

Tourism Policy During the New Normal Period in Tomohon City

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Abstract. The emergency status caused by Coronavirus Diseases (Covid-19) has prompted the government to implement Social Distancing as a measure to reduce the number of spreads of the Covid-19 virus. Social distance is a person's efforts not to interact at close range or avoid crowds. The community is asked to work at home, study from home and worship at home; even tourist attractions are not allowed to operate, this situation is a challenge for tourism actors. The purpose of this study is to find out how the tourism strategy is during the New Normal period after the COVID-19 pandemic with restrictions on community activities. This study uses a qualitative approach. Data analysis was carried out with qualitative-interpretive. The results of research conducted at the prayer hill religious area show that government policies through the implementation of Government Regulation No. 1 of 2021 concerning Improving Discipline and Law Enforcement of Health Protocols in the Prevention and Control of Corona Virus Disease 2019 have been well implemented in terms of four indicators, namely: communication, resources, disposition and bureaucratic structure.

Keywords. Policy, Tourism, New Normal Period, Tomohon City

A. Introduction

The tourism sector is one of the crucial sectors in regional development. The tourism sector provides opportunities for the growth of various economic businesses carried out by the community and opens up employment opportunities, both formal and informal, for the community. If appropriately managed, the tourism sector can become an essential instrument in conserving natural resources and encouraging sustainable development. The tourism sector brings together two or more different cultures. Tourists experience the local culture, while the locals play a kind of education about the local specific environment. Different Currently, the tourism sector is one of the crucial sectors in regional development. The tourism sector provides opportunities for the growth of various economic businesses carried out by the community and opens up employment opportunities, both formal and income. This synergy must be maintained with government policies that are conducive to the operation of the private sector and assistance from community groups. Community participation has a vital role in tourism development. Communities must think in an integrated and long-term way to benefit from the tourism sector, including increased skills, job opportunities, increased welfare, appreciation of cultural values and benefits of environmental conservation [1].

Tourism development has a significant role in economic, socio-cultural and environmental aspects. The tourism sector contributes foreign exchange from foreign tourist visits and gross domestic product and its components in the economic aspect. In the socio-cultural aspect, tourism plays a role in employment, appreciation of arts, traditions and culture. Finally, tourism can promote tourism products and services such as natural wealth and uniqueness in the environmental aspect. The development of the tourism sector and its supports has an essential meaning in intra-stakeholder racial integration, not only as a crucial function for the archipelago's geography but also spurring the birth of community participation, efficiency and welfare [2].

Tomohon City is one of the tourism destinations in Indonesia. Several objects and attractions have been known by domestic and international tourists, such as TIFF, Lake Linow, Mount Mahawu, Mount Lokon, Extreme Market, Stage Home Industry, Rurukan Holtikutura, Culinary Tourism, Palm Sugar Factory Industry, Flower Industry in Kaskasen, Cattle Farming, Craft Industry in Kinilow, Bukit Doa Religious tourism, Agrotourism Development in Rurukan, development of Pangolombian Lake, Protected Forest and so on. It is recorded that until January 2021, Tomohon City has 90 tourism objects consisting of 51 natural attractions, 13 artificial tours and 26 cultural tourism and of all these attractions, Tomohon City has 32 leading tourist destinations and has benefited from the managed tourism industry, which has been visited by domestic and international tourists from various regions and countries, which shows that as a destination Tomohon City is well known on the map national tourism industry. Nature tourism to date is an essential segment for North Sulawesi tourism[3].

The tourism sector is currently one of the crucial sectors in regional development. The tourism sector provides opportunities for the growth of various economic businesses carried out by the community and opens up employment opportunities, both formal and informal. Moreover, if appropriately managed, the tourism sector can become an essential instrument in conserving natural resources and encouraging sustainable development. Tourism development has a significant role in economic, socio-cultural and environmental aspects. The tourism sector contributes foreign exchange from foreign tourist visits and gross domestic product and its components in the economic aspect. In the socio-cultural aspect, tourism plays a role in employment, appreciation of arts, traditions and culture. In the environmental aspect, tourism can promote tourism products and services such as natural wealth and uniqueness. Finally, the development of the tourism sector and its supports has an essential meaning in intra-stakeholder racial integration, not only as a function of binding the archipelago's geography but also spurring community participation, efficiency and prosperity.

