

Response, Recovery and Reset of the Covid-19 Pandemic Become a Long Term Transformative Business Interest Opportunity for the Bali Community



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ABSTRACT: The sale of culture and nature which is summarized in the tourism industry so far carried out in Bali has become the main foundation of the regional economy. However, tourism exploitation is mostly focused on the sense of sight only, and not on the sense of taste which the tourism sector seeks to serve tourists based on their habits. As a result, local natural resource products, in this case, food products in Bali, have not been fully absorbed in the tourism industry. If only we can support the tourism industry by strengthening our agricultural industry, it is possible that the Balinese people will have other economic alternatives besides the tourism sector. Realizing the self-sufficiency in rice that we used to have. This study aims to collect opinions from tourism industry stakeholders in Bali in terms of alternative actions that can be taken (response and recovery) to revive the tourism industry which is the mainstay of Bali and the incorporation of the tourism industry and local food through the food supply chain (reset), especially to hotels and restaurants as new opportunities in exploiting their local potential. An opportunity to be able to revive the agricultural sector as the mainstay of the Balinese people's livelihood in this pandemic situation. The despair of the tourism community is expected to be revived by the agricultural community.

KEYWORDS: Covid-19 Pandemic, Bali Governor Regulation no. 99 of 2018, Business Interest, Agriculture, Tourism

PRELIMINARY

The COVID-19 pandemic is a phenomenon that can be viewed from two sides. If viewed from the positive side, this pandemic phenomenon gives Bali's "nature" the opportunity to "breathe" free from air pollution. If viewed from the negative side, it is the Balinese "people" who have difficulty "breathing" from economic pressures, mainly because of their dependence on the tourism industry. Health communication strategies and measures (e.g. social distancing, mobility, lockdown, quarantine, and crowd restrictions) have stopped global tourism travel. Being an industry that is very vulnerable to various environmental, political, and socio-economic risks, makes the tourism sector accustomed to and resilient to bounce back (Novelli, Gussing Burgess, Jones & Ritchie, 2018).

The recovery ability of the Bali tourism industry has actually been tested from two major disasters that hit Bali previously, namely the Bali Bombing tragedy in 2002 & 2005 and the eruption of Mount Agung in 2017 (Sara, et al, 2021). However, this pandemic phenomenon is different because it has a global impact and greatly challenges the existing system and structure of the tourism industry, and is also able to have a long-term impact (Sigala, 2020). The term "self-reliant" or standing on one's own feet, could be used as a theme for the momentum of the economic revival of the Balinese people. Figuratively does not depend on other people, in this case, external factors, namely tourists in the tourism industry. Isn't it a logical thought that makes sense if an area that has abundant natural resources can use it as a foundation for internal income. Indeed, this will be just a discourse if it is not tried to run it. It will come back like every event that hit tourism in the past, there is always a discourse about looking for other alternatives as an economic driver. However, along with the revival of tourism after the fall, the discourse of looking for other alternatives has also sunk (Larasdiputra & Suwitari, 2020: 31).

The development of tourism in Bali has contributed a lot to the destruction and balance of the environment, especially tourism development that utilizes agricultural land, both wet and dry. Many paddy fields have been transferred to the construction of tourism facilities. With the construction of these facilities, the water distribution system is automatically blocked by concrete that crosses firmly in the area which causes water to not flow properly throughout the rice fields (McKinsey, 2020). However, what is the responsibility of the development towards nature and the surrounding social environment? In this case,

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the researcher talks about the corporate social responsibility of investors. The government had tried to help maintain this balance by launching the Bali Governor Regulation no. 99 of 2018 which requires supermarkets, hotels, and restaurants to absorb local food products. The regulation aims to establish interdependence between the local food industry and tourism which in turn has an impact on the supply chain.

But maybe that effort is not optimal. Or maybe the agricultural sector is no longer attractive. Because the phenomenon of increasingly abandoned agriculture is happening everywhere. This freedom in general is still a potential, not guaranteed to be realized in reality. Viewed from the geographical-cultural point of view, traditional agriculture in Bali can be said to be in an underdeveloped area (Masco, 2017). Following the general trend in regional development planning, the agricultural sector is not considered the leading sector. At the beginning (until the 1990s), the leading economic sector in Bali that was considered responsive to investment was the tourism industry. Therefore, from a "market economy" perspective, it can be understood that the attention of regional development policymakers is more focused on the development of the tourism industry.

