



The Impact of Camping Tourism in the New Normal Era to the Economy of Harapan Jaya Tourist Village Community

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ABSTRACT

This research was conducted to look at the impact of the camping tourism in the new normal era to the economy of the Harapan Jaya Tourism Village community, the existence of camping tourism products in this village and the trend of camping that is being loved by the community will impacted to the economy of the local village community.

This research used theoretical basis and analytical concepts which include the concept of a tourist village, camping tourism, new normal, and impact of tourism and the theory of area life cycle. Using qualitative research methods with descriptive data analysis techniques. The types of data used are qualitative and quantitative with primary and secondary data sources. This study uses several data collection techniques including observation, interviews, and documentation, as well as the technique of determining informants using purposive sampling technique.

Based on the result of the study, it could be seen that the existence of camping tourism in Harapan Jaya village, there are differences in the economic conditions of tourism actors before and during pandemic. The changes that have occurred regarding the popularity of camping tourism during the pandemic, the changes could be seen from job opportunities of tourism actors, camping ground operations and the income of tourism actors.

Keywords: Tourism Impact, Camping Tourism, Tourist Village, Community Economy, New Normal, The Covid-19 Pandemi

1. Introduction

The outbreak of the Covid-19 pandemic which has affected all sectors such as education, health, trade and others. The pandemic has restricted people's mobility outside the home. In the face of the pandemic, governments across the country have issued policies on limiting people's mobility outside the home. The pandemic has made people implement procedures by wearing masks, washing hands and also maintaining distance to suppress the spread of Covid-19.

During a pandemic, people prefer nature tourism with minimal interaction than travel with intense human interaction. The policy of working and studying from home makes people feel bored because they undergo the same routine every day amid restrictions on community activities. Based on this, a tourist trend emerged that was quite loved by the world community, including Indonesia, which was then in harmony with new living habits in the midst of a pandemic, namely the trend of camping (camping) tourism.

In general, the trend of camping is known as an outdoor activity carried out in nature and using natural resources. Camping tourism is quite popular with the world community, where tourists who enjoy camping tours are mostly millennial generations. Tourists who go camping because they want to escape from the monotonous routine of life (Ned, 2006). Camping travelers want to escape other humans and crowds, so they camp in small, personally defined social circles. Tourists who enjoy camping tours will feel more confident in being in a safe environment to escape from crowds and places that are at high risk of Covid-19 transmission, in addition due to restrictions and for the safety of international travel and domestic travel which includes camping activities with tents and tents. vehicles are preferred by tourists who are very concerned about keeping their distance (Wyman, 2020).

This is supported by Maria Sundaram (2020) as an Epidemiologist for Infectious Diseases, saying that camping is safe during a pandemic for many reasons. Outdoor camping is safer because there is plenty of air circulation and the opportunity for people to stay as far away from each other as possible. In addition, according to Sara Hurtado Bares (2020), Associate Professor in the Division of Infectious Diseases at the University of Nebraska Medical

Center, camping is safe to do because it is outdoors and brings its own supplies and equipment. However, according to the two experts, the challenge in camping is the use of public toilets (self.com).

In July 2020 in the United States there was a sharp spike in demand related to the trend of camping in camping services and also glamping orders, the demand jumped to 400%, when compared to demand at the same time in 2019 (linetoday.com). This trend has also contributed to an increase in the number of camping vehicle rentals such as vans and RVs (recreation vehicles), but has also led to an increase in product demand for manufacturers of camping equipment such as sleeping bags, tents, and other camping equipment.

Camping tourism in Indonesia is also popular during the pandemic, the peak of which is when the new normal begins to be implemented in Indonesia. The new normal is an opportunity for people to return to tourism activities after staying at home for months due to policies related to restrictions on community mobility outside the home issued by the government. This soaring trend is accompanied by demand for camping equipment and the development of locations in the highlands that offer camping sites as one of their tourist destinations. Such as in Ranca Upas, West Java, in Ampelgading as the highest peak in Semarang, also in the highland areas of Lampung such as in West Lampung and parts of Pesawaran, as well as several other highland areas in Indonesia.

At this time in the world of tourism camping is not just camping in nature, but has more meaning than that. As stated by Brooker and Joppe (2014), an innovation from camping and outdoor hospitality creates new offerings such as adventure activities, wellness retreats and glamping. Then it can be said that tourist destinations that provide camping places are also integrated with other tourist destinations such as tracking, agro-tourism and others. A camping tourist spot that is in great demand and is the prima donna of tourists during the pandemic in Pesawaran Regency is a camping site located in Harapan Jaya Tourism Village.

