2021).

## Research Methodology

This study employs a qualitative approach in which in-depth interviews with several event organizers and participants were conducted in three urban regencies in Bali as a sample of event-holding areas (Badung and Gianyar Regencies, as well as Denpasar City). It is supported by documents and literature studies related to events, to reveal event organizers during the pandemic, considering the readiness of each destination in implementing events throughout the new normal era, as well as the event model chosen for establishing new habits based on stakeholders' perspectives, research in three sample places is very important.

## Results and Discussion

### The event in Bali: a case of Gianyar and Badung Regency and Denpasar City

Gianyar Bali is a destination that has quite a lot of events throughout the year. Most of the international events that are held and become Indonesian icons are in this Regency, namely: Bali Spirit Festival, Ubud Writer and Reader Festival, Ubud Village Jazz Festival and Ubud Food Festival. There are around 25 events held in Gianyar Regency starting from March to December each year.

Table 1 shows that the majority of events held in Gianyar Bali Regency are of the art, culture, and performance variety. Other types of activities, including sports and wellness events, are an additional draw for tourists visiting Gianyar, particularly Ubud.

Table 1: Events in Gianyar Regency Bali

NO	Event' Name	Type of Event		Organizer	Participa nt	Time Period	First Year	category	
		Type	Content					Planned	Inherited
1	Selection of Jegeg and Good	Local	culture	Gianyar Tourism Office	10 Couples	March	2009	V	
2	Silence Day Series	Local	Rituals & Culture			March			V
3	Bali Spirit Festival	Internati onal	health/ wellness	Kryasta Guna Foundation	8,000 pax almost 50 countries	April	2008	V	
4	Ubud Food Festival	Internati onal	Cultural	Swari Saraswati Mudra Foundation	10,000 pax	April	2015	V	
5	Gianyar city anniversary	Local	Special	Gianyar Regency Office	-	April	2004	V	
6	Bali Emerging Writers Festival	Local	Art and culture	Swari Saraswati Mudra Foundation	Youth as an agent of change	April	2012	V	
7	World Surf League	Internati onal	Sport	-	Surfers Internatio nal	May	2015	V	
8	Air Asia Thai	Internati onal	Sport	Index Creative Village PLC in collaboration with Thai AirAsia Co	-	June	2018	V	

NO	Event' Name	Type of Event		Organizer	Participa nt	Time Period	First Year	category	
		Type	Content					Planned	Inherited
9	Edge of the Festival Field	Nationa l	Music, Performa nce, Architect ure, Designs	Artist Collaboratio n (Antida)	Local and National Artists, Architectu re	June	2017	V	
10	Ubud Royal Weekend	Nationa l	cultural & business	Ubud Homestay Association / PH RI in collaboration with Markplus. Inc	40 more entrepreneurs in Bali and outside	July	2014	V	
11	Ubud fashion week	Local	Cultural	BPC HIPMI, JCI Ubud & Gianyar Regency Government	12 Indonesia n designers, 15 models and Hundred fashion lovers	July & August	2017	V	
12	Gianyar Kite Festival	Local	Cultural	Gianyar rainbow		August	2016	V	
13	Ubud Village Jazz Festival	Int'l	Entertainm ent and culture	Underground Jazz Movement & ANTIDA Music Productions.	100 musicians	August	2013	V	
14	Ubud & Beyond Festival	Local	Sports and Culture	HIPMI & JCI Ubud	Guests and Local Commu nities	August	2016	V	
15	Ubud Run	Int'l	Sport	Wanconvex and Running Explorer	Local, national and internatio nal	August	2017	V	
16	Maybank Marathon	Internati onal	Sports & Health	Maybank	10,000 runners from 46 countries	Septem ber	2012	V	
17	Celuk Jewerly Festival	Local	Cultural Festival	Residents of Celuk Village & Gianyar Regency Government	68 participant s who consists of 24 SMEs in the field of jewelry, 20 stalls culinary and 20 exhibitors of various products	October	2016	V	
18	Ubud writer & reader Festival	Internati onal	literature	Young Swari Saraswati Foundation	768 famous writers	October	2004	V	
19	Payangan Festival	Local	culture	Gianyar Regency Government	-	October	2017	V	
20	Archipelago Tourism Village Festival	Nation al	culture	Provincial Governme nt of Bali & Central Governme nt	-	October	2018	V	
21	Bali Vegan	Internati onal	Health	Down to Earth	-	October	2015	V	
22	Int'l Mask Fest	Local	Arts & Culture	Arma Foundatio n	-	November	2016	V	