Especially among young people. The regeneration of farmers is a difficult problem to solve. At least there is a balance between the tourism and agriculture sectors in Bali. Because after all, Bali is one of the rice barns outside Java. In addition, who can forget the character of Balinese rice terraces? Do not let agriculture in Bali be neglected, so that the image of Bali's rice fields is only a memory that we can only enjoy in paintings because, "the beginning and the end of a life is agriculture or plants" (Plants; Ricklefs, 1979, Allen et al., 2017). So in this research, the problem is formulated regarding whether the Bali Governor Regulation no. 99 of 2018 can moderate the business interests of the Balinese people in order to realize the food supply chain and balance between the tourism industry and local food during the Covid-19 pandemic.

THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) which was previously proposed by Fishbein and Ajzen in 1975. Ajzen's said TPB has been widely accepted as a tool to analyze the difference between attitudes and intentions as well as intentions and behaviors. Ajzen and Fishben (1988) refined the Theory of Reasoned Action (TRA) and gave it the name TPB. TPB explains that the behavior of an individual arises because of the individual's intention to behave and the individual's intention is caused by several internal and external factors of the individual. Individual attitudes towards behavior include beliefs about a behavior, evaluation of behavioral outcomes, subjective norms, normative beliefs, and motivation to comply.

"Cultural Tourism", this terminology is an efficacious word to anesthetize Balinese people to enter into their abstract shadows. This terminology states that tourism should be "cultural" to be accepted by Balinese. Thus, it should also strive for Balinese culture to be offered in the market as a tourism product. As a result, Balinese culture must be characterized by tourism. (Picard, 2006: 268). It is the tourism regime that holds people and Balinese culture hostage with the sophistication of the concept and the diversification of tourism that seems to side with the people. The project of build the image of the Balinese people who always uphold security, order, cleanliness, beauty, coolness, hospitality, and memories for the sake of the arrival of tourists and the security of the tourism industry. Thus, Balinese people can smile sweetly enjoying the tinkling of dollars that fill their pockets.

The splendor of Hindu religious rituals and culture is a "cultural stage" which is the daily spectacle of travelers in Bali. However, if the ritual is only interpreted as a performance of splendor, then we will be presented with the most amazing and magical theater of life. It means nothing to live, other than routine and burdens. The pride of local people who see foreigners who are starting to learn our language and culture, of course, makes us amazed and proud. But actually, they are starting to look at our market with a sociological approach before starting to include their products and services. It is indeed an important thing to maintain the culture that makes our identity. Balinese culture which is a distinctive feature in Indonesia is what makes us win in the tourism competition and this cultural aspect must be maintained by our future generations, most of whom are focused on the world of tourism.

It is fitting that the series of rituals carried out by Hindus in Bali should not only stop at the outer shell of the solemnity of the ceremony, without the essence to handle daily life. Rituals should be lights of life, of course by understanding the substance to be contextualized in everyday life. If that's the case, then it becomes important how the Balinese imagine making rituals not a burden of tradition, but socio-cultural capital to strengthen the Balinese human spirit itself. Balinese people follow tradition but also have endless imagination to respond to change.

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CORPORATE SOCIAL RESPONSIBILITY

The interface between tourism and agriculture is described by Bowen, et. al. (1991) using a graphical conceptual model. According to this understanding, the home and external economies are connected through visitors who, while in the host country, eat agricultural goods and enjoy services both directly and indirectly through the visitor industry. In addition, the model unites domestic farmers and foreign economic visitors through agricultural exports which extends the period of time tourists use domestic goods until before and/or after their trip. There are also agricultural imports from tourist source countries which can actually reduce transactions between farmers and visitors in the host country because these imports replace local agricultural production with foreign production. Finally, the model also describes the sharing of resources or competition between local and imported agricultural industries. Although the clarity of the conceptual framework of Bowen et al (1991) is unquestionable, it has been criticized by experts for being too general and does not describe all transactions between local farmers and foreign visitors in detail, and also needs to be updated to reflect the latest developments in agro-tourism (Fisher, 2019). ; Gibson, 2018).