This village has 2 campgrounds which are favorite places for tourists from all over Lampung to camp, namely Bukit Cendana and Lantana. These two camping ground are integrated with other nature-based tourism activities. During camping, tourists can also pass the time by visiting sandalwood and vetiver tree agrotourism, where at certain times visitors can see firsthand the processing of these plants. Enjoy natural attractions in the form of Tirta Waterfall and Sinar Tiga Waterfall, as well as enjoy artificial tours that stimulate adrenaline by trying out motor cross tracks, and mountain bike tracks around the camping site.

This village camping ground started to get crowded around September 2020 and is getting busier until now. This is inseparable from the trend of camping tourism which is increasingly gaining popularity. In addition, uploading photos taken by tourists and then uploaded to social media is an indirect promotional media which then boosts the popularity of the Bukit Cendana and Lantana camping ground. According to the manager's statement, since the trend of camping tourism, the level of tourist visits at the camping ground has skyrocketed.

Looking at this number, directly or indirectly, the trend of camping tourism will contribute to the community's economy, through the high demand for tourists for camping equipment rentals, the demand for the availability of camping sites, and camping tourism products. Therefore, it is necessary to conduct research on, "The Contribution of Camping Tourism Trends in the New Normal Era to the Community Economy in Harapan Jaya Tourism Village, Pesawaran Regency, Lampung". This study aims to find out what the development of camping tourism is like and the contribution of camping tourism trends in the new normal era to the community's economy in Harapan Jaya Tourism Village, which can then be used as a reference for the village government in developing and innovating camping tourism products in Harapan Jaya Tourism Village.

2. Methodology

This study uses a qualitative descriptive analysis by describing the existing potential through direct observation and interviews from several informants and tourists. According to Miles and Huberman (1992) there are three stages that must be done in analyzing qualitative research data, namely data reduction, data exposure and drawing conclusions. According to Sugiyono (2010) what is meant by data analysis techniques is the process of searching for data, systematically compiling data obtained from interviews, field notes and documentation by organizing data into categories, breaking down into units, synthesizing, compiling into patterns of choosing which ones are important and which will be studied, and making conclusions so that they are easily understood by themselves and others.

According to Miles and Huberman in Sugiyono (2013) suggest that the steps in analyzing data are, data reduction, data display and conclusion drawing.

Data Reduction

Reducing data means sorting out which data are considered important and important to take, and which data should be discarded. Data reduction is a form of analysis that sharpens, categorizes and discards unnecessary data. So that the reduced data provides a clearer picture, and makes it easier for researchers to carry out further data collection.

Data Display

After the data is reduced, the next step is to present the data. Presentation of data in qualitative research most often uses the form of narrative text. In addition, it can also use graphs, tables, matrices, charts and others. Through the presentation of the data, the data will be arranged in a pattern of relationships, cause and effect, and positions so that it will be easier to understand.

Conclusion Drawing

The third step in analyzing qualitative data according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are still tentative, and will change if there is no strong evidence to support the next stage of data collection. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

3. Result

In 2005, Harapan Jaya Village had the status of a preparatory village and then officially became an independent village in the same year. Initially, Harapan Jaya Village was a plantation area owned by residents who came from surrounding villages such as Hanau Brak, Banjaran, Way Urang and also other villages in Way Ratai District. Then the farmers from various villages set up settlements in their plantation areas to make it easier for farmers to maintain plantation land. This settlement later became the forerunner of Harapan Jaya Village.

The name given to this village comes from the hopes of the leaders who initiated the formation of the village in the early days. The name Harapan Jaya Village comes from 2 words that have very deep meanings, namely hope and glory, the village initiators hope that the village they built together from the beginning will be victorious. Therefore, it can be understood that the meaning of the name of this village is the hope that it will become a victorious village in the future.

Harapan Jaya Village is one of the hill villages in Pesawaran Regency, Lampung. Located at an altitude and surrounded by plantations and directly adjacent to the TAHURA Register Wan Abdul Rahman, making this village has natural resources that have the potential to be developed. Like most high altitude areas in general, Harapan Jaya Village has natural potential such as waterfalls, agro-tourism in the form of coffee, clove, nutmeg, lemongrass and sandalwood plantations, to natural views from a height that can be developed and have economic value.