Located about 22 km from Manado City, the capital of North Sulawesi Province, Tomohon City, known as the Flower City, is flanked by active mountains, namely Lokon and Mahawu, making Tomohon a fertile area and tourist area because of its cool weather. These natural conditions make Tomohon very good for garden plant cultivation (horticulture). One of them is a producer of flowers (floriculture). Tomohon also has many exciting destinations for tourists. In addition to the Lokon and Mahawu volcanoes, Tomohon also has Linau Lake, Tumimperas Waterfall, Tapahan Telu Tinoor, Temboan Hill, and Inspiration Hill attractive natural attractions. Religious tourism, which is also famous, is Prayer Hill, located at Mount Mahawu.

The Bukit Doa religious tourist spot is a tourist spot with many advantages compared to other tourist attractions: relieving stress, the antidote to spiritual thirst, adding insight, and getting closer to the creator. However, with so many tourists visiting Prayer Hill, more and more facilities will be needed, such as places of worship together, restaurants, tour guides, and public toilets. In addition, various processed foods will be sought after by tourists.

At the end of 2019, the world was shocked by a New emerging infectious disease in China caused by Coronavirus Disease (Covid-19). The world health organisation (World Health Organization) has declared a global emergency status for the Coronavirus outbreak. The world is becoming aware of this virus outbreak, alerting to the spread of the disease and wary of the possible impact on the world economy.

The year 2020 is a year that tests almost all sectors of life, including the tourism sector, which is the foundation of life for many people. The Corona Virus Disease 2019 (COVID-19) pandemic that has hit the whole world has brought the tourism sector to a standstill for some time. By mid-July, positive cases in Indonesia had reached more than 80,000 people, and no significant decline was seen. Currently, the government has not opened the tourist attractions in their entirety to be visited by local and foreign tourists.

The pandemic forced the government to make regulations to not visit tourist attractions for a while, including Prayer Hill. This is done to suppress the spread of Covid-19, which cannot be fully controlled. Covid-19 is a disease outbreak that is currently spreading around the world. Initially discovered in Wuhan, China, now Covid-19 is almost evenly infecting all countries in the world with many positive cases. The World Health Organization (WHO) states, Covid-19 is a virus that can cause infections in the respiratory tract with a reasonably rapid spread. In Presidential Decree No. 12 of 2020, Indonesia has declared Covid-19 as a non-natural national disaster. WHO said the spread of Covid-19 could be through splashes of liquid when talking that enter through the mouth, nose and eyes. Splashes of this liquid can stick to objects so that the possibility of people being infected is high. For this reason, the government issued regulations to limit community activities when outside the home. During the Covid-19 pandemic, several places that allow people to gather are temporarily closed, including tourism.

In the protocol for accelerating the handling of the Covid-19 pandemic, the Covid-19 Task Force said that the Covid-19 pandemic has a significant potential risk if it is not handled quickly and comprehensively. The protocol for accelerating the handling of Covid-19 also states that coordination and communication are fundamental aspects, considering that the handling of the Covid-19 pandemic involves many parties, from the government to the general public. With the Covid-19 pandemic, there will undoubtedly be a decrease in the number of tourists visiting Prayer Hill in 2020. Tomohon City government issued a regional regulation no. 7 of 2017 concerning Public Order. Of course, this regional regulation aims to create a peaceful, orderly Tomohon City and foster a sense of discipline in social behaviour [4]. The decline in tourists will affect the economic decline, including in other tourism supporting sectors, such as transportation, lodging and hotels, restaurants, and all business actors who depend their fate on the tourism sector in Bukit Doa. In the end, Covid-19 forced business actors in the tourism sector to reduce the number of workers, as well as causing regional income levels and the economy to decline.

