

Special Capacity Building Workshop in Bali in The Recovery of Tourism Sector in Bali During Covid-19 Pandemic

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Abstract

This study aims to find out and describe the collaboration between the United Nations World Tourism Organization (UNWTO) and Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic. The research method uses the theory of international cooperation and tourism development with a descriptive type of research, secondary data, namely the data used obtained from the results of secondary data interpretation including articles, books and access to electronic media as well as qualitative data analysis techniques. The results of this study show that the cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic includes conducting a special capacity building workshop in Bali on restarting international tourism in Bali and Bali will host the 2022 World Tourism Day activities with the theme "Rethinking Tourism".

Keywords: special capacity building workshop, recovery, tourism sector, covid-19 pandemic.

1. Introduction

Tourism is one of the strategic industries to support economic development in a country. Many countries make the tourism sector one of the important sectors to improve their country's economy, one of which is Indonesia. Indonesia strives to play a role and increase its contribution to the field of tourism to boost the Indonesian economy. Overall, the increase in the tourism sector has a rapid and high increase and contributes significantly to the world economy (Angraini, 2015).

The tourism sector has a role to make improvements to a country's economy and is considered very important, both as a source of state foreign exchange and job opportunities. Tourism can be an element of equitable development from a regional aspect, and also a strategic sector in strengthening the country's economy for Indonesia (Prasetya, 2011).

Based on data from the Central Statistics Agency (BPS) in 2018, Indonesia's main foreign exchange earner, namely palm oil, is around US\$ 22.97 billion, the second place is followed by coal around US\$ 21.07 billion, the third place is oil and gas around US\$ 13.1 billion, then the fourth place is Indonesia's foreign exchange gain from foreign tourists around US\$ 12.5 billion. Tourism can be concluded as one of the main sectors of the country's foreign exchange earnings from the non-oil and gas sector (Kunjana, 2018).

The role and contribution of tourism has made it more strengthened tourism which is a strategic sector and has high potential and opportunities to be developed and has a role as a locomotive in trying to develop the region and empower the community as well as the revitalization of the Indonesian economy (Bekti, 2014).

Foreign exchange income from tourism has a fairly important role in the structure of national foreign exchange receipts. The direct contribution of the Indonesian tourism sector to the country's foreign exchange in 2010-2021 can be seen in the figure 1.

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Figure 1. Total Foreign Exchange of the Tourism Sector in Indonesia in 2010-2021 (Billion US \$)

Source: BPS, 2022. Total Foreign Exchange of the Tourism Sector (Billion US \$).

https://bps.go.id/indikator/indikator/view_data/0000/data/1160/sdgs_8/1

Based on figure 1, it can be seen that the foreign exchange of the Indonesian tourism sector increased from 2010 to 2019 although the amount is still small, and has decreased in 2020 and 2021. The increase in foreign exchange in the Indonesian tourism sector from 2010 to 2019 can be caused by Indonesia's cooperation with the United Nations World Tourism Organization (UNWTO) since June 13, 2011. This collaboration is carried out because tourism is one of the main pillars of Indonesia as a foreign exchange earner, cooperation in international and regional forums such as UNWTO is very important to establish cooperation, especially in the fields of training, investment and sharing experiences. UNWTO has a business council composed of non-governmental tourism bodies. The main objective of UNWTO is to enhance tourism development as a contributor to economic development, international mutual understanding, peace, universal prosperity, human rights, and fundamental freedoms for all people regardless of religion, language, gender and race (MFA, 2020).

The decline in foreign exchange in the Indonesian tourism sector in 2020 was caused by the Covid-19 virus outbreak, which on January 30, 2020 was designated by WHO, namely Covid-19 as a Public Health Emergency of International Concern (PHEIC) or a World Troubling Public Health Emergency (KKMMD). Covid-19 is a global outbreak that initially occurred in the city of Wuhan, China at the end of 2019 which then spread rapidly to 210 countries in the world, including Indonesia. Covid-19 has a significant impact, namely almost all aspects of life in various countries are paralyzed, including Indonesia. To reduce the spread of Covid-19, the government in various countries has set a policy, namely the implementation of Lockdowns or prohibiting all countries and cities most affected by Covid to limit entering their country's border areas, in order to suppress the spread of Covid-19. This has caused a decrease in the number of tourists which has an impact on the foreign exchange of the Indonesian tourism sector (Fotiadis, Polyzos, & Huan, 2021).

