



RESEARCH ARTICLE

Sustainable Tourism Management in Post Pandemic: Lesson-Learned from Ponggok Village Tourism Community Governance

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ABSTRACT

Tourism is one of the most interesting sectors in many countries, including Indonesia. This country has many natural and cultural resources as a potential tourist attraction. Based on tourism data, of all Indonesian entrances in 2020, only 4,052,923 tourists will visit Indonesia. This number decreased by 74.84% compared to 2019, with 16,108,600 visits. This is due to the COVID-19 pandemic. Ponggok Village is one of the villages in Indonesia that develops community-based tourism. This tourism location was also affected by the COVID-19 pandemic. This study aims to explain the community governance of Ponggok Village tourism post-Covid-19 pandemic. This study uses three dimensions of community governance: bonding social capital, bridging social capital, and linking social capital. The nature of this study is qualitative. In-depth interviews were used as a data collection technique. In addition to that, field observation was also used to enrich the findings. The respondents for this study are village heads, community leaders, tourism managers, and visitors. At least nine (9) respondents were interviewed. Interactive data analysis, which includes data collection, condensation, data display, and conclusion, is used as data analysis. Research findings show that local cultural values can be seen as social capital in society that helps tourism management during a pandemic. The bonding social capital aspect occurs through beliefs, cooperation, and social norms among the community, forming groups named Wanua Tirta. This group helped recover the tourism sector after the COVID-19 pandemic. The bridging social capital aspect shows that Ponggok Village Government collaborates with other villages to recover tourism. The linking social capital aspect shows that stakeholder coordination works well during COVID-19. These findings indicate the role of local wisdom and stakeholder collaboration as crucial elements in Indonesia's tourism sector's survival during and post-pandemic.

INTRODUCTION

Tourism in the present is one of the interesting phenomena for society. The symptoms of tourism have become a basic need. The tourism sector

is one of the sectors that has survived despite the crisis. Tourist travel activities have become a promising commodity to be packaged into a business venture (Rizal et al., 2022). Many countries are

starting to get serious about working on tourism as a main sector to improve their economies, including Indonesia, which is rich in natural and cultural resources and a potential tourist attraction. Today, the government's development paradigm leads to bottom-up development. The government opens up a wider space for people to participate in development, especially tourism development. M. Rogers (in Demartoto, 2009) explained that development is a process of participation in all fields of social change in society, intending to make progress in the socio-economic life of the community. The development of the tourism sector is currently encouraging rural tourism, which includes improving the village's material environment, the capacity of the regional tourism sector, respecting local communities for their origins, and rural panoramas as a whole. In addition, it also allows the sustainability of the ecological environment, which creates the conditions for residents to pursue a better life and increase the profits and welfare of society (Fan and Li, 2023). Local tourism that is harmoniously integrated by exercising traditional local economic activities can contribute to the community's progress, and the natural and cultural environment are key success factors when creating tourism products (Zavaleta Chavez Arroyo et al., 2023). Community participation as the result of the community's aspirations about the things that are wanted and needed by the community is the basis for consideration by the city government in determining tourism sector policies (Wijayanto et al., 2022).

Tourism policies must consider attracting local communities to participate in tourism development plans. Despite the high poverty rate, only some people think about the opportunities tourism development offers. In addition, tourism planning must be an integral part of overall development planning. If tourism is to be part of an economic development program, it should be treated equally to general development issues. Otherwise, it indicates a dual process of economic development. Tourism awareness campaigns are practically needed in society (Acha-anyi and Ndolose, 2022).

Ponggok Village, as one of the community-based tourism villages, has several superior tourist attractions, namely Umbul Sigedang, Umbul Kajen,