The Covid-19 pandemic is a challenge for the tourism sector to run during a pandemic by providing a sense of security to the community, both tourists and local communities around tourist attractions. This is where the role of managers is needed to make policies to continue operating in the New Normal period after the Covid-19 pandemic.

Based on the description above, identifying the problem is what the policy is taken by the management of Bukit Doa Religious Tourism during the New Normal period after the COVID-19 pandemic is? This study aims to explain the policy of religious tourism during the new normal period in Bukit Doa, Tomohon City, North Sulawesi Province.

B. Literature Review

1. Public Policy

The term policy needs to be distinguished from wisdom; the first term indicates a series of alternatives that are ready to be chosen based on a particular principle, while the second relates to a decision that allows something that is prohibited, or vice versa based on specific reasons such as the balance of humanity, emergency, etc. With these differences, both are context-dependent and used appropriately. According to Shafritz and Russell [5], the term policy is a decision and is hierarchical, starting from the highest level to the lowest level (street level). In this case, the policy is made as a reaction to the problems that arise.

The simplest and easiest to understand public policy term departs from Lemay [5], namely, the public policy developed by government agencies or government officials. Lemay's simple concept is straightforward to understand because, in a legal state like Indonesia, which places legal certainty and the rule of law as a *prima donna*, the role of government in the formation, implementation and supervision in the legal field is so significant, this is relevant to Lemay's concept of public policy. Second, according to Chandler and Plano [6], the easiest to understand is that public policy is the strategic use of existing resources to solve public and government problems. The point is clear that the policy departs from social problems, both from the government and from the public, in this case, the social community; the way to overcome this is to mobilise all state resources to overcome the problems as written above.

Furthermore, according to Thomas R. Dye [7], "Public Policy is whatever government chooses to do or not to do". This definition sounds very ambiguous, but its meaning is clear. Every government response, regardless of whether it is a policy of the government itself, public policy is not limited to what the government does and what the government does not do; it dramatically affects the reality of people's lives. Followed by Anderson [8], public policies are government activities intended to overcome a problem.

The three definitions above place the government as the centre of public policy, both Lemay, Dye and Anderson place the government as the axis of the policy itself, because policy comes from public problems, the decision whether to follow up or not is a decision from the government (as in Dye's concept). In our state system, the most significant role in making policy is in the hands of the government; of course, here is the government in a broad sense (executive, legislative and judicial), all three are in harmony in the principle of checks and balances [9].

2. Policy Implementation

Implementation relates to various activities directed at the realisation of the program; in this case, the administrator sets the way to organise, interpret and implement the policies that Gordon has selected in Keban (2004) [5]. According to Nugroho (2008), policy implementation is, in principle away for a policy to achieve its objectives [7]. No more, no less. Concerning the two definitions above, the execution process of a policy occurs in the implementation process; every program, rule, and activity contained in a policy is carried out according to the policy mandate in the implementation process.

However, keep in mind again, people are often not mistaken about the importance of implementing policies, only limited to implementing what has been decided by the policymakers. Even though far from that, no matter how great a policy is, but the policy implementer does not have a high commitment and does not have the appropriate competence, a policy will be in vain. In practice, policy implementation is a process that is so complex that it is often politically charged because of the intervention of various interests [10].

There are patterns or better known as models of policy implementation in implementing public policies, offered by several experts. These models arise because each policy has its

characteristics, socio-cultural diversity, and different country systems significantly affect the implementation of a policy. For this reason, Langkai (2015) discusses the following policy, implementation models[11] :

1) Model George C. Edward III

Edward III suggested paying attention to four main issues so that policy implementation would be effective, namely communication, resources, disposition or attitudes and bureaucratic structures.