The island of Bali is one of the potential tourist destinations in Indonesia before the Covid-19 pandemic. The island of Bali has the most foreign tourist visits compared to other regions in Indonesia. This can be seen from the visit of foreign tourists through the air gate, which can be seen in the table 1.

Based on Table 1, As an icon of Indonesian tourism, Bali has become a major tourist destination as a leading tourist destination with the number of foreign tourists entering through Bali's air entrance. It can be seen that the number of foreign tourist visits at the Bali air entrance has the highest number compared to the air gates of other regions. Tourism in Bali has many advantages such as strong customs, culture, arts, community life, local livelihood, and inseparable from the hospitality of the Balinese people who welcome tourists. These advantages can be used as capital to develop tourist attractions and attract tourists to Bali. Tourist visits in Bali from 2010 to 2019 can be seen in the figure 2.

Figure 2 shows the number of foreign tourists to Bali in 2010 as many as 2,576,142 people increased to 6,275,210 people in 2019, but in 2020 it decreased to 1,069,473 people and the worst in 2021 only 51 people. Restoring the condition of tourism in Bali, the steps taken by Indonesia through the Speaker of the House of Representatives Puan Maharani visited the UNWTO Headquarters in Madrid Spain, by asking for input from UNWTO and expecting support from UNWTO to promote Indonesian tourist destinations (Fajarta, 2021).

The efforts made by the Indonesian government have collaborated with the United Nations World Tourism Organization (UNWTO) in supporting the development of the tourism sector in Bali during the Covid-19 pandemic,

where Indonesia is the first member country to sign the UNWTO Tourism Ethics Framework Convention on October 2, 2020. In addition, the cooperation in the tourism sector in Bali between Indonesia and UNWTO due to previous cooperation with UNWTO in the field of tourism, namely on June 13, 2011, Indonesia has agreed to cooperate with UNWTO in revitalizing the destination of the Pangandaran tourism area. The establishment of cooperation between Indonesia and UNWTO in the development of the tourism sector is a reflection of UNWTO's goal, which is to increase tourism as a contributor to economic development, promote peace between international countries, peace, universal prosperity, human rights and basic freedoms for all regardless of race, gender, religion and language.

Table 1. Number of Foreign Tourists Through the Air Gate From 2017-2019

No.	Airport	Number of Foreign Tourists Through the Air Gate (People)		
		2017	2018	2019
1	Ngurah Rai	5,226,318	5,680,569	5,787,835
2	Soekarno-Hatta	2,546,254	2,604,092	2,244,233
3	Juanda	229,887	298,997	230,107
4	Kualanamu	228,094	213,930	228,277
5	Hussein Sastranegara	158,339	144,103	145,309
6	Adi Sucipto	136,481	127,973	104,973
7	Lombok Int. Airport	113,994	73,821	55,637
8	Sam Ratulangi	71,978	113,597	119,380
9	Minangkabau	52,834	51,130	56,603
10	Sultan Sharif Kasim II	36,831	27,647	31,969
11	Sultan Iskandar Muda	30,383	26,411	26,627
12	Ahmad Yani	22,049	21,912	21,812
13	Supadio	17,670	21,766	20,902
14	Hasanuddin	16,523	13,294	16,820
15	Sultan Badaruddin II	13,641	13,135	14,808

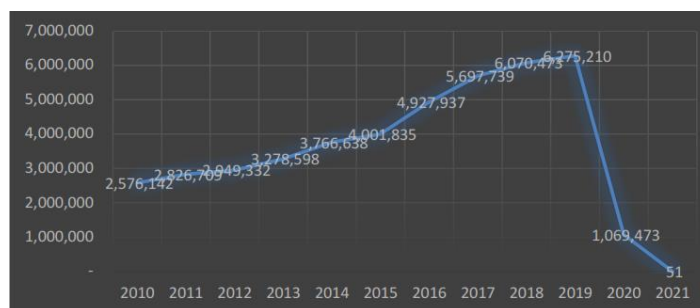


Figure 2. Data on Foreign Tourist Visits to Bali in 2010-2021

Source: BPS Bali Province, 2022

UNWTO plays a role in the tourism industry sector by assisting its members, which can be a support in advancing economic growth and creating jobs, promoting peace in various countries, and providing incentives to protect the environment and historical heritage. Therefore, it is necessary to know the cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic.