NO	Event Name	Type of Event		Organizer	Participation	Time Period	First Year	category	
		Type	Content					Planned	Inherited
23	Rurung Peliatan Festival	Local	Art & Agriculture	Peliatan artists and local people	-	December	2017	V	
24	Dioramas	Local	Music, Sports and Food	Artists and local Sayan people	-	December	2019	V	
25	More Beach Festivals	Local	Culture, Environment, Sports	Local Community	-	December	2011	V	

[Source: Research Result of Wiarti, 2021]

The next district that also has a very busy calendar of events is Badung Regency. Events held in Badung Bali Regency can be illustrated in Table 2 below:

Table 2: Events in Badung Regency Bali

NO	Event name	Type of Event	Content	Organizer	Time Period
1	Mekotek Tradition	Local	Culture and Traditions	Local Communities	Every 6 years in Balinese Calendar Date: Saturday, Kliwon Kuningan
2	The month of the Balinese Language Festival	Local	Cultural Events	Culture Office of Bali	February (Since 2019)
3	Silence Day Series -Ogoh-Ogoh Festival) - Mebuug-buug tradition - Siat Yeh Tradition	Local	Cultural Events (Traditions)	Local Communities	During Silence Day (between March- April)
4	Manggala Music Art Festival	Local	Culture / Music	Local Communities	April
5	Berawa Beach Art Festival	Local	Arts/Culture	Local Community	may
6	Nusa Dua Light Festival	International	Art/Culture	International Tourism Development Corporation (ITDC)	May-July
7	Bali Blues Festival	International	Music/Culture	ITDC	May-July
8	Bali Marine Festival: -Dragon Boat Festival -Kuta Sea Land Festival - Legian Beach Festival	Local	Sports and Culture	Badung Government Office	June-November
9	Taman Ayun Barong Festival	Local	Cultural Heritage	Great Royal Palace of Mengwi (Mengwi palace)	September
10	Mina Wisata festival (ex Kedonganan festival)	Local	culture	Local community	Between September – November

NO	Event name	Type of Event	Content	Organizer	Time Period
11	Nusa Dua Fiesta	International	Art and culture	ITDC	Between October - November
12	Kuta Beach Festival	Local	Art, culture, and sport	Local communities	October
13	The tradition of the Ketupat War (Ketupat War)	Local	Cultural heritage	Local communities	Between September-October
14	Arts and Culture Festival	Local	culture	Badung Regency Office	Between January – July
15	Pandavas Beach Festival	Local	culture	Local Communities	
16	Nusa Dua International Run	International	Sport	ITDC	June
17	Bali Countdown	International	Entertainment	Garuda Wisnu KEncana Cultural Park	December

[Source: Processed Data, 2023]

Events owned by Badung Regency also vary both locally and nationally and there are also international ones. The content is also diverse, both cultural, sports, and maritime. One that is included in the national calendar of events is the Nusa Dua Fiesta which is continuously held in the Nusa Dua tourism area.

The city of Denpasar is then one of the sample areas that carry out quite sustainable events in Bali. Various events held in the city of Denpasar can be seen in Table 3.