Umbul Ponggok, Umbul Kapilaler, and Umbul Cokro. Community-based tourism maintains cultural values. Value-based tourism activities from the local police are expected to balance globalization, which often produces convenience with outside culture not following the order of values in a region (Rizal et al., 2022). The development of Ponggok Tourism Village itself began with a spring in Ponggok Village, commonly referred to as the pennant by the surrounding community. Each pennant has beautiful natural scenery, clear water, a beautiful village atmosphere, and different attractions. Pongggok Village Tourism differs from villages that favor other tourism sectors because the discovery and opening of tourist attractions do not come from investors or village governments but purely from the village community. The involvement of the people of Ponggok Village in the development of tourism was accommodated by BUMDes Tirta Mandiri. The people of Ponggok Village are aware of the natural potential of Ponggok Village and have the awareness to develop Ponggok Village tourism by planning the tourism development of Ponggok Village. One of them is carried out by Pokdarwis, which is located in RW 04 Ponggok Village, managing a spring number into a tourist attraction that is currently still in the process of being made with lenders and supported by the Ponggok Village Government, BUMDes Tirta Mandiri, and the investment of RW 04 residents. The people of Ponggok Village also involve academics and students to explore the potential of Ponggok Village's natural resources.

The emergence of the COVID-19 pandemic has forced the government, travel agencies, media, and professionals to warn of and anticipate the risk of spreading the virus around the world. However, after blocking entry and exit between areas and frequently announcing "stay at home," the disease seems to have been overcome. Close cooperation between the public and private sectors with a sustainable model can be replicated from the health sector to other sectors, such as tourism (Robina-Ramírez et al., 2021).

The community can find prototypes of natural resource development in their villages. Furthermore, another secret of Ponggok Village's success as an independent village is the existence of cultural capital and social morals owned by its people. Ponggok

Village has cultural capital based on the wisdom values of the Javanese people, high social solidarity, and a sense of belonging, so it has the awareness to advance the village, especially in the tourism sector. The community participates in village tourism activities by managing tourist attractions, selling food, swimming and snorkeling equipment, and renting meeting houses around tourist sites. The success of the local community in managing the tourism potential of Ponggok Village gives this tourist village a considerable income every year.

The tourism sector has been significantly affected by the COVID-19 pandemic, ranging from the disappearance of international tourists to the immediate cessation of the tourism market. Based on data from tourists to Indonesia through all entrances in 2020, there were 4,052,923 visits, or a decrease of 74.84% compared to 2019, which amounted to 16,108,600 visits. The COVID-19 pandemic has significantly impacted areas that rely on the tourism sector as a source of income, one of which is Ponggok Village. Ponggok Village is one of the villages in Klaten Regency that develops community-based tourism until it is designated as a tourist village.

In 2016, the village's income reached 16.3 billion per year but experienced a downward trend coupled with the emergence of the COVID-19 pandemic, decreasing to around 90 percent. Natural disasters, pandemic crises, and others urgently need collaborative strategies and resources to rebuild affected areas (Robina-Ramírez et al., 2022). After approximately one year of closure, Ponggok tourist village is back in operation with strict health protocols. The manager of the tourist attraction puts up a banner containing recommendations to implement health protocols for visitors. Tourism activities in Ponggok Village run with strict health procedures such as checking body temperature and scanning vaccine certificates, washing hands before entering tourist attractions, and limiting the number of visitors to 50% compared to normal conditions. The community around the attraction has also returned to selling swimming and snorkeling equipment. Comparative study activities for tourist villages are also running again in Ponggok Village. This study aims to describe the role of community-based governance in the tourism sector during and after the COVID-19 pandemic. Such insight

will help tourism communities worldwide cope with emergencies and unpredictable circumstances in the future. Theoretically, this finding contributes to sustainable tourism management, which emphasizes the presence of economic, environmental, and social impacts (Streimikiene et al., 2021).

LITERATURE REVIEW

This study used the social capital theory to explain community governance of Ponggok village tourism during the post-COVID-19 pandemic. Halsall (2012) explained that the core of community governance is social capital. Social capital is a feature of the social life of a community that can be represented by networks, norms, and beliefs that allow society to act together to effectively achieve common goals. Abdullah (2013) explained that social capital has three typologies, which are, at the same time, forms of strength that can optimize the potential of other capital. The typology of social capital includes bonding social capital, bridging social capital, and linking social capital.

Bonding social capital

A key feature of social capital bonds is that groups and group members look inward rather than outward for ideas, relationships, and concerns (Abdullah, 2013). The types of humans or individuals included in this group are usually homogeneous; for example, all members come from the same tribe. The focus is on efforts to preserve values recognized across generations and implemented as part of ethnic and unitary ethical and moral behavior. They tend to alienate and prioritize solidarity over more real issues to build themselves and their groups per the values and norms of a more open society.