Through a background description, the formulation of this research problem is "How is the cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic?". The purpose of this study is to find out and describe the collaboration between the United Nations World Tourism Organization (UNWTO) and Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic. Through this research, it is hoped that it can be a reference for other researchers who have similar problems and through this research, it is hoped that it can be a study in understanding the collaboration between the United Nations World Tourism Organization (UNWTO) and Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic.

2. Research Method

The type of research applied to this research is descriptive, namely research that seeks to explain the collaboration between the United Nations World Tourism Organization (UNWTO) and Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic. This research focuses on the collaboration of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic for the period 2019 to 2022. The presentation of data in this study is in the form of secondary data, namely the data used is obtained from the results of interpretation of secondary data including articles, books and electronic media access. The data collection technique used in this study is in the form of a literature study or reference. The data analysis technique used in this study is in the form of qualitative analysis, namely a research procedure with the use of descriptive data including written or spoken words from actors who can be observed. Qualitative research is the observation of phenomena and more research into the substance of the meaning of the phenomenon. Implementation of qualitative research in the framework of explaining and analyzing events, phenomena, social dynamics, attitudes of trust, and perceptions of individuals or groups of people on something. The process starts from the preparation of basic assumptions and rules in thinking which data collected is then interpreted.

3. Results and Discussions

3.1. Special Capacity Building Workshop in Bali

The cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic includes a special capacity building workshop in Bali is a collaboration between the United Nations World Tourism Organization (UNWTO) and Indonesia carried out by the Indonesian Ministry of Foreign Affairs and the Indonesian Ministry of Tourism and Creative Economy to support the development of the tourism sector in Bali during the Covid-19 pandemic in terms of improving the ability to restart International Tourism in Bali (UNWTO, 2022).

The form of cooperation carried out in the form of UNWTO (United Nations World Tourism Organization) together with the Ministry of Foreign Affairs and the Ministry of Tourism and Creative Economy collaborated to carry out the Capacity Building Workshop in Restarting International Tourism in Bali on December 7-8, 2020. This workshop is the first UNWTO collaboration in Asia where UNWTO provides consultations on tourism opening strategies, implementation of health protocols, to communication and marketing strategies aimed at supporting the readiness of various stakeholders before opening Bali for foreign tourism (Ministry of Foreign Affairs, 2020).

UNWTO has also carried out field visits to I Gusti Ngurah Rai airport and a number of tourist destinations to review the implementation of health protocols in Bali. Furthermore, UNWTO Representatives were also involved as one of the panelists for the 13th Bali Democracy Forum on December 10, 2020. Support and appreciation have been given by UNWTO for Indonesia's efforts to reopen its tourism. UNWTO expressed its positive impression on Indonesia's seriousness in preparing for the reopening of Bali to foreign tourists. UNWTO recognizes that the standards for implementing health protocols in Bali are very good and support to reopen Bali to foreign tourists (Laila, 2022).

More than 30 leaders from across the tourism sector participated in the workshop, with 150 experts and other leaders joining virtually. The discussion focused on the government's strategy to restart tourism, including the formulation of policies, procedures, health infrastructure, and immigration protocols adapted to the new reality. The importance of this collaboration is carried out because the public and private sectors work together to restart tourism not only for the benefit of visitors to Bali, but for all stakeholders, including workers in the tourism sector and increase the provision of protocol services to restart tourism (Amirullah, 2021)

The cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic includes a special capacity building workshop in Bali as a form of bilateral cooperation in the social sector. The purpose of cooperation in the social sector is to create harmony and common progress. Cooperation in the field of social development is in order to improve social justice and improve people's living standards, that's why a special capacity building workshop was conducted in Bali as a ministerial meeting forum that dealt with tourism development and poverty alleviation (Angraini, 2015)

This cooperation is also included in bilateral cooperation in the economic sphere. Tourism is an important element in economic development because it is an activity that encourages the development of several sectors of the national economy, including the development of urbanization through the sustainable growth of facilities, infrastructure, and the development and renewal of tourism infrastructure. The creation of new industries related to other tourism services such as transport and accommodation (hotels, motels, cottages, etc.) that requires the expansion of industries such as hotel facilities and handicrafts. With the increasing demand for agricultural products due to increased use, expansion of the market for local goods, and supporting government revenues through foreign exchange, it will reduce the balance of payments deficit and thus improve the national economy. Tourism creates new jobs and has a positive impact on the country's workforce. If there are tourist attractions in the area, it will support the development of remote areas of the country. International tourism is a very useful means of promoting international mutual understanding and defusing political tensions. Tourism also plays a role in improving health by changing places and climates, moving away from daily life, increasing endurance and significantly reducing nervous tension (Djelantik, 2008).