2) Van Meter and Van Horn (1975) models

The second model is the classic model belonging to Van Meter and Van Horn. This model assumes that the implementation of the public policy runs linearly between public policies, implementers, and public policy implementers' performance (Langkai, 2020). Aspects that influence the successful implementation of public policies are:

- a) Implementation and communication activities between organisations involved in public policy,
- b) Characteristics of the implementor,
- c) The economic, social and political conditions surrounding the policy,
- d) Behavioural tendencies of the implementor

3) Elmore models

This model offers a concept where the commitment of government officials who are responsible for policy implementation and community involvement as policy targets are the two primary keys to the success of a policy (Parsons, 2001). In contrast to the two models above, the Elmore model provides space for community involvement in the success of a policy. Given that most of the policies target the community, the success or failure of a policy is determined by community participation. If the public is sensitive and aware of a policy and is willing to carry out the mandate of the policy, the implementation of public policy will be more successful.

3. Tourism Development

Suwantoro (2004)[12] defines tourism as a change in a person's temporary residence outside their residence for a reason and not to carry out activities that generate wages. Thus, it can be said that the journey undertaken by one or more persons with the aim of, among other things, to get pleasure and fulfil the desire to know something. It can also be due to interests related to sports activities for health, conventions, religion, and other business purposes. Tourism potential is all objects (natural, cultural, artificial) that require much handling to provide attractive value for tourists [13]. It can also be due to sports activities for health, conventions, religion, and other business purposes [12].

Tourism is defined as all activities related to tourism. It is multidimensional and multidisciplinary that arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, local governments, and entrepreneurs (Law Number 10 of 2009 concerning Tourism (Law Number 10 of 2009 concerning Tourism). revision of Law No. 9 of 1990 on Tourism). Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government, and local governments, as stated in Law no. 10 of 2009. The term "tourism" has been used for the first time by President Soekarno in a conversation to view the foreign term tourism [14].

Every existing tourism business requires various adequate facilities to support the needs of tourists, one of which is accommodation facilities. Because without adequate accommodation facilities, the tourism business cannot run well, and vice versa, the

accommodation business will not run optimally without tourism activities. Among the various forms of tourism services, the most important and most comprehensive is called a hotel.

All business and community activities aimed at managing the travel and stopover needs of tourists. According to Soekadji [14], there are three tourism potentials, namely:

- 1) Natural potential,
- 2) Cultural potential,
- 3) Human potential

So tourism is an activity carried out by people or groups by travelling from their residence to another place and staying for a short period to have fun, business, and other purposes. The keywords of this understanding are moving, travelling, having fun and staying in a short period.

4. Tourism Development Concept

According to Law No. 25 of 2000 concerning the National Development program, the objectives of tourism development are:

- 1) Develop and expand product diversification and national tourism quality. It is based on community empowerment, art and local natural resources (charm) by preserving traditional arts and culture and preserving the local environment.
- 2) Develop and expand the tourism market, especially foreign markets.

Tourism development is a continuous matching and adjustment process between the available tourism supply and demand sides to achieve the predetermined mission (Nuryanti, 1994). Meanwhile, the development of tourism potential implies efforts to increase further the resources owned by a tourist attraction by developing physical and non-physical elements of tourism elements to increase productivity, in terms of the productivity of tourism objects in the form of increasing regional income obtained from tourism incoming tourist visits.

In addition, to be able to carry out development, it is necessary to pay attention to various aspects; a tourist area to be developed must pay attention to the requirements for regional development into reliable tourist objects and areas, namely:

- a. Selection of potential; this is done to select and determine the potential for tourism objects that can be developed following existing funds.
- b. Evaluation of the potential location of the area, this work has a background of thought about the presence or absence of misunderstanding between the related administrative areas.
- c. This work aims to measure potential distances to obtain information about the distance between potentials, so there is a need for billing for potential tourism objects.

5. Main Elements of Tourism Development

The main elements that can support the development of tourism in tourist destinations involving planning, implementation of development and development include:

- 1) Attractions

Attractions are the centre of the tourism industry. Attractions can arise from natural conditions, manufactured objects, or cultural elements and events.