Bridging social capital

One of the strengths and energies of social capital is the ability to bridge or connect relations between individuals and groups with different identity origins. This fact is also based on beliefs and norms built up so far. This bonding capability opens up opportunities for information to come out so that a community's external potential and opportunities can be accessed (Abdullah, 2013).

Linking social capital

Developing a community requires various potential and resources, both internally and externally. Social capital, especially networks, and relationships, can

synergize and capture other potentials and capital. The potential of network capital and relationships is at the core of the dynamics of community development. The complexity of networks and relationships created in a community is one indicator of a community's strengths (Abdullah, 2013).

Previous study

Ponggok Village, one of the community-based tourism villages, was affected due to the emergence of the COVID-19 pandemic and the implementation of community activity restrictions and large-scale social restrictions, which resulted in a significant decrease in village income from the tourism sector. After approximately one year of closure, Ponggok tourist village is back in operation with strict health protocols. Previous research conducted by Kabes et al. (2022) explained the conditions for providing Ponggok Village tourist attractions based on the 4A concept in tourism, namely attractions, accessibility, amenities, and ancillary. This study found that the contribution of related parties still needs to be improved, namely from the government, in terms of additional infrastructure and funding for the development of the Ponggok Tourism Village. From the analysis of the results, it was concluded that the conditions of Ponggok Village as a tourist village were still not supportive regarding attractions, accessibility, amenities, and ancillary services. Another study by Damanik and Iskandar (2019) explains that adding cultural tourism packages is the main priority of the development option of Tourism Village, which has the highest weight; the second priority is to add natural tourism packages. The third priority is to add artificial recreational facilities, and the last priority is to add to the typical souvenirs of Ponggok Village. By looking at previous studies, this research can contribute to aspects of social capital analysis, which include social capital bonding, bridging social capital, and linking social capital. It will be able to overcome community problems and revive the tourism sector of Ponggok Village post-COVID-19 pandemic.

METHOD

In this study, qualitative and descriptive research methods are used. Descriptive research collects data based on the factors that support the research object, then analyzes these factors to find their role (Arikunto,

2010). While descriptive research, according to Sutopo (2002), is the second level of research, which is the development of exploratory research; from the results of exploratory research, researchers already know the various variables involved in the Ponggok Village Tourism Community Governance during the COVID-19 Pandemic. Based on the type of research and data sources, the data collection techniques used in this study were in-depth interviews with nine respondents: a village head, a community leader, four tourism object managers, and three visitors. In addition to obtaining detailed data and a portrait of reality, field observations were also carried out. The triangulation method uses four aspects of trustworthiness as defined by Guba and Lincoln (1981). The criteria made by Guba are based on four important aspects of trustworthiness: 1) truth value, questioning whether the researcher has trust in the truth of the findings for the subject or informant and the context in which the study was conducted; 2) Applicability refers to the extent to which the results of the study can be applied to other contexts or with other groups; it is the ability to generalize research results for a larger population; 3) Data consistency is whether the findings will be consistent if an investigation is replicated with the same subject or in almost the same context; and 4) neutrality, namely freedom from bias in research procedures and results.

RESULTS AND DISCUSSION

The community governance of Ponggok Village can be seen from three angles: bonding social capital, bridging social capital, and linking social capital.

Bonding social capital

Communities' connections to nature positively and significantly influenced support for tourism development (Strzelecka et al., 2023). Each region has social values that guide its social relations. Likewise, the people of Ponggok Village have a series of strong family values, including solidarity and cooperation. This value is the basis for social ethics, interactions, and mutual relationships carried out by the people of Ponggok Village. The emotional bond of the people of Ponggok Village is manifested in the ethics of daily associations and then forms cooperation, including cooperation in advancing the tourism