The implementation of social responsibility in Indonesia is regulated in Law no. 40 of 2007 concerning limited liability companies, article 74 which states that there are social responsibilities that must be borne by limited companies. Corporate social responsibility/CSR is one of the tourism industry's efforts to increase awareness of the surrounding community. In the implementation of CSR, usually, the company will involve the surrounding community, this is a form of appreciation and concern of the company for the surrounding community. The form of appreciation and concern for the company aims to improve the welfare of the community through CSR programs run by the company.

PREVIOUS RESEARCH RESULTS

In 2020, researchers had time to carry out community service program activities in Selat Village, Payungan Hamlet, Kab. Klungkung with the program of socialization of Governor Regulation no. 99 of 2018 concerning Marketing and Utilization of Agricultural Products, Fisheries, and Local Bali Industries as well as a coaching program for making simple financial reports and online marketing with the aim of building the village's internal economic foundation through local MSMEs. The results obtained from these activities, there are several products of local food entrepreneurs that are absorbed by the tourism industry, but the cash flow of farmers who supply food to the tourism sector is hampered. The number of farmers who are in debt and not paid in cash. In addition, the Covid-19 problem has cut the relationship between local farmers and the tourism industry (hotels and restaurants). Most of the villagers who used to work in the tourism sector experienced temporary layoffs and even layoffs. They really hope that the tourism sector can come back to life soon.

The researcher also had an interview with the President of JCI (Junior Chamber International) Bali I Gde Sucahya Jaya and the 2018 Bali Young Farmers Ambassador, Ratna Sari Dewi, S.E., M.M regarding Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Agricultural Products, Fisheries, and Local Industries. Bali. In an interview conducted on the 2021 research, Mr. Sucahya Jaya said that he had discussed the governor's regulation no. 99 with Jamkrida (Bali Regional Credit Guarantee), Bank BPD Bali, and Perusda (Regional Company of Bali Province). He revealed that:

- Perusda (Regional Company of Bali Province) was appointed as the Lead Sector by the Governor of Bali to collect data on food products needed by the Bali market but Perusda did not have complete data.
- Bank BPD Bali wants to help with supplier payments, but the mechanism has to go through Perusda which eventually becomes convoluted and doesn't work
- Jamkrida (Bali Regional Credit Guarantee) is ready to help the relationship between farmers and hotels, but because the BI rules applied by the BPD are too strict and cannot be changed, the cash flow of farmers who supply food to the tourism sector is hampered.

JCI Bali President I Gde Sucahya Jaya also said that there was a gap that occurred here. The need for communication and information bridges between tourism and agriculture, many farmers are old and do not understand what the tourism market really needs. This is where the real role of Perusda is needed, in managing the food data, and educating farmers about what food ingredients are actually needed, not managing finances. Bali Young Farmer Ambassador 2018, Ratna Sari Dewi, S.E., M.M. a millennial farmer who is struggling in the agricultural sector tells how his journey in the world of agriculture is. Many people only want to be distributors or collectors, aka middlemen, rather than agricultural food producers. Even though there are still a lot of vacant lands that have the potential to be planted and used as food production fields in Bali.

On a macro level, the agricultural problem in Indonesia is that many farmers are oriented off-farm. Off-farm agriculture is the process of commercializing agricultural cultivation products, such as traders, collectors, and others. The majority of the younger generation today are reluctant to become farmers. Lack of knowledge, concern, and community support for the

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agricultural sector is one of the factors causing on-farm agriculture (all processes that are directly related to the agricultural cultivation process, such as sowing seeds, mating livestock, fertilizing, feeding livestock, controlling pests and diseases, harvesting and others) is less desirable and makes the younger generation reluctant to become farmers, thus hampering the agricultural sector to develop.

In 2021 the researchers held a socialization activity for the Taniku e-commerce platform in collaboration with PT. Indonesia's Strategic Sustainability and Courier Services PT. Paxel Algoritma Superior with the aim of prospering local farmers in accordance with the spirit of the local government as outlined in Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Agricultural, Fishery, and Local Bali Industrial Products. The fostered partners involved in this activity have gained insight and views on the use of the Taniku e-commerce application, thus opening up opportunities to enter a wider market as well as promising local business actors in the Sumerta area and avoiding fraud in the business. With the Taniku application, it will shorten distribution channels from farmers directly to potential consumers who need the products of the fostered entrepreneurs.