At first the tourism potential developed in this village was a waterfall in Sinar Tiga Hamlet in 2012, seeing this potential the community took the initiative to organize the waterfall area to be developed into a tourism product. Then in mutual cooperation, the community cleans up the wild plants around it and opens a road to facilitate access to the waterfall. There was no special promotional media in the early stages of development to market the Sinar Tiga waterfall, the promotional media was only by word of mouth and visitors came from the village community itself and neighboring village communities who knew about the existence of this waterfall.

As time goes by, Sinar Tiga Waterfall is getting more and more crowded with visitors. Harapan Jaya Village is also one of the starting points for the tracking route to the Sukmo Ilang mountains, climbers who will and have already made the climb will stop by to rest in this village and then enjoy the Sinar Tiga Waterfall tour. After coming from the waterfall, the climbers then sometimes camp at the point of land which is now known as Bukit Cendana. Indirectly, climbers began to make Cendana Hill as one of the most visited camping spots.

Seeing this, the community can again capture the existing tourism potential. Bukit Cendana is part of an agricultural area in the form of idle land owned by PT. Masari Multifruti in Harapan Jaya Village with an altitude of > 500 meters above sea level. This place has a beautiful panorama where the area directly faces the view of the open sea and its islands. In 2018, the Bukit Cendana camping ground began to be tested to receive general tourist visits. On August 14, 2020 the Harapan Jaya Village government and PT. Masari Multifruti agreed to sign a memorandum of understanding (Memorandum of Understanding).

The form of cooperation agreed upon by both parties is the right to cultivate (HGU) in the management of the Bukit Cendana camping ground tourist attraction in Harapan Jaya Village for a period of 10 years. Not only camping ground, the land also developed trail bike tracks and mountain bikes as special interest tourist attractions. The development of the tourism potential of Sinar Tiga Waterfall and Bukit Cendana Camping Ground has a major impact in the form of economic benefits to the community.

Based on the enormous tourism potential to be developed, the people of Harapan Jaya Village then look for information and ways to be able to develop the potential and promote their village widely. The village community, represented by village officials at that time, then held a dialogue and discussed with the Pesawaran Regency Tourism Office regarding this matter. As a result, in 2018, Harapan Jaya Village was designated as a tourist village based on the Decree of the Regent of Pesawaran No. 320 of 2018 concerning Designation of Tourism Villages in Pesawaran Regency.

The establishment of Harapan Jaya Village as a tourist village, then formed a board in the form of an organizational structure in the form of a Tourism Awareness Group. Its members are volunteers who join voluntarily to package and develop the existing tourism potential to become well known by various groups. The name of this tourism awareness group is taken from the name of the waterfall which is a tourism potential that was first developed in Harapan Jaya Village, namely the Sinar Tiga Tourism Awareness Group.

The formation of the Sinar Tiga Tourism Awareness Group has had an impact on the development of the Harapan Jaya Tourism Village towards a more serious direction. To meet the needs of tourism, development and improvement are carried out through the procurement of various tourist activities and attractions as well as the fulfillment of various other tourism supporting facilities. Tourist attractions such as tracking the residents' coffee and spice plantations, walking around the village, enjoying special food and drinks, enjoying waterfall attractions, ending with camping at Cendana Hill, are offered to tourists in the form of tour packages. Interestingly, tourists can choose for themselves what activities and tourist attractions they want to enjoy. Tourists can bring home various fruit seeds, plants, as well as processed spices and coffee as souvenirs from the Harapan Jaya Tourism Village.

The Bukit Cendana campground was then managed by a tourism awareness group (pokdarwis) which was different from Sinar Tiga Waterfall, namely the Bukit Cendana Tourism Awareness Group (Pokdarwis). Furthermore, in the procurement to meet various tourism support facilities in Harapan Jaya

Village. This can be seen from the renewal of infrastructure, especially road access to tourist attractions, which are starting to be repaired. The condition of the rocky road is starting to be paved to make it easier and ensure the comfort and safety of tourists to access tourist attractions in Harapan Jaya Tourism Village.

In addition, the participation of the people of Harapan Jaya Village was also increased. This community participation is manifested in community empowerment activities such as seminars, discussions, training which are usually given or held by the Tourism Office, Industry and Trade Office, various universities and other institutions. This community empowerment activity was held as an effort to hone the skills and abilities of the community in managing and developing the tourism potential in their village. With this empowerment, it further strengthens the existence of the Harapan Jaya Tourism Village in the tourism world of Pesawaran Regency, so that it can increase the number of tourist visits.