- 2) Amenity

This facility is intended to provide services and provide the facilities needed by tourists. Facilities and services that must be provided include services for daily needs, staying, places to eat and drink, security and so on that concern the needs of tourists. One thing that must be considered about the stay, the concept of the inn should be adapted to the local culture so that tourists can enjoy the local life and culture.

- 3) Accessibility.

Accessibility is the ease to reach to move from one place to another from one area. It is only possible to develop with modern technology in tourism activities, especially in transportation and communication. This transportation is essential to help tourists, take them from their place of origin or lodging to tourist attractions. However, this transportation depends on the distance and communication needs between the starting place of a visit to the tourist object to be visited. (Pendit, 1986).

4) Infrastructure

Infrastructure is a situation that supports the function of service facilities, both in the form of a regulatory system and physical buildings above ground level or below ground. The provision of infrastructure includes clean water channels and transportation facilities such as roads and terminals, electric lighting, communication systems, and waste disposal channels.

5) Accommodation

The provision of accommodation or a place to stay is an essential means for tourists in Tomohon City. Accommodation is a second home for tourists who visit tourist attractions intending to stay. Accommodation facilities are an essential requirement for the existence of a tourist attraction.

6. Religious Tourism

In general, religious tourism is an activity to travel to get pleasure, satisfaction, and knowledge. So, Religious Tourism is a journey undertaken to deepen religious insight in every tourist.

In the Presidential Regulation of the Republic of Indonesia No. 50 of 2021 concerning the Master Plan for National Tourism Development Article 14 paragraph 1 explains that tourist attractions include natural, cultural and manufactured tourist attractions developed in various sub-types or categories of tourism activities, one of which is religious tourism. religious tourism) then religious tourism emphasises uniqueness, beauty and religious value. Religious tourism objects are visiting mosques, historical building relics of religious value, pilgrimage and others. Therefore, religious tourism is often closely related to historical tourism, which is part of cultural tourism; then, in the ministry of tourism under the deputy for Development of Cultural Tourism Destinations, there is a field of Historical and Religious Tourism Development.

C. Research Method

This study uses a tourism sociology approach that helps researchers see the phenomena that occur and are related to this research. This study uses a qualitative method. According to Muhadjir [15], qualitative research produces descriptions in written or spoken words from people and actors that can be observed based on the phenomenon of a holistic (whole) approach. The research location is Bukit Doa Religious Tourism, Kakaskasen Dua Village, North Tomohon District, Tomohon City. Based on considerations, namely the availability of data and information and access, time, and energy required, Bukit Doa is well-known religious tourism in Tomohon and outside the region. This study's data collection techniques were conducted by interview (interview), observation (observation), documents, and literature. Data analysis in qualitative research is carried out before entering the field and after finishing in the field. Data analysis is focused during the field process along with data collection. In analysing this data, the researcher used Miles and Huberman's data analysis. According to Miles and Huberman [16], activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.

D. Results and Discussion

Tourism Sector Policy in the New Normal Period

To overcome the impact of the Covid-19 pandemic in the tourism sector, President Joko Widodo ensures social protection for workers in the tourism sector by reallocating the Ministry of Tourism and Creative economy's budget to labour-intensive programs for workers in the tourism sector. Moreover, tourism actors are given economic stimulation to avoid massive layoffs. This step was followed up by the Ministry of Tourism and Creative Economy on April 25, 2020. Regarding travel and crowds within the country, on March 31, 2020, President Joko Widodo issued PP 21 of 2020 concerning Large-Scale Social Restrictions (PSBB) to accelerate the handling of Covid 19 in which various regulations were regulated restrictions and activities in public facilities.

On the other hand, the Task Force also issued a travel restriction policy for the Acceleration of Handling Covid-19 in July 2020 regarding the criteria and requirements for people's travel during the adaptation period of new habits towards a productive and safe community Covid-19. As one of the sectors affected by Covid-29, tourism has received assistance from the government of 3.8 trillion. The assistance is included in the sectoral assistance group of ministries/agencies and local governments in the National Economic Recovery Program.