The unprecedented nature, circumstances, and impact of Covid-19 are showing signs that this crisis is not only different but could also have deep and long-term structural and transformational changes (Skare et al., 2021; Zhang et al., 2021). In particular, the ongoing crisis can play a transformative role and contribute to a new paradigm and mindset shift regarding sustainability and corporate social responsibility (CSR) in the tourism industry (Sigala, 2020; Gossling et al., 2020; Ioannides and Gyimothy, 2020).

TOURISM VS AGRICULTURE INDUSTRY SWOT ANALYSIS

- **Strength: Local Supply Chain Improvement**
Self-sufficient, land exists, the product exists, development does not exist. Take other tours such as Thailand, for example, which prioritizes their local products. Why don't we try selling Balinese food in hotels? Force them to follow our tongues instead of us following theirs. Aren't they here interested in our culture and traditions? Make it happen in all the senses that tourists have, not only in the sense of sight and hearing but also in the sense of taste.
- **Weakness: The perception of the industry that is less promising in the short terms**
Everyone wants it, quick money. The dependence of the Balinese people on the tourism industry has become a tradition for our residents. The development of the tourism education campus has resulted in local farmers directing their children to study there, and to work as employees of cruise ships, hotels, restaurants, and tourist guides.
- **Opportunities: Bali without Tourism**
Agrotourism is a new tourism theme that misses seeing nature, and actually sees the history of the land on the island of Bali which is actually in the past, with the many terraces, subak, baliaga traditional villages that still preserve local agriculture. What if we try to recreate the nature of Bali that was lost before, we could become exporters of the agricultural industry, having superior products that are sometimes rarely found outside Bali. We will rebuild Tabanan, which used to be a rice barn, instead of a 300 million housing barn for immigrants.
- **Threats: Large capital**
The land is expensive, lacks intention, and is dependent on downstream (tourism). The number of job opportunities in the downstream sector in Bali causes many migrants to come here, development is getting wider, the land is getting more expensive, and agriculture is getting less attention because of large capital and expensive land.

RESEARCH METHOD

This type of research is qualitative research. Qualitative research takes into account the natural context in which an individual or group functions, as its aim is to provide an in-depth understanding of real-world problems (Polit, 2017). In contrast to quantitative research, which is more general, it is not a guiding principle. According to most qualitative researchers, "reality" is constructed by social, cultural, historical, and individual contexts. Therefore, researchers look for variations in people's views to describe, explore, or explain the phenomena that occur. The influence of the researcher on the context is inevitable. However, by trying to minimize the researcher's interference with people's natural views, the researcher will be able to get a "behind the scenes" picture of how people or other forces are feeling at work, which may not be found in quantitative investigations. Understanding what practitioners and researchers think, feel, or do in their natural context, can make clinical practice and evidence-based interventions more effective, efficient, equitable, and humane (Korstjens & Moser, 2018).

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By applying a qualitative research approach, researchers can explore how and why practitioners act this way. Understanding the context to be able to interact effectively with respondents, analyze data, and report findings obtained. By giving your readers “a thick description” of the participants' context, their behavior, experiences, perceptions, and feelings are meaningful. In addition, the researcher allows readers to consider whether and how your research findings can be transferred to their context. This research uses the qualitative method of the SPIDER tool. The SPIDER (Sample-Phenomenon of Interest Design-Evaluation-Research type) tool is one of the tools available for qualitative literature searches. It has been developed specifically for the synthesis of qualitative evidence (Cooke et. al. 2012, Korstjens & Moser, 2017)

- Sample: qualitative research uses a smaller sample, as the findings are not intended to be generalized to the general population.
- Phenomenon of Interest: qualitative research examines how and why certain experiences, behaviors, and decisions occur (as opposed to intervention effectiveness).
- Design: refers to the theoretical framework and related methods used, which affect the robustness of the analysis and findings.
- Evaluation: evaluation results may include more subjective results (views, attitudes, perspectives, experiences, etc.).
- Research Type: qualitative, quantitative, and mixed methods research can be searched.

DATA COLLECTION TECHNIQUE

This paper aims to discuss why and how COVID-19 can be a transformational opportunity by discussing the situation and questions posed by the pandemic. This paper continues by discussing the main impacts, behaviors, and experiences experienced by the three main tourism stakeholders (i.e. tourism supply & demand and destination management organizations and policymakers) during the three stages of COVID-19 (response, recovery, and reset).