International cooperation in the economic sector through this workshop is because tourism can increase foreign exchange income, create jobs, stimulate the growth of the tourism industry, therefore it can trigger economic growth, especially it can encourage various countries to develop the tourism sector. For this reason, the Bali Provincial Government held this workshop, with support from the Indonesian Ministry of Health, the Indonesian Ministry of Home Affairs and the Indonesian Ministry of Transportation in collaboration with UNWTO and ICAO (Kartiko & Pajak, 2020).

International cooperation in the economic sector in terms of the tourism sector plays an important role in improving a country's economy, especially in reducing the number of unemployed and increasing the productivity of a country. The tourism sector is one of the strategic sectors that must be utilized for tourism development as part of national development. Tourism development has the ultimate goal of increasing people's income which in turn can improve community welfare and economic growth (Sujai, 2016).

The workshop was conducted in order to improve tourism development through increasing the capacity of human resources. This tourism development is included in improving and improving the quality of life of local people through providing opportunities for them to be involved in tourism development. Tourism development must be able to create job opportunities for all parties to engage in economic activity through a healthy and competitive economic system (Yamin, 2021).

The steps taken to adapt and provide a safe tourism place, namely the Ministry of Foreign Affairs has issued a protocol and certification program for Hygiene, Health, Safety and Environmental Sustainability (CHSE). It is based on protocols established by the Indonesian Ministry of Health, the Ministry of Home Affairs, and the Ministry of Transportation as well as by UNWTO and ICAO (International Civil Aviation Organization). In this workshop the Government of Indonesia set out a phased approach plan to welcome international tourists to Bali and will be closely monitored with the aim of becoming a reference to the whole of Indonesia. UNWTO welcomes the plan and supports Indonesia's Clean, Health, Safety, and Environment Sustainability initiative which emphasizes the importance of maintaining health and safety standards in accordance with internationally accepted protocols (Anindita, 2015)

The Covid-19 numbers that have begun to be controlled in Indonesia have made the government dare to reopen the tourism sector, especially in Bali. This policy was launched as an effort to encourage the recovery of tourism and creative economy activities (Parekraf) on the islands of the gods. Considering that tourism is one of the sources of foreign exchange in Bali which was greatly affected during the Covid-19 pandemic. On October 14, 2021, Bali was officially opened to foreign tourists, and previously on July 31, 2020, Bali tourism was opened to local tourists (Kemenparekraf, 2022).

The Minister of Tourism and Creative Economy/Secretary of the Creative Economy Agency (Menparekraf) said that Bali's willingness to welcome foreign tourists has entered the final stage. Not only providers of tourist attractions, but the entire tourism industry in Bali is making efforts to prepare for the reopening of Bali. Starting from hotels that have made many preparations in terms of facilities and very strict health protocols. In fact, 654 hotels in Bali have received CHSE (Cleanliness, Health, Safety and Environmental Sustainability) certificates from the Ministry of Tourism and Creative Economy (Kemenparekraf), with the CHSE (Cleanliness, Health, Safety and Environmental Sustainability) certificate, these hotels have fulfilled and are in accordance with these 4 aspects and are related to providing guarantees by the hotel to tourists who visit. Balinese restaurants are also available to welcome foreign tourists. All

preparations for health protocols were carried out long before the opening of the international flight (Kemenparekraf, 2022).

All foreign tourists visiting the restaurant should scan the Peduli Lindungi app to check the temperature. In addition, the menu list provided is also equipped with a barcode version that makes it easier for tourists to order through the application. This method is not only more convenient, but also minimizes contact. The restaurant ensures that all employees have implemented health protocols and have been vaccinated. Sick employees are not allowed to work. On the other hand, the desire to open Bali can also be seen from the vaccinations received on the island of the gods. On October 8, 2021, Bali's vaccination reached 98% for the first and 80% for the second. The high number of Bali vaccineizations can be one of the measures of Bali's willingness to welcome domestic and foreign tourists.