In July 2020, the Ministry of Tourism and Creative Economic issued a Health protocol for the tourism and creative economy sectors, compiled and ratified through the Decree of the Minister of Health Number HK. The protocol is based on four main issues, namely Hygiene, Health, Safety and environmental sustainability. Therefore, the protocol issued by the Ministry of Health was revealed to be a guide to the Health Protocol for the Creative Economy.

The Ministry of Tourism and Creative Economic has initiated a clean, beautiful, healthy and safe (BISA) program for tourism businesses. The Clean, Health, and Safety (CHS) program, as an adaptation to the new normal conditions in the tourism sector, is implemented to increase tourist confidence in destinations and the Indonesian tourism industry; this certificate is free of charge, which is part of the Ministry of Tourism and Creative Economy's stimulus program. In Implementing the Health protocol for safe tourism by wearing masks, maintaining distance, diligently washing hands, checking body temperature, prohibited from bringing food from outside and regularly sanitising the area.

Tomohon City Government Policy

Following up on the Central Government Regulation, the Tomohon City Government-issued Regional Regulation (PERDA) Number 1 of 2021 concerning Improvement of Discipline and Law Enforcement of Health Protocols in the Prevention and Control of Corona Virus Disease 2019, which consists of 11 chapters and 33 articles.

Concerning business activities and the use of public facilities, including tourism businesses, Article 9 states that: Each person in charge of activities, business actors, and or person in charge of public facilities is obliged to facilitate the implementation of prevention and control of Covid-19 in activities, businesses and or facilities be responsible by:

- a. Carry out cleaning and disinfection of the place where activities are carried out
- b. Provide adequate and easily accessible handwashing facilities
- c. Checking body temperature for every person/visitor who comes to the activity/place of business to use the managed facilities.
- d. Require every person/visitor/activity participant/facility user to wear a mask covering the nose, mouth and chin unless eating and drinking.
- e. Install information media containing provisions for physical distancing, washing hands with

- soap or other hand sanitisers and discipline in using masks
- f. Limiting physical distance to a minimum of one hundred and fifty centimetres
 - g. Prevent crowds
 - h. Provides different entry and exit access
 - i. Limit the number of visitors to a maximum of 50 % of the capacity of the place
 - j. Avoid providing food in a buffet for those in charge of activities that more than 50 people attend
 - k. Limiting the age of visitors according to the determination of the Regional Covid-19 Handling Task Force.

To dig up information regarding what activities are carried out related to the implementation of this Regional Regulation, we conducted interviews with YP informants. We revealed the following: "There have been several socialisations about this regional regulation, and socialisation has been carried out in all regional apparatuses, community leaders, forkopimda, church organisations and community organisations have even been specially invited to business actors including tourism business actors".

Based on the results of interviews with YP informants, it was revealed that Regional Regulations had been socialised to the public, meaning that policies have been understood not only by government officials as compilers and organisers but also by the objectives of the policy itself, namely the community who are also tourism actors. Furthermore, to find out how the Tomohon city government supervises the implementation of the regulation, the authors interviewed and revealed as follows: "The civil service police unit has special patrol activities in crowded places, including tourism places routinely carried out".

Based on interviews with CO informants, it was revealed that the supervision of the realisation of local government policies was going well, meaning that there was awareness from government ranks to follow up the program as a response and support capacity in terms of resources and expertise in monitoring strategies. To find out how the implementation of this regulation in public places or public facilities such as tourist attractions, the authors interviewed CR and revealed as follows: "The implementation of the post-Covid-19 regulations did not experience any significant problems, because, from the monitoring of the Tomohon city tourism office, all tourist attractions quickly made adjustments to the implementation of this regulation".