In the next stage, researchers will conduct field observations to collect samples of supply & demand research and destination management organizations (e.g. local food entrepreneurs, hotels, and restaurants) using the exponential non-discriminatory snowball sampling method). The type of exponential non-discriminatory snowball sampling technique is a technique that recruits the first subject, then the subject provides references or sources on subjects that have similarities or similarities. Each reference or subject provides another source, and so on until the required sample is considered sufficient (Nurdiani, 2014). Next, the researcher will bring the data and discuss it with policymakers (Indonesian Hotel & Restaurant Association / PHRI Bali) regarding how local and imported food supply chain data into the tourism industry in Bali are found in the field with the Bali Governor Regulation no. 99 of 2018.

AGRICULTURE & TOURISM

The topic of ecotourism which is the destination of Bali's potential development has long been discussed and has been the subject of research by many experts and academics. Budiarta's research (2018) says that the development of tourism in Bali is so rapid that it really takes advantage of the natural beauty of the island of Bali. Steps to introduce ecotourism as a form of Bali tourism in the future that can provide solutions to environmental problems in Bali become a step for sustainable tourism. As an initial step to developing ecotourism, it is first important to find out whether there is a common will between stakeholders to develop ecotourism and of course in this case including the utilization of local food potential (Haribawa, et al. 2017).

Field data collection conducted by researchers regarding the supply chain from upstream to downstream regarding the use of local food by the tourism industry in Bali got quite supportive results. Respondents who participated in this study stated that the use of local food is still carried out by tourism businesses. Supplier data from several hotels in Seminyak and Ubud such as vegetables and fruit are supplied by local farmers from the Bedugul area. Meat processing factories and suppliers in the Benoa area, which market their products to hotels and restaurants in Bali, also get raw meat supplies from the Tabanan, Klungkung, Karangasem, and Kintamani areas.

It can be said that thanks to this pandemic outbreak, it can open the eyes of the Balinese people that this island has 2 legs to stand on. What is meant in this case is that the island of Bali does not only rely on the tourism industry sector. The island also has a reliable agricultural sector. The results of observations during this pandemic situation showed that the percentage of local vegetable sales increased by 30% due to increasing public awareness of the importance of having a healthy lifestyle. Some local products that used to be defeated by imported products such as carrots and lemons are also getting more and more popular because of the increasing sales of local vegetables, price competition is also getting tougher. Several village potentials

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such as laying hens, asparagus, and Crystal guava farmers owned by several villages have enormous and reliable potential to meet food needs in the tourism sector (Larasdiputra & Suwitari, 2020; Putra & Larasdiputra, 2020).

Is tourism developing too fast?

Bali, which is only an island, competes with the international market in the tourism sector. The development of tourism is balanced with the preparation of local human resources and a very rapid tourism school education. This is what is left behind in the agricultural sector. Although some young entrepreneurs are starting to look at this sector, with the availability of educational scholarships by agricultural campuses in Bali, most people still don't look at it. In a pandemic outbreak situation like this, the agricultural sector can survive compared to the tourism sector which is very lucrative but very fragile. Based on the results of an interview with the Executive Director of PHRI Bali, Ida Bagus Purwa Sidemen, S.Ag., M.Si, the topic of discussion regarding alternative policies for the revival of Bali and the potential that can be raised after the corona pandemic. In his presentation about the agricultural sector, there are a lot of potential lands for this sector that are still neglected, based on data from the agriculture office. The government seems to only help unilaterally, a lot of the budget is disbursed to the tourism sector, while the agricultural sector does not get much support. We live from agriculture.

This does not mean that the two potentials possessed by the island of Bali are not trying to synergize, it's just that they are not able to complement each other. Especially the needs from downstream (tourism) which cannot be met by upstream (agriculture). Talking about tourism, the topic will not be far from quality. Quality is number one, that is what the tourism sector needs in terms of products that must be answered by local Balinese agriculture. Tourism will ask for superior products so that they do not hesitate to absorb local products. The agricultural sector must be able to answer these needs. It can't just be "out of season", the reason for the lack of food products, will make hotels and restaurants disappoint their guests. Food quality and continuity or sustainability are what tourism needs to fully absorb local food products. Agricultural technology needs support to be able to answer this demand. Japan and Thailand are examples of countries that boost their local agricultural industry and can synergize the agricultural and tourism industries.