Indonesia has opened tourist gates on October 14, 2021 for 19 countries: China, India, Japan, South Korea, Saudi Arabia, United Arab Emirates, New Zealand, Kuwait, Bahrain, Qatar, Italy, Lichtenstein, Italy, France, Portugal, Spain, Sweden, and Poland. Hungary and Norway. This list of countries is selected in accordance with the standards of the World Health Organization (WHO). There are several conditions that must be met by foreign tourists visiting Bali. For example, vaccinating Covid-19 twice, having a negative RT-PCR test, having travel insurance for Covid-19 claims, and being quarantined for 5 days (Kemenparekraf, 2022).

To comply with the 5-day quarantine rule, there are 35 quarantine hotels in Bali that foreign tourists can rent for self-quarantine. The location is spread throughout the sanur, Ubud and Nusa Dua regions. These hotels have passed the government review stage and can be used safely and comfortably as quarantine hotels. During the quarantine period, prospective tourists will be examined by medical personnel and other supporting facilities and services, depending on the price of the package offered. The names of Bali quarantine hotels include Hyatt Regency, Griya Santorian, Tandjung Sari Prime Plaza Suites Sanur, Grand Hyatt Bali, Melia Bali, Nusa Dua Beach Hotel, Westin Nusa Dua, Conrad Nusa Dua, Harper Kuta Bali, Novo Terngla. Airport Rye, Ubud Resort & Spa, Westin Resort & Spa Ubud, Ubud Village Hotel, Ubud Resort & Spa and many more.

After a five-day quarantine period at the hotel and the predetermined location, foreign tourists are allowed to explore Bali's tourist destinations. But still by implementing strict health protocols. As is known, the three quarantine places of Bali, Sanur, Nusa Dua and Ubud, have excellent tourist destinations for tourists. Foreign tourists vacationing in Bali ranging from beach activities, underwater exploration, water rides to enjoying the natural beauty of the mountains. Sanur, famous for some beautiful beach holiday destinations. From Sanur Beach, Karan Beach, Sindhu Beach, Melta Sari Beach to All Ayu Beach, it offers unforgettable sunrises. As for Nusa Dua, there are many water attractions that foreign tourists can enjoy. One of the destinations that can be visited is Tanjun Benoa. Here, tourists can try many water sports, ranging from parasailing, snorkeling, banana boats, flyboarding to sea walks while feeding fish. Ubud is famous for its many relaxing attractions. From nature tourism to cultural and health tourism, tourists can do it in Ubud. Popular destinations in Ubud include Monkey Forest, Taman Saraswati Temple, ARMA Museum, Ubud Art Market, and Tegallalang Rice Terrace (Kemenparekraf, 2022).

The Ministry of Foreign Affairs and the Indonesian Ministry of Tourism and Creative Economy in collaboration with UNWTO support through a special capacity building workshop in Bali on restarting international tourism in Bali began with the capacity building workshop in Restarting International Tourism in Bali on December 7 -8, 2020. The workshop, which is the first UNWTO collaboration in Asia, discussed topics related to tourism opening strategies, the implementation of health protocols, to communication and marketing strategies aimed at supporting the readiness of various stakeholders before opening Bali to foreign tourism (Ministry of Foreign Affairs, 2020).

UNWTO has also carried out field visits to I Gusti Ngurah Rai airport and a number of tourist destinations to review the implementation of health protocols in Bali. Furthermore, UNWTO Representatives were also involved as one of the panelists for the 13th Bali Democracy Forum on December 10, 2020. Support and appreciation have been given by UNWTO for Indonesia's efforts to reopen its tourism. UNWTO gives a positive impression on Indonesia's seriousness in preparing for the reopening of Bali to foreign tourists. UNWTO recognizes that the standards for implementing health protocols in Bali are very good and supports the Indonesian government to reopen Bali to foreign tourists (Ministry of Foreign Affairs, 2020).

3.2. Bali Hosts World Tourism Day 2022

The cooperation of the United Nations World Tourism Organization (UNWTO) with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic, namely at the 24th UNWTO General Assembly Session on November 30 - December 3, 2021 in Madrid decided that Indonesia would host the 2022 World Tourism Day activities with the theme "Rethinking Tourism" which was scheduled to take place on September 27, 2022. According to a statement by the Ministry of Foreign Affairs, Indonesia shows great interest in the global tourism development agenda, especially the recovery of tourism after the Covid-19 pandemic. Indonesia in the meeting also explained the impact of the pandemic on the workforce in the tourism sector (Laila, 2022).