The results of the interview with the CR informant confirmed what was informed by the LR informant that the Bukit Doa tourism management since the issuance of the regulation, the manager immediately implemented it, not only as a rule that was implemented but also realised as part of ensuring the safety and comfort of visitors. Based on the interviews with informants LR and CR, it was revealed that the implementation of this regional regulation was going well, meaning that there was good communication between policymakers and Bukit Doa tourism business actors. Then to find out what has been done by the perpetrators of Bukit Doa Tourism in implementing the Health protocol, the author interviewed with informant L and revealed as follows: "Handwashing places have been prepared at entry points and several places at tourist locations, then notice and appeals both verbally and in writing to maintain distance and are required to wear masks, supervise visitors in implementing Health protocols and supervision in certain places so that there are no crowds."

Furthermore, to find out how the cooperation between the government and tourism business actors, the authors conducted interviews with LR informants and revealed as follows: "So far, communication between the government and Bukit Doa has been going quite well, although not all the needs of tourism business actors can be directly communicated to the government because there is no special communication platform between the government and tourism business actors".

Based on interviews with LR informants, there is no standard communication platform between the government and business actors, meaning that business actors' communication between the government and business actors has not gone as expected. Then the author confirmed with CR to dig up information related to communication between tourism actors and the government. It was revealed that: "There is no special communication platform, or there is no routine communication between the government, especially the tourism office and tourism business actors".

The policy is a series of concepts and principles that become a line of implementation in a job, leadership or way of acting. Policies must always exist in the life of the state. This policy is very influential on the lives of citizens; if a country does not have a policy, then the existing regulations in the country cannot run regularly, policies are made as to the impact of the problems that are the starting point.

Tourism Policy in the New Normal Period is the government's response to post-Covid-19 problems, to reduce the number of virus transmissions but on the other hand to maintain economic stability by maintaining the activities of tourism business actors. Kurniawan (September 9 2020) also said, citing Windhu Purnomo, an epidemiologist from Airlangga University, limiting human movement is the only way to prevent the spread of disease caused by Covid -19. The increase in positive Covid -19 is because people are not disciplined in implementing health protocols, such as still gathering more than two people, not wearing masks, rarely washing their hands and not keeping their distance when in crowds.

The implementation of the Health protocol policy at tourist sites will be one of the main aspects that tourists will pay more attention to and will be one of the programs in tourism development during the Covid -19 pandemic. This is very much in line with the Tomohon City government's policy through Regional Regulation Number 1 of 2021 [4]. Policies in the tourism sector are clearly illustrated in Article 9 and based on research results, and the policy is implemented correctly. This can be measured from several indicators, namely Communication, Resources, Disposition, and bureaucratic structure, as Edward III's implementation model confirmed. The results of the interview show that the size and objectives of the policy are understood by the parties responsible for achieving the goals, namely the government and tourism actors, in addition to the support of government resources which are reflected in the implementation of supervision and the ability to socialise the policies that have been made, then the disposition of tasks and responsibilities that have been made carried out well, which is clearly illustrated by the awareness of the implementer of the policies made, then the existence of a command line for the implementation of policies that are organised and well ordered.

However, on the other hand, in the absence of routine communication between the government and Bukit Doa tourism businesses, not all tourism problems are conveyed quickly and adequately to the government.

E. Conclusion

1. Currently, the tourism sector is one of the sectors most affected by the Covid-19 pandemic, so that the Tomohon City government issued a policy in dealing with the new average period, namely Regional Regulation Number 1 of 2021 concerning Increasing Discipline and Law Enforcement of Health Protocols in the Prevention and Control of Covid 19 which must be obeyed by tourism business actors, tourists and the public in general.
2. Implementing the Health protocol at Bukit Doa Tourism is going well even without any problems; this shows that the policies implemented by the government through Perda number 1 of 20121 have been appropriately implemented, and the policy implementation

model applied is correct. However, some shortcomings must be corrected in communication between the government and tourism actors, which is still lacking or has not been carried out regularly.

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Tourism Policy During the New Normal Period in Tomohon City

ORIGINALITY REPORT

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