From mass tourism to quality tourism

Can this be realized? The government and the local tourism industry still want the concept of mass tourism or mass tourism. Social distancing or physical distancing has forced quality tourism to be realized. With a small number of guests, they are provided with good service quality and deserve to be given a five-star price standard. The problem is that the development of the tourism industry cannot be suppressed or restrained. Of all hotels and restaurants in Bali, which are members of the Bali PHRI association, approximately only 10% of the total. Many hotels are "unlicensed" and this is left unattended by the government because it can increase local revenue. The government every year continues to increase tourism targets (the concept of mass tourism). Bali, One Island, One Management is a hope that one day can be realized in the dilemma of realizing quality tourism. Requires a long-term "grand design" to realize this is hindered by changes in government, regional leaders, and policies every period.

Culture is the only product that we have to support our tourism, really...?

Maintaining Balinese culture as a tourism "icon" can already be done. Maintaining the quality of tourism has been supported by government policies, namely, the Bali Regional Regulation no. 5 of 2020. This regional regulation confirms and strengthens the commitment to implementing quality-oriented Balinese culture-based tourism so that it needs to be comprehensively organized by the regional development vision of *Nangun Sat Kerthi Loka Bali* through the Planned Universal Development Pattern towards a New Era of Bali. However, this cannot be realized instantly, it requires a process and time. Furthermore, to help maintain this balance, the Bali Governor Regulation no. 99 of 2018 which requires supermarkets, hotels, and restaurants to absorb local food products. The regulation aims to establish interdependence between the local food industry and tourism which in turn has an impact on the supply chain.

Building a local food industry to support tourism, has not received attention and is seen by the government. The government still considers that the "demand" for hotel and restaurant products still relies on imported products. Several superior farmers in the Bedugul area have ISO International standard products that can supply tourism needs. With the Agro Farm system and farm seeds purchased from abroad, the management is carried out on the land of Bali. However, these local farmers are still lacking in terms of quantity (amount) of demand for the tourism sector. There is no need to look for examples of extraordinary agriculture abroad, we already have them in Bali. This can be used as an example for all agricultural industries in Bali. So large is the need for local food that our local food industry has not been able to fulfill, let alone the needs of tourism, the daily needs of the community still rely on imported products or from outside Bali.

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CONCLUSION

Ecotourism aims to introduce Balinese local wisdom as a tourism object, but many teachers have not integrated local wisdom into learning so educational goals have not been achieved (Sudirgayasa, et al. 2021) because the first step to realizing ecotourism as a sustainable tourism plan should start from education bench. In principle, ecotourism has a concern, commitment, and responsibility for the conservation of nature, cultural heritage, and the economy of the local community. Ecotourism development is expected to be able to meet the needs of tourists with the needs of the areas visited and to be able to maintain these two needs into the future (Larasdiputra, 2022).

Maintain health protocols and guest confidence in the cleanliness and sterilization of the Bali tourism environment. Cleanliness, Healthy, Safety, Environment (CHSE) requires support from the community, with socialization, behavior change, and discipline in all sectors, which can then be proven by data that can be presented publicly and publicly to gain "trust" from external parties that Bali is ready to re-open for business.

SUGGESTION

To realize the vision of "*Nangun Sat Kerthi Loka Bali*", where the mission is to realize food self-sufficiency, increase added value and competitiveness of agriculture, fishery, and people's craft industry, it is necessary to arrange a synergistic arrangement between the tourism sector with the agricultural, fishery and handicraft industries, the Government The Province of Bali issued a strategic policy in the form of Bali Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Agricultural Products, Fisheries, and Local Bali Industries. To implement the Governor's Regulation has been followed up with its implementation guidelines (Rinaldi, et. al. 2020). The supply chain flow from upstream (local food) to downstream (tourism) begins to be interrelated and has a symbiotic relationship of mutualism that can form the island of Bali as an industrial owner that is interconnected and makes an area have two legs to stand, namely agriculture and tourism that can build sustainable use of nature. It is hoped that this moment can be used as a generating story from the elimination of local communities amid global investment (Sigala, 2019) by utilizing what we have and preserving it so that character development from all sides, be it natural, cultural and human resources can be fully relied on as a support local economy.

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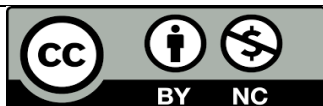
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