sector. Society is more concerned with profit than maintaining a sense of solidarity. The inclusion of these local values makes it easier for communities to organize. Community activities and interactions in the form of local organizations can be found in community groups, especially in tourism, which forms a unitary tourism-conscious group called Pokdarwis Wanua Tirta. This group was formed as a means of distributing various types of information as well as a means of marketing. Establishing Pokdarwis in Ponggok Village is a tangible form of determining the chosen social action. The actions chosen by the members of Pokdarwis correspond to socioeconomic actions. Opportunities for developing the tourism sector are also heavily influenced by interest from foreign non-profit organizations, NGOs, universities, and foundations in society because of their unique natural characteristics. The aim is to encourage these organizations to work on key issues for developing the tourism sector involving the community and ensure they have appropriate pre-analyses (Cordon et al., 2023). Pokdarwis was formed to be a source of potential in Ponggok and promote existing tourism. Indirectly, the purpose of forming this social group is to increase society's income. Therefore, the values contained in the philosophy make it a form of social capital for society. This kind of bond is also a means for society to organize itself in groups, make decisions together, and share information. Even if, indeed, the torrent of modernization is a challenge in itself in maintaining these bonds.

More and more people are keen to follow along as guides, realizing that with the right organization, the work can be divided between several people. Communities must participate in building good community communication, involve more guides, have open discussions, and realize the importance of developing tourist villages (Cordon et al., 2023). All of them can be called community groups, in which the value of togetherness is always honed daily. Cross-cutting affiliation in these local groups and communities has provided a social safety net when the community is in crisis. Like during the COVID-19 pandemic, the "gotong royong" community is trying to recover the tourism sector. The sustainability of these groups then becomes a means for the community to establish relationships with various

parties, especially local governments; therefore, the social process of these groups indicates ongoing governance at the community level. Where the governance paradigm does not limit the process of administering government, it can only be carried out by government institutions. But the community can also carry out these processes at a minimum in the context of their environment and the interests of their community.

Programs in the ecotourism strategy are more likely to be included to help resolve internal conflicts arising from distrust of leaders for the same type of work. It is possible to outline sustainable community-related projects involving the whole community in the future. At the same time, these comprehensive programs can attract more tourists (Cordon et al., 2023). In such a relationship or interaction, it is certainly supported by the management of the community's social capital, which manifests in mutual trust and cooperation and forms a network of cooperation. Thus, the activities and interactions in these groups will be explained through community governance. In general, the organizational process of this group is characterized by an informal process in which joint deliberation becomes a means of reaching a common consensus. In addition, to anticipate all changes in the future and maintain the continuity of their business, they make savings movements for the group and always build relational relationships through group gatherings. In this process, the exchange of information and knowledge occurs, and it becomes a means of forming togetherness from day to day. If the local community is provided with information and training, it will positively impact increasing investment in the tourism industry. This approach can increase the involvement of residents as entrepreneurs as well as employees in tourism development and encourage young people to stay in the area. This could lead to job creation at a local level, reduced excitability, increased living standards, and support for tourism development among motorists (Stojanović et al., 2021).

The group leader leads the groups, elected through a deliberative mechanism. The ability to manage is carried out through informal mechanisms. Community leadership is an important element here because community leadership can accommodate

the interests of a group working together to achieve common goals. In Ponggok Village, the head of the community leads, accommodates proposals, and coordinates every activity that has been determined. The meeting becomes a means of deciding on a common consensus, carried out regularly once a month. As a form of commitment between members, this group carries out a monthly joint savings movement. This is also an effort by the group to face future conditions; this ability is assessed as the group's capacity to finance itself. In addition, this group also collaborates with various parties to learn, exchange information, and receive various trainings. Training sections are the key to promoting and restoring the truth in the tourism sector. The practical implications must be considered by placing individual prosperity above the common good. First of all, it is considered urgent to recover community work. Second, as in the health sector, tourism promotion can be done by developing citizen awareness and increasing cooperative exchanges between geographically adjacent tourist communities. Third, to achieve this goal, training sessions from a humanistic perspective can serve to analyze the negative impacts on tourism companies and society to eradicate exploitation and growth mindsets based on selfishness and self-interest (Robina-Ramírez et al., 2022).