The SESSION of the UNWTO General Assembly is a biennial meeting of UNWTO member states to discuss world tourism policies. At the UNWTO General Assembly, countries agreed that tourism is a pillar of development that absorbs many jobs, is inclusive and sustainable. For this reason, the availability of vaccines must continue to be encouraged in order to accelerate the recovery of world tourism after the COVID pandemic. UNWTO is a UN body that has the authority to promote responsible, sustainable and universally accessible tourism. Currently UNWTO has 160 member states, 6 associate members, 504 affiliate members and 2 observers (the Holy See of the Vatican and Palestine). Indonesia has been a member of UNWTO since 1975.

The tourism industry that is developing at this time is one of the economic drivers of all countries, including Indonesia. Tourism has become a strategic sector for Indonesia to strengthen its economy and become an element of equitable regional development. Thus, Indonesia's tourism sector is the third largest foreign exchange contributor after the oil and gas and non-oil (palm oil) sectors. With this positive contribution, the tourism sector is a driver for regional development efforts, community empowerment and revitalization of the Indonesian economy.

At the UNWTO General Assembly session, countries agreed that tourism is a pillar of development that provides many jobs, is inclusive and sustainable. For this reason, the availability of vaccines needs to be further increased to accelerate the recovery of world tourism after the COVID-19 pandemic. Indonesia has a keen interest in promoting the global tourism agenda, especially the recovery of tourism after the COVID-19 pandemic. In the meeting, Indonesia also paid attention to the impact of the pandemic on tourism workers (Laila, 2022).

The United Nations World Tourism Organization (UNWTO) international cooperation with Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic in the form of Bali will host the 2022 World Tourism Day activities with the theme "Rethinking Tourism" including cooperation in the field of culture. Indonesia which has an attraction for foreign tourists for its rich culture with distinctive cultural characteristics. Joint promotion is carried out by prioritizing the identity of the Indonesian state. Through this cultural cooperation, it can better introduce Balinese culture with many foreign tourists visiting. 53 As for tourism development, Bali will host the 2022 World Tourism Day activities with the theme "Rethinking Tourism", as a form of tourism development in the form of social and cultural survival, namely that tourism development must be able to increase the role of the community in monitoring the life system through the value system adopted by the local community as the identity of the community (Anindita, 2015)

The cooperation between the United Nations World Tourism Organization (UNWTO) and Indonesia in supporting the development of the tourism sector in Bali during the Covid-19 pandemic was quite successful because the number of tourist visits increased accumulatively in the January-March 2022 period, there were 15,933 tourist visits visiting Bali. When compared to the January-March 2021 period, the number of tourists was recorded to have soared to 63.63%.

Basically, international cooperation is formed because of international life, such as ideology, politics, economy, social, environment, culture, defense and security. In addition, such cooperation can be carried out between countries and within any international organization. As is the case with this research, where Indonesia collaborates with UNWTO and aims to be able to develop its tourism sector, especially in Bali so that it can attract tourists to visit, in addition to UNWTO's goal to make the tourism area a tourist area in accordance with its program, namely sustainable development. This collaboration also involves not only Indonesia and UNWTO, but also collaborates with the Balinese regional government and local communities.

4. Conclusion

UNWTO is a leading international organization in the field of tourism to elevate the tourism sector as a support for economic growth in a country, inclusive development and environmental sustainability and offer support to the tourism sector to advance tourism knowledge and policies around the world.

As is the case with this research, where Indonesia, which collaborates with UNWTO and aims to be able to develop its tourism sector, especially in Bali in the form of special capacity building workshops in Bali and Indonesia will host the 2022 World Tourism Day activities with the theme "Rethinking Tourism" which is scheduled to take place on September 27, 2022 and was decided at the 24th UNWTO General Assembly Session on November 30 - December 3, 2021 in Madrid, so that the collaboration can attract tourists to visit, in addition to UNWTO's goal to make the tourism area a tourist area in accordance with its program, namely sustainable development.

With this collaboration, the number of tourist visits, both domestic and foreign, increased accumulatively in the January-March 2022 period, recorded as many as 15,933 tourist visits visiting Bali. When compared to the January-March 2021 period, the number of tourists was recorded to have soared to 63.63%.

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