Then, Harapan Jaya Tourism Village continues to innovate in developing existing tourist activities and attractions. The coffee and spice plantation area for residents was developed into a tracking route around the village, after being satisfied with seeing the plantations, tourists can go to a coffee bean processing site which is also located in Harapan Jaya Tourism Village, and can bring home processed coffee beans directly from the processing site. Another tourism innovation is to make people's plantations a camping ground called the Bukit Lantana camping ground, in line with the current trend of camping tourism.

Bukit Lantana was first developed as a camping ground in November 2020, then officially launched as a camping ground in March 2021. This campground was then managed by the Bukit Lantana Tourism Awareness Group (Pokdarwis). In May 2021 the village government again opened a new tourist destination that was in line and had the same manager as the Bukit Lantana camping ground, then the waterfall was named Tirta Waterfall.

It can be seen that the development of Harapan Jaya Village as a tourist village cannot be separated from the concept of a tourist village which has several requirements that must be met as the main component, such as having tourist attractions, tourist accommodation and labor. Based on the results of standardization of tourist destinations, Harapan Jaya Village has fulfilled the 3A elements (attractions, amenities and accessibility) and has qualified, creative and responsible human resources in which an active tourism awareness group has been formed. Based on this, Harapan Jaya Village was designated as a Tourism Village Pilot Project, through the Regent's Decree No. 556 of 2021 concerning the Pilot Project for the Declaration of Tourism Villages for the 2021 Fiscal Year. Making this village a pilot project for tourism villages in Pesawaran Regency.

So starting in 2021 the Harapan Jaya Tourism Village is increasingly recognized as a pilot tourism village which is supported by various natural and artificial tourist attractions, especially on camping tours at the Bukit Cendana and Lantana camping ground which are known as tourism icons of Harapan Jaya Tourism Village and various forms of supporting facilities. other tourism that can contribute to improving the economy of the local village community through tourism activities.

A tourist destination continues to develop from time to time, innovation continues to be carried out by the manager. The same thing also happened to destinations in Harapan Jaya Tourism Village. Product innovation itself is one of the conditions for a destination to continue. The existence of tourism product innovations in the development of a destination or tourism activity is an effort to meet the achievements related to the high number of tourist visits. Based on this, the development of camping tourism in Harapan Jaya Village is seen through 3 aspects. Some of these aspects are the development of tourism products, the development of tourism businesses and the development of tourist visits.

Not only bringing changes to people's lifestyles towards being cleaner and healthier by always implementing health protocols in the midst of normal activities, the new normal also brings changes to community tourism trends. Currently, people are switching from mass tourism to tourism with smaller groups and special interest tours such as wellness trips, stycations, camping, and nature tourism. Entering the new normal phase, many tourist destinations based on nature tourism then innovate products and tourist attractions by developing camping sites. One of these villages is Harapan Jaya Tourism Village, which now has 2 camping grounds, namely Bukit Cendana and Lantana. The camping tourism attraction at these two camping ground has a traditional type of camping.

The manager of the Bukit Cendana and Lantana camping ground only provides land for camping tourists. Campers use tents and bring equipment and necessities such as nesting tools, lighting equipment and other camping needs personally. In contrast to modern style camping such as glamping (glamorous camping), the manager prepares all the needs and accommodations in the form of lodging and other tourist tourism needs related to camping, so that tourists who come only bring their personal equipment without the need to bring any camping equipment.

Tourist enthusiasm for camping tours at Harapan Jaya Cendana Tourism Village based on data obtained from the Bukit Cendana Pokdarwis, it can be seen that the number of tourist visits to enjoy camping tours at Camping Ground Bukit is increasing after the inauguration of the camping ground in August 2020. Bukit Cendana is located in Sinar Tiga Hamlet is managed by the village through the Bukit Cendana Tourism Awareness Group (Pokdarwis). It has a land area of 2 ha, based on its topography in the hills with an altitude of <700 masl.

Along the way to the Bukit Cendana camping ground, tourists can enjoy a panoramic view of the rice fields and the residents' spice gardens which give a cool impression. This place offers stunning views of the ocean from the top of the hill. Tourists who camp can enjoy the view of the sun as if rising from behind the mountains and then sinking at the end of the ocean.

The development of camping tourism in Harapan Jaya Tourism Village based on the aspect of tourism products at the Bukit Cendana camping ground has developed. This can be seen from the beginning of Bukit Cendana's pioneering year in 2018, until now in 2022. During this time several new tourism products have been developed in the camping ground area, added facilities, and improved access to meet tourist tourism needs.