Table 3: Events in Denpasar City

No	Event'Name	Type	Content	Organizer	time
1	Denpasar Annual Anniversary	Local	culture	City office	27 February
2	Silence Day Series: Ogoh-ogoh Festival Omed-omedan Festival	Local	Cultural Heritage	Local Communities	Between March-April
3	Mertasari Beach Festival	Local	Culture and Marine	Local communities	Between March – April
4	PICA Festival	Local	Music and Clothing	Local Communities	February
5	Bali Arts Festival	International	Arts and Culture	Bali Province Office	June-July
6	Mostly Jazz	Local	Music	Indra Lesmana Studio and	Between January – May



				Gria Santrian	
7	Bali Kite Festival	International	culture	Balinese rainbow	Between July – August
8	Sanur Kite Festival	Local	Culture & Sport	Local Communities	August
9	Sanur Village Festival	Local	Culture, Food, Performance	Development of the Sanur Foundation	August
10	Form Festival	Local	Sport	IISB (Balinese Gymnastics Instructors Association- the Bali exercise instructor)	September
11	Denpasar Festival	Local	Art, Culture, Food	Denpasar Tourism Office	December
12	Junior Chef Competition	Local	Food	Denpasar City Office	November

[Source: Processed Data, 2023]

Denpasar hosts a number of ongoing events and has even managed to attract worldwide participants in their execution. The Bali Art Festival has been running continuously since 1979. And the Bali Kite Festival has become a Denpasar icon as an ambassador for an international scale event that introduces Bali kite to the international stage.

#### **Organizing events during the COVID-19 Pandemic in Bali**

During the Covid-19 pandemic, most events in Gianyar Regency were canceled. There are various virtual events, like the Ubud Royal Weekend and the Ubud Writer and Reader Festival. While Sayan Village Gianyar hosted a Combination Festival dubbed Among Krisma Kerti, a Social & Environmental event organized by volunteers who are expatriates in Sayan Village in partnership with Sayan Village youth who are members of the Sayan Village creative team (figure 1).



Figure 1: Among Krisma Kerti Festival

Source: Photo Collection of Gandhi Sanjiwani, 2020

*Melayangan* Festival is another event held in Sayan Village Gianyar in the competition model (figure2). This tournament is held in a hybrid format, with both online and offline components which were held offline by using multiple fields as locations to minimize crowds in one location.



Figure 2: Sayan Kite Competition

Source: Photo Collection of Sanjiwani, 2020

Another event hosted in Sayan Village was the Virtual Festival Fundraiser for Bali, which was held online/virtually to collect donations for individuals affected by Covid-19.



Figure 3: Virtual Festival Fundraiser for Bali

Source: Private Photo Collection of Andika, 2020

Another successful event was an offline music event with a viewing model in a private car. Bali Revival is the name of the event. This event was organized by Mr. Koming, the Head of the Padang Tegal Kelod environment with Focus Production, a Denpasar-based event organizer. The Deputy Governor of Bali approved the concepts for this event, and it could eventually be carried out after receiving a recommendation from the Covid-19 task team to continue processing the holding permit.



Figure 4: Bali Revival Event

Source: Koming (Pundi) Photo Collection, 2020

The goal of this Bali revival event is to be a breakthrough in event organization using a novel approach, and it is projected to become one of the models/best practices for event organizations in Bali during the Covid-19 pandemic.



Figure 5: Virtual Events in Ubud  
Source: Antida Music Production, 2021

Gianyar Regency, through Ubud, was able to hold various art performances constructed with stage sets, similar to other performances in general, using decorations, sound systems, and lighting in accordance with staging standards. The event is intended in a hybrid format, with a limited audience (face-to-face) brought in by the implementation of rigorous health procedures and an internet broadcast live via the YouTube channel. The purpose is to provide artists with the opportunity to perform (economic purpose) and to maintain engagement with customers to assure them that events in Ubud still exist (marketing purpose).

According to the Badung Regency Tourism Office, all 2020 activities were canceled due to the Covid-19 pandemic. Except for those that are ritualistic in nature, they are still carried out by the community while complying to government-mandated health procedures. Due to budget constraints, all events organized by the Tourism Office, Culture Office, and Agriculture Service were canceled during the Pandemic; additionally, an increase in the Covid-19 case rate in Badung caused restrictions on activities involving physical contact, including events (Interview with Agung Sari, 2020).