Pokdarwis Wanua Tirta held capacity-building activities for Pokdarwis Pokja 5 and 6 members as tourism managers of Umbul Sigedang Kapilaler, as well as the socialization of new policies and programs on plenary tourism services (service of excellence), the implementation of COVID-19 health protocols, and environmentally friendly tourism governance. Generally, the group's organizational process will be greatly influenced by local values, group resources, and social capital, which has consequences for how the group's instruments interact inside and outside the group in dealing with their problems. The task of the Tourism Awareness Group is to increase development to support tourism development in Ponggok Village, Polanharjo. Pokdarwis has the following functions: (1) Increasing the participation of the business world and the community in managing the services and needs of tourist stopovers (2) Improvement of public awareness in the development of tourism

(3) Promoting access efforts that may arise as a result of tourism development, limit such influence, and increase the resilience of the community in the face of the negative consequences of tourism. (4) Improvement of cleanliness, safety, and order in the environment (5) Utilization and improvement of the potential of tourism objects and tourism services (6) Act as a motivator, facilitator, and communicator for the community around the tourist attraction.

Bridging social capital

Bridging in the context of social capital is seen or studied in the broader bonding relationship. Where bridging means that the community group can build positive, cooperative relationships with other groups. Tourism activities are helped by study visits from universities. Academics also contribute thoughts to explore the potential of tourist attractions. With the reopening of Ponggok Village tourist attractions, investment in Ponggok Village is hoped to return. The synergy of investment and community empowerment, following local wisdom and with clear guidance, must be built. At the national level, village economic development is carried out through tourism villages, digital villages, exclusively village products, the development of rural areas, and the role of village-owned enterprises (BUMDes). Tourism and digital village development must prioritize increasing economic added value, environmental and natural wealth resilience, and community empowerment. Issued digital campaigns on website platforms and social networks to provide virtual museum and archaeological site tour experiences for individuals at home. This measure will help attract new customers and tourists, especially with the upcoming travel restrictions. Many hotel classes for the help of cooked food, antibacterial wipes, masks, sanitizers, and gloves for medical personnel. In addition, some hotels also offer a free night's stay for medical employees (Salem et al., 2022).

The local government's commitment is very important to support the sustainability of the development of tourism villages. Some of the good practices of existing tourism villages show that the existence of driving figures as champions or agents of change in the village is one of the keys to the success of tourism villages. One of the things developed by the government through the Ministry of Tourism

and Creative Economy (Kemenparekraf) and the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT) is a community-based program, such as homestays. This program is combined with the development of tourist villages. Ponggok Village is one of the tourist villages with homestays that developed quite well before the COVID-19 pandemic. After the COVID-19 pandemic, homestays began to reopen with the implementation of health protocols such as scanning the peduli lending application for visitors and sterilizing rooms by CHSE standards from the Ministry of Tourism and Creative Economy. Homestay-based tourism villages can be enjoyed by upper-, middle-, and lower-class people. Ponggok Village Government also collaborates with other villages if there is a shortage of homestays, namely with Nganjat Village and Jeblok Village. In addition, there is cooperation with restaurants to provide meals for guests and the provision of special safety training facilitators, for example, with Search and Rescue Team Klaten. The most common business adaptations uncovered in interviews were changing opening hours, offering customized service or menu items, special offers or discounts, different sales or marketing channels, temporary business closures, downsizing, and company transfers. In particular, F&B businesses have seen a growing trend to use OFD (online food delivery) services during the pandemic (Gavilan et al., 2021).

The most crucial problem in Indonesia's tourism sector is the need for more infrastructure, from transportation infrastructure, such as roads, airports, and ports, to telecommunications infrastructure, especially telephone and internet networks. Tourist villages are only possible to attract if they can be accessed. Therefore, the government should prioritize the development of transportation and telecommunications infrastructure around tourist villages. It will affect the way we manage tourism facilities and transport infrastructure, as well as the provision of emergency health services. Cooperation criteria must be included among these strategies, not just economic profit criteria. The governance of tourism resources should rebuild the tourism industry and requires the involvement of civil society and the authorities (Ezebilo and Mattsson, 2010).

The government has encouraged investment in rural

areas to overcome problems in the tourism sector. They make the programs, for example, the rural revitalization strategy, to assist rural development in all sectors, namely infrastructure projects, the growth of various rural tourism industries, the establishment of the catering industry, and typical rural entertainment to attract visitors to visit rural areas for tourism and recreation. This has the potential to increase employment in rural areas and farmer incomes, thereby reducing the problem of economic disparities between urban and rural areas (He et al., 2021).