The development of the tourism business at the Bukit Cendana camping ground began during the initial pioneering period. The Harapan Jaya Tourism Village Government is committed to empowering its people. Therefore, business actors who will set up stalls around the Bukit Cendana area must come from the village community itself.

In 2018-2019, there are no tourism businesses around the Bukit Cendana camping ground area. The Harapan Jaya Tourism Village Government through the manager then offered to the community to open a stall around the Bukit Cendana area, but many people refused and were not interested because they felt it would not produce because Bukit Cendana was not yet known to tourists. Then in 2020, 2 stalls began to appear that provide food and drinks. Then in 2021 the number of stalls in Bukit Cendana will increase by 8 stalls, so that currently the total number of stalls in 2022 is 10 stalls.

Along with increasing tourist visits in 2020, 2 stalls began to appear which became pioneers of tourism businesses around the camping ground. Then, after getting better known, the number of stalls in the Bukit Cendana area increased to a total of 10 by 2022. To build a stall in the Bukit Cendana area, no special requirements are needed, just ask for permission from the Harapan Jaya Village government.

The years 2018 to 2019 were the year when the community started pioneering the Bukit Cendana camping ground, at this time there were managers from Bukit Cendana, but the Bukit Cendana area had not been managed with good management so it was not known about the number of tourist visits. The majority of tourists who come to visit in this pilot year are the people around the climbers who climb to the Sukmo Ilang Mountains through the climbing route of Sinar Dua Atas Hamlet, Harapan Jaya Village. Tourists who are camping at this time are less than 20 tents in a month and sometimes there are no tourist visits at all.

The outbreak of the Covid-19 pandemic at the beginning of 2020 made the government issue policies related to travel restrictions and the temporary closure of tourist destinations, the policies issued by the government also affected the number of tourist visits. Simultaneously with this in the same year in August 2020, the Bukit Cendana area was inaugurated as the Bukit Cendana Camping Ground.

September 2020 was a turning point for the number of tourist visits who enjoyed camping tourism attractions at the Bukit Cendana camping ground. This month, tourist visits began to increase, this was because Bukit Cendana was widely known through social media after it was uploaded by a social media account that regularly shares information related to news, culinary delights to tourist attractions in Lampung, and is also supported by the popular trend. camping tours globally as an alternative to tourism during a pandemic.

The manager calculates the number of tourist visits by counting the number of tents installed on the camping ground. The number of tourists visiting can reach as many as 30 tents in a month. Next in October and November the number of tourist visits is not much different, namely by 30-50 tents per month. Entering the end of 2020 in December the number of tourist visits increased drastically to 200-250 tents because it coincided with the year-end holiday.

In welcoming the beginning of 2021 in January the number of tourists only reached 88 tents due to the PPKM policy at the beginning of the year, the number of tourist visits this month is very much different from the previous month. Entering the month of February, visits began to increase sharply which was influenced by the decline in the PPKM level set by the government, tourist visits this month amounted to 380 tents. Furthermore, in March, the number of tourist visits who camped at the Bukit Cendana camping ground jumped sharply, an increase of more than 100% compared to the previous month, which was 892 tents.

The decrease in tourist visits also occurred in April because it coincided with the month of Ramadan, the number of tourists camping was only 102 tents. In May, the number of camping tourist visits increased to 250 tents as it coincided with the Idul Fitri holiday. The existence of a long holiday to increase school grades caused a sharp increase in tourist visits in June, bringing the number of visits this month to 1,138 tents. Furthermore, in July the number of visits was only 260 tents. The following month, in August, Harapan Jaya Tourism Village was closed for general tourist visits, so the Bukit Cendana camping ground was also temporarily closed until September, so that no tourists came to visit to enjoy camping tourism attractions at Cendana Hill during that time.

After the closure related to PPKM, in October the number of tourist visits for camping at the Bukit Cendana camping ground was 568 tents. The increase in the number of return visits occurred in November, the number of visits increased by more than 50% from the previous month to 820 tents. At the end of the year in December, entering the year-end long holiday, the number of tourist visits camping at Bukit Cendana experienced a very rapid increase. Tourist visits have reached 3,980 tents, the majority of tourists who come to celebrate New Year's Eve by camping with friends and family. The total number of tourist visits camping at the Bukit Cendana camping ground in 2021 is 8,478 tents.