Similarly, the Indonesia Tourism Development Corporation (ITDC) Nusa Dua handled a number of events. Coordination and design have been completed for the event model that will be held, which stresses health protocol principles. However, if the border remains closed and no tourists visit, the event is canceled. Because the events are more commercial in nature, the choice to cancel them during a pandemic is the most crucial thing to do (interview with Damayanti, 2020).

Only two of Denpasar's many activities took place during the COVID-19 Pandemic. The events are the Denpasar Festival and the Kite Festival, both of which take place primarily online. This time, the Denpasar Festival is entirely virtual. From September to December 2020, the Denpasar Festival will continue to adhere to the original Denpasar Festival's goals of highlighting the creative economy via excellent culture. In September, all activities are conducted digitally.

There are many pre-recorded chat shows, seminars, and music performances that are broadcast digitally to the public. [www.denfest.kreativi.id](http://www.denfest.kreativi.id) provides detailed information and a schedule of Denpasar Festival activities. Concerning businesses/MSMEs that usually hold art and culinary exhibitions during the Denpasar Festival before the Covid-19 pandemic, this time at the Denpasar Festival they still have room to offer their products online through marketplaces, and people who want to buy products offered by craftsmen and sellers can access it through the website [www.dmarket.id](http://www.dmarket.id).

All event programs are implemented virtually with a variety of program options: Jingle Competition, One-act Drama, Mebarung Film, Virtual Ogoh-Ogoh, Photo Essay Contest, Fashion Design, Storytelling, City Corner Sketch Contest, and many other programs including talk shows and webinars. One of the running competitions held in November was also held virtually.



Figure 5: Virtual Run Competition in Denpasar Festival  
Source: [www.denfest.kreativi.id](http://www.denfest.kreativi.id)

During the Covid-19 epidemic, Denpasar City is also hosting a Virtual Kite Festival in addition to the Denpasar Festival. The goal of this program is to encourage youth creativity through hobbies while also offering economic benefits to the community during the Covid-19 pandemic. The participants in the competition this time were not only from Bali, but also from Java, Lombok, North Sulawesi, and Bangka Belitung (Interview Suprpta, 2020). The competitive events lasted a long time, beginning in April 2020. The Opening Event was held both offline (with a limited number of attendees) and online, with a live broadcast via the Zoom platform. Until September, a virtual competition with many forms of kite competitions, both traditional and unique kites, was held.



Figure 6: Virtual Kite Competition Flyer  
Source: Photo Collection of Suprpta, 2020

Through this Virtual Kite Festival, it is hoped that will help revive the local community's economy which has collapsed due to the Covid-19 pandemic. And it is indeed proven that with the implementation of this event, the need for bamboo as a basic material for kites has increased so that bamboo producers gain economic benefits from this activity. Aside from that, tattoo artists who normally service visitors received orders for kite tattoo projects during the pandemic. Similarly, different fields such as digitization, video, printing, and screen printing profit economically since they receive requests and orders for kite-related services.

#### Readiness of Destinations in Implementation of the New Normal Era Event in Bali

Gianyar Regency does not yet have specific guidelines governing the implementation of events in Gianyar. The Gianyar Regency Government itself appealed for the event to be postponed in view of the increasing cases of Covid-19 in Bali.



Figure 7: Health Protocol Among Krisma Kerti Festival  
Source: Photo Collection of Sanjiwani, 2020

Some of the events have created SOPs for event implementation utilizing references issued by the Ministry of Tourism, the Bali Governor's Circular Letter, and the Ministry of Health's Circular Letter, which controls procedures for preventing and dealing with Covid-19. The Sayan event established norms for organizing events with tight health rules that, while not officially written in the form of circulars, were disseminated on banners so that participants could see them.

The findings of stakeholder interviews related to events in Badung Regency, specifically that there is no established standard for implementing events in Badung Regency. Health protocol regulations exist for hotel enterprises, tourist attractions, restaurants, travel agents, MICE, and water tourism. In terms of the event itself, there is no reference standard that focuses on it. Because the event has yet to take place, there is no CHSE guide for the event's execution in Badung Regency.