The development of tourist villages must parallel other sectors, such as transportation, information and communication technology, finance, handicrafts, clothing, culinary, property, and tour guide services. If tourist villages develop and tourists arrive, government investment will return, whether through foreign exchange, taxes, or economic growth, including employment and poverty reduction. Based on observations, access to Ponggok Village tourist attractions is very affordable, with good road infrastructure and clear location indicators. Although the tourist location enters a remote area of the village, the road to the location can be passed by four wheels. In Ponggok Village, some restaurants serve typical water tourism dishes, and souvenir vendors sell merchandise in front of the Ponggok Village hall.

Linking social capital

Participatory governance involves civil society and communities and hybrid collaborations between public and private, formal and informal, and for-profit and non-profit organizations (Karzen and Demonja, 2020; Khan et al., 2019). Group relationships in this realm are more about functional relationships or relationships with groups or institutions above them. In this context, the level of linking group social capital concerns interaction with village and local governments through mutual trust, response to government programs through community participation, and assistance distribution to the community. In practice, local communities are supposed to act as control centers for destination-based tourism resources; in addition, vertical linkages with the government are supposed to ignite local communities (building capacity, providing expertise, ensuring proper oversight, etc.), and 'politics'

and 'social' should facilitate active community participation in tourism resource management decisions (Joo et al., 2020). Based on observations, the headman acts to supervise and direct directly related activities related to the management of tourist attractions with almost daily review so that the headman can quickly accommodate the aspirations of the community regarding the development of tourist attractions. Especially during the COVID-19 pandemic, the role of the village government in providing information related to health issues and protocols is very much needed by tourist attraction managers. Providing appropriate health protocols and governance information leads to a new order of life that requires tourist attraction managers to improve under government regulations. In addition to coordinating with the village government, tourist attraction managers coordinate with the COVID-19 cluster task force. Coordination between the village government, the COVID-19 cluster task force, and tourist attraction managers has been going well. When there are major events at tourist attractions, the village government and the COVID-19 task force also monitor them, from event planning and implementation to evaluating the event's sustainability. The COVID-19 task force, tasked with disseminating SOPs and CHSE protocol policies to employees, event organizers, activity implementers, and third parties, ensures and supervises the implementation of the rules and CHSE protocol in implementing the event flow by each relevant party. Visitor loyalty can be seen through the characteristics of the destination, such as satisfaction and identity. The results show that destination characteristics positively impact visitor satisfaction, visitor identification with the destination, positive word of mouth, and willingness to revisit (Nian et al., 2023).

Tourist attraction managers and event committees ensure the cleanliness of tourist sites, such as the availability of hand soap or hand sanitizers for visitors, and ensure that business places are always clean, both from germs, bacteria, and viruses, by spraying disinfectants. Health protocols are checked before entering the tourist attraction area, from checking body temperature and wearing masks to implementing social distancing with

distancing arrangements and minimizing crowds. Management and government capacity concerns are reflected in indicators demonstrating the target's resource management effectiveness and their project involvement. In addition, the governance dimension includes the intensity of the phenomena described by seasonal conditions and increased tourist volumes. When the region is faced with high scores from this indicator, effective monitoring becomes important, so the government must pay attention to this monitoring (Niavis et al., 2022; Shahbaz et al., 2014). Tourist attraction managers and event committees ensure the cleanliness of tourist sites, such as the availability of hand soap or hand sanitizers for visitors, and ensure that business places are always clean, both from germs, bacteria, and viruses, by spraying disinfectants. Health protocols are checked before entering the tourist attraction area, from checking body temperature and wearing masks to implementing social distancing with distancing arrangements and minimizing crowds. This shows that the recovery from the Ministry of Tourism and Creative Economy has not been evenly distributed, so the community must be independent in restoring the tourism sector by gradually opening tourist attractions according to the CHSE protocol.