Tourism is one of the many sectors of the economy that have been directly affected by the Covid-19 pandemic. This impact can be seen from the decline in the number of foreign tourists visiting Indonesia in early 2020, the peak of this decline in tourists occurred in April 2020. According to data published by the Ministry of Tourism and Creative Economy, throughout 2020 the total number of foreign tourist arrivals only amounted to 25% of the number of

visits in 2020. 2019. The decline in the number of tourist visits is directly proportional to the income of business actors from this sector. In addition, the Covid-19 pandemic in the tourism sector also has a direct impact on employment for tourism actors, such as reducing working hours, termination of employment, to the number of businesses that have gone out of business.

At the time before the pandemic, the tourism sector could provide employment opportunities and absorb local workers. Not only that, tourism actors who are involved in it can generate income from this sector. It can be said that, before the pandemic tourism can bring direct economic benefits to tourist destinations. However, before the pandemic there were also tourist destinations whose tourism activities had not been able to bring economic benefits to tourism actors from the local community. This condition can be caused by one thing or another, as happened in Harapan Jaya Tourism Village.

Tourism has become one of the *prima donna* in the economic sector. Tourism development can have an impact on the local community's economy. This can be seen through the absorption of labor for the surrounding community in an effort to develop the existing tourism potential. The jobs created by the tourism sector are very diverse, available in large quantities, fast and easy to obtain. The economic benefits obtained from tourism are estimated to be able to increase the level of welfare of the people who have a career as tourism actors. This is very common in all regions that develop the tourism sector through tourist destinations, including the Harapan Jaya Tourism Village, Pesawaran Regency, Lampung.

Through camping tourism activities in Harapan Jaya Tourism Village, it can open opportunities for the community to take part as tourism actors in order to manage and develop existing destination resources. To meet the need for workers in the tourism sector, Harapan Jaya Tourism Village is committed to absorbing workers from local village communities. Therefore, the existing tourism actors are local people.

The development of camping tourism in Harapan Jaya Tourism Village began in 2018, initially in this village there was one camping ground for camping tourists, namely Bukit Cendana. At that time there were only managers as tourism actors, yet other tourism actors such as tourism business actors around the campsite had not appeared. In its development, based on the tourism area life cycle concept, it can be seen the position of the life cycle of the Bukit Cendana campground before the new normal from 2018 to June 2020. During this time, Bukit Cendana is in the first phase of the life cycle of a destination, namely exploration.). The tourism potential of Bukit Cendana at that time was only discovered by local people, the location of this campground is still difficult to reach by the community, causing the number of tourists who visit is still small. Even so, tourists who come to visit are interested in visiting Cendana Hill because the destination has not been polluted and is crowded with tourists.

At the beginning of the pioneering period, the manager of the Bukit Cendana camping ground was different from the manager after the inauguration period. The manager can be said to be the experiment manager. Tourism activities related to camping tourism at the Bukit Cendana camping ground before the new normal for the Covid-19 pandemic, from 2018 to mid-2020, have not experienced a significant increase in terms of development. This is because at that time Bukit Cendana was still in the exploration stage, even though there were managers, but the human resources of the managers were not yet qualified. Managers come from local communities with minimal knowledge and skills related to tourism. As a result, there is no professional management or operational system that can be applied in managing the Bukit Cendana camping ground in Harapan Jaya Tourism Village during that time.

At the national level, the development of the Indonesian tourism industry brings positive benefits related to being one of the largest contributors to the country's foreign exchange. At a smaller level, such as regions, tourism is able to become one of the driving wheels of the local economy that has a positive impact. In addition, tourism is also able to create centers of economic growth that are more spread throughout Indonesia.

The emergence of the economic impact is in line with the availability of employment opportunities and opportunities in the tourism sector. The greater the number of opportunities and employment opportunities from the sector, the greater the impact on the local economy. And vice versa, the fewer opportunities and job opportunities there are, the smaller the impact of tourism activities. As happened in Harapan Jaya Tourism Village.

Before the new normal for the covid-19 pandemic in 2018 until mid-2020, the Bukit Cendana camping ground was in a pioneering period. Meanwhile, Bukit Lantana at the same time has not been initiated and developed so that it has not been able to have a positive impact on the local community's economy. As explained in the previous description, the manager of the camping ground will only come to supervise if there is free time. Thus, more often the camping ground does not get supervision from the manager.

Managers will get income from tourism activities in Bukit Cendana if each manager comes on guard and collects parking fees for tourists who will enjoy camping tourism products. The income is then shared with a number of managers who are present on guard at the Bukit Cendana camping ground. The results of the parking fee cannot meet the daily needs of the manager.

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