The Denpasar City Government actually does not yet have specific guidelines regarding organizing events during the Covid -19 pandemic. However, in organizing the event, efforts have been made to use Standard Operating Procedures (SOP) which prioritize various protocols that refer to CHSE (Cleanliness, Health, Safety, Environment).

The reference used in organizing the Event in Denpasar City is the Guidelines for the Implementation of Cleanliness, Health, Safety, and Environmental Sustainability for the Creative Economy Sector issued by the Ministry of Tourism and Creative Economy, combined with Bali Governor Regulation No. 46 of 2020 concerning the Application of Discipline and Protocol Law Enforcement Health as an Effort to Prevent and Control Corona Virus Disease 2019 in the New Era of Life Order and Denpasar City. SOPs were not created expressly for the implementation of events in the city of Denpasar, but each event is organized based on the needs of the event being hosted. The implementation of the Denpasar Festival refers to what is outlined in the above-mentioned guidelines, where the event is held virtually in the hope of minimizing physical contact in accordance with the health protocol which prioritizes hygiene standards, the use of masks, which is always reminded in the form of a "banner" containing a warning about the health protocol: keep your disclaimer

Likewise, with the Kite Festival, special SOPs were not made, but the design of activities referred to Circulars from the Ministry of Health including a Police Circular Letter on the Prevention and Control of Covid-19 and Guidelines made by the Ministry of Tourism, Circulars of the Governor, and the Denpasar City Mayor regarding Covid-19.

#### **Event Model Preferences in the New Normal Era in Bali**

The event, according to certain Gianyar stakeholders, was arranged utilizing a hybrid paradigm that comprised both a virtual and a physical side (offline). All offline and online/virtual actions must adhere to the health protocol criteria. According to the findings of interviews with several stakeholders in the City of Denpasar, the model for organizing events during a pandemic that is chosen and felt to be appropriate to the conditions and situation in Denpasar is the

event implementation model, which is a combination of virtual (online) and in person (offline), while still paying attention to the established health protocol.

Physical contact can be limited through some online activities, and the core of the event and the experience received by participants directly (offline) will also contribute value to the event. Publication through various online media would also be very beneficial in developing public perception and trust not only in the event but also in the destination where the event is being hosted.

Unlike the City of Denpasar, which has started implementing its event with a virtual model, Badung Regency, which has not yet organized an event at all, still states that they have no idea what model they will use if they are going to carry out an event during the Covid-19 pandemic ITDC event in Nusa Dua has been scheduled, although it is not yet known what type of event format will be used. Given the nature of the majority of their events, they favor a hybrid of virtual (online) and in-person (offline) aspects during the Covid-19 epidemic.

### Conclusions

The COVID-19 pandemic has had an impact on the Bali event sector, causing several events to be canceled. However, some events were held digitally, while others were staged in a hybrid style, including both online and offline components. Some successful events were created utilizing novel ways, such as the Bali Revival event and the virtual festival fundraising for Bali. During events with small crowds, health rules were strictly maintained. The Denpasar Festival and the Kite Festival were both held online, with various programs available virtually. The purpose of these events was to retain customer involvement, provide economic advantages to the community, and foster youth inventiveness. The cancellation of events was necessary to comply with government-mandated health measures and to prevent the spread of the epidemic.

Denpasar City and Gianyar Regency both held virtual events during the Covid-19 outbreak, despite the fact that neither had a specific CHSE SOP explicitly linked to the event organizer. Meanwhile, Badung Regency has been unable to organize activities since the covid-19 outbreak came out in Bali.

Based on the data analysis findings, the City of Denpasar, Badung Regency, and Gianyar Regency are still in a position to be ready for the new life order in the Events sector. The event model deemed acceptable during this epidemic is one for organizing activities that combine online and offline components, called the Virtual Face-to-Face/ VFF event model. The experience of event participants in offline activities will boost the event's value in addition to implementing Covid-19-related health protocol provisions by limiting the number of people in each activity schedule.

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