Good community engagement practices are creative efforts by local communities to address their problems, such as specific advocacy processes and case studies (Ma et al., 2023; Lincoln, 2020). Brilliant ideas that determine the success or failure of community development initiatives are the main concern of external groups (regional, national, and international) who wish to collaborate with them. For organizers who take the initiative to develop a tourism village, it is important to collaborate with partner communities at the local level. Such an approach would focus on each community's opportunities and constraints, prioritize local issues and aspirations, and encourage small-scale entrepreneurial responses that can be achieved by community members. When local stakeholder institutions are not prioritized, for example, when communities are marginalized in favor of "official" projects, legitimacy is compromised. The community's role is to decide about tourism development and how resources are used (or found) to create change from within (Qu et al., 2020; Ali

et al., 2023). People try to promote through blogs and social media, but the bigger impact is the promotion of the visitors themselves. This is the tourism slogan of Ponggok Village, namely "Safe and comfortable tourism, return to bring friends," which turned out to be very influential during the COVID-19 pandemic when visitors were still afraid to visit, but with the validation of visitors who had visited in advance and ensured that they were safe, other visitors also felt safe to return to visit Ponggok village attractions, especially during the COVID-19 pandemic where there was a debate regarding the spread of the COVID-19 virus through the water.

Theoretical implications

This paper will have theoretical implications for academics, especially those related to community-based village tourism. Furthermore, this paper will have theoretical implications on how social capital, such as bonding social capital, linking social capital, and bridging social capital, strengthens community capabilities in developing the tourism sector.

Practical implications

This research can be used if, in the future, a crisis occurs that has implications for the tourism sector, especially water tourism. This research also enables managers to set rules for improving the sustainability of the tourism sector.

Limitations and future research directions

This paper has presented the conceptual theory, empirical findings, and prototype for developing community-based post-COVID-19 village tourism. The limitation of this paper is that it only analyzes qualitative methods; it is hoped that further research can examine quantitative methods.

CONCLUSION

Based on the explanation of community governance in Ponggok Village Tourism during the COVID-19 pandemic, this research can conclude that:

- Local cultural values can be seen as social capital in society, manifesting the existence of emotional bonds and local leadership in a society that takes place through beliefs, cooperation, and social norms among the community, forming groups. In Ponggok Village, a tourism awareness group, Wanua Tirta, was committed to developing village

tourism potential. This Pokdarwis is the time to run and can form a strong social safety net. This was proven when, despite the COVID-19 pandemic, which resulted in the decline of the community's economy, including in the tourism sector, Pokdarwis could maintain and revive the village's tourism sector.

- The capacity of community groups to govern in Ponggok Village can be seen through social capital, which takes place in three aspects:
- Bonding social capital involves the internal interaction of community groups that manifest in local leadership as collective references, the ability to manage organizations, awareness of the saving movement, and the ongoing process of sharing information and knowledge. During the COVID-19 pandemic period, the Chairperson of Pokdarwis, as the community leader, coordinated Pokdarwis members to pay for voluntary fees that would be used for the maintenance and restoration of tourist objects. This kind of coordination is very significant for the recovery of the tourism sector. When other tourist attractions are not ready to reopen, Ponggok Village is ready to reopen a tourist attraction with a health protocol.
- Bridging social capital concerns interaction with other community groups that manifest in the network of cooperation to produce various business innovations and other general knowledge. Ponggok Village works in collaboration with other tourist villages in the form of homestay rentals and also conducts village studies in other tourist villages related to tourism recovery due to COVID-19.
- Linking social capital concerns interaction with local governments in the form of community group participation in group development and assisting in providing public services. The relationship between the Ponggok Village Government and the community is one of cooperation, where the Ponggok Village Government provides tourism facilities to be managed by the community. Pokdarwis organizes tourism activities under the supervision of the village government. During the COVID-19 pandemic period, the

Ponggok Village Government helped direct and foster Pokdarwis related to the continuity of tourism activities during the pandemic period with the CHSE protocol.

The findings in this paper contribute to the body of knowledge by providing insight into how collaboration within society enables community-based village tourism to survive during and post-pandemic. Therefore, tourism management would be sustained in an emergency situation (such as a pandemic) if the social capital around the tourism attraction worked collaboratively. In addition, the government, especially village-level government, can use the findings in this study to facilitate the stakeholders around tourism attraction to develop bonding, bridging, and linking social capital among them as a basis for sustainable tourism management. For further research, this study suggests using another approach, such as a quantitative method, to enrich the findings on the role of social capital in sustainable tourism management.

Author's contributions

Author 1: Collecting data, doing analysis of the collected data, writing a report
Author 2: Analyze the result based on innovation and social capital, proofread, and edit.
Author 3: Analyze the result based on collaborative